



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 45, NO. 41

NEW YORK, WEDNESDAY, DECEMBER 1, 1948

TEN CENTS

WEBS DEFEND ACTIVITY IN 'SPOT' FIELD

Smaller FCC Staff Likelihood In 1949

Washington Bureau, *RADIO DAILY*
Washington—Despite the continued slowdown of processing of broadcast applications, the FCC may find itself forced to begin operation next June with an even smaller staff than today. This may mean a cutback in personnel assigned to the complicated tasks of appraising and investigating competitive applications in the AM, FM, TV, FAX and other fields, with Commission efficiency in other matters also to suffer. Unofficially but reliably, it has been learned that the budget bureau
(Continued on Page 5)

New Committees Named By President Of NARND

Forty-two members of the National Association of Radio News Directors have been named to seven standing committees of the organization, it was announced yesterday by NARND President Sig Mickelson, News Director of WCCO, Minneapolis, Minn. The committee posts, which will be in force for the next 12 months, were assigned by the Board of Directors, governing body of the Association.

Tom Eaton of WTIC, Hartford.
(Continued on Page 6)

BMI And Marks Music Sign New 10-Year Pact

BMI and the Edward B. Marks Music Corp. yesterday announced a new contract under which BMI continues to license performing rights to Marks music until 1959. This ends the option which BMI had to buy out the publisher.

New contract supersedes the pres-
(Continued on Page 8)

Gives-away Program

Going the programs who give away merchandise one better, *WITH's* Gene Klavan is giving away his program, "Laffs With Lunch" to persons who qualify as "Gene For A Day." Contestants who seek to conduct the program must be over 16, have no talent and no previous experience in radio. First successful applicant was a waiter.

Cooling Off?

Rumors that the Twentieth-Century-Fox deal for the purchase of the American Broadcasting Co. was cooling off were current in the trade yesterday. A spokesman for the movie company indicated that the two companies were unable to get together on the purchase price for the ABC stock.

Elder Gets Promotion To New Lever Co. Post

Robert F. Elder, vice-president in charge of consumer research with Lever Brothers and widely known as a researcher in the radio industry, has been appointed to a newly created position of vice-president in charge of affiliated companies, Charles Luckman, president of Lever Brothers, announced yesterday. Elder will assume his new duties on Dec. 15.

In announcing Elder's appointment to the new post, Luckman said: "During the past two years
(Continued on Page 6)

'March Of Dimes' Staff Appointments Announced

Howard J. London, Director of Motion Pictures and Radio for the National Foundation for Infantile Paralysis, yesterday announced the addition of six staff members to augment the radio-television division for the 1949 "March of Dimes" campaign.

Added to the radio division are:
(Continued on Page 5)

Await Outcome Of Benny-CBS Deal; Bergen-Coke Sit

What started out to be the biggest talent deal in the history of radio—the exodus of Jack Benny & Co. to CBS—is still swinging high in the air despite the fact that the comedian himself and his Sunday night show are switching to Columbia Jan. 2. But the Phil Harris show—as of now—is still an NBC feature and current reports both in New York and Hollywood say that Harris is decidedly unhappy over the split.

Offer Rebuttal To Station-Rep Charge That Networks 'Pressure' Outlets; NARSR Petition To D. Of J.

Stromberg-Carlson TV Expansion Plans

Revealing that former radio assembly lines are being rapidly converted to television receiver production, Dr. Ray Manson, president of Stromberg-Carlson Company, yesterday said that the company's present production capacity is 3,000 sets a month and will be increased to 5,000 by mid-1949.

The announcement by Dr. Manson
(Continued on Page 7)

Dr. Courtney Pitt Named Financial V.P. Of Philco

Dr. Courtney Pitt, who joined Philco in 1941 and since January, 1947, has served as economist in charge of the division of economic research, has been elected to the newly-created office of vice-president of finance of Philco Corporation and in this capacity will serve as
(Continued on Page 2)

WGHF Extends Schedule As Service To FM Network

WGHF, New York City FM station operated by Captain W. G. H. Finch, will begin a dawn to dusk programming schedule on Dec. 5
(Continued on Page 2)

Washington Bureau, *RADIO DAILY*
Washington—Defenders of the network policy of representing affiliates in spot sales devoted yesterday to attempts to break down the credibility of testimony offered Monday to the FCC by H. Preston Peters of Free & Peters. Questioning by Judge Sam Rosenman for CBS, by W. Theodore
(Continued on Page 5)

Biscuit Firm Buys 2 Half Hours On MBS

Consummation of a deal with National Biscuit Company for three one-half hour programs on Mutual beginning Feb. 1 was announced yesterday. The deal aggregates \$1,200,000 in billings.

Program to be sponsored in the interest of Nabisco Shredded Wheat is "The Straight Arrow," an adventure type series which has been
(Continued on Page 2)

Fatima Cigs To Sponsor Basil Rathbone On CBS

Fatima cigarets will sponsor its first major network program starting Jan. 8 when Liggett & Meyers ties up with a new dramatic show over CBS which stars Basil Rathbone. Program will be heard Saturdays, 10-10:30 p.m., EST.

Rathbone will be the star and
(Continued on Page 2)

Class A Time

ABC was not the only network which did itself up royally at the opening of the Metropolitan Opera, NBC, represented by James P. Gillis, account executive in Spot Sales, escorted Miss Margaret Truman, daughter of the President, to the classic affair of frocks, frills and trills. Gillis and Miss Truman were guests of Mr. and Mrs. Thomas J. Watson.



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WEST COAST OFFICES
Ralph Wiik, Manager
6425 Hollywood Blvd. Phone: Granite 6607
WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlonga Rd.
Phone: Wisconsin 3271
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg. 155 No. Clark St.
Phone: State 2332

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FINANCIAL

(November 30)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8 1/2	8 3/8	8 1/2	+ 1/8
Admiral Corp.	17 3/8	17 3/8	17 7/8	+ 1/2
Am. Tbl. & Tel.	150 7/8	150 5/8	150 3/4	- 1/8
CBS A	20 5/8	20 1/2	20 1/2	+ 3/8
CBS B	20 1/2	20	20	- 1/2
Farnsworth T. & R.	5 1/8	5	5	- 1/8
Gen. Electric	37 1/4	36 3/4	37 1/2	+ 1/8
Philco	39 7/8	39 3/8	39 1/2	+ 3/8
Philco pfd.	87 3/4	86 1/2	86 1/2	- 1
RCA Common	12 1/8	11 5/8	12	+ 3/8
Stewart-Warner	13 3/4	13 5/8	13 3/4	+ 1/8
Westinghouse	24 1/4	23 7/8	23 7/8	- 1/8
Zenith Radio	26 1/4	26 1/4	26 1/4	- 1/4
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	10 1/2	10	10 1/2	+ 1/2
Nat. Union Radio	2 3/8	2 3/8	2 3/8	- 1/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	13 1/2	14
Stromberg-Carlson	14	15 1/2
U. S. Television	1 3/8	1 3/4
WCAO (Baltimore)	23	27
WJR (Detroit)	8 1/2	9

Stork News

Jay Emmett, publicist, is the father of a six pound four ounce boy born to Mrs. Emmett November 27 at Polyclinic Hospital. It's the first child for the Emmetts. He'll be named Steven Wiley.

INS has served



FOR 11 YEARS

★ COMING AND GOING ★

VICTOR M. RATNER, vice-president and director of advertising and sales promotion at CBS, today will board an American Airliner for a visit in Los Angeles.

FRED C. MUELLER, station manager of WEEK, Peoria, Ill., is in town for conferences at the headquarters of NBC, with which the station is affiliated.

HAZEL KENYON MARKEL, director of public service and education at WTOP, Washington, D. C., is back at the station following a trip to Chicago during which she attended a meeting of the NAB educational standards committee.

PHIL ALAMPI, farm news editor at WJZ, is expected back today from Chicago, where he attended the annual meeting of the Farm Directors Assn.

ROLAND TRENCHARD, public relations director for WAAT and WATV, Newark, on Friday will go down to Atlantic City to address the New Jersey division of the American Cancer Society at the Hotel Traymore. His subject will be "Radio and Cancer Education."

FRANK MARX, vice-president of the American network in charge of engineering, and JOHN PRESTON, chief allocations engineer for the web, are in Washington to attend the FCC television-allocation hearing.

MURRAY B. GRABHORN, vice-president of ABC, is in Washington, D. C., on network business.

CLIFF HARRIS, technical supervisor of WIP, Philadelphia, is in Washington for the FCC hearings.

GENE AUTRY, whose programs are heard on CBS, is in New Orleans to attend the convention of the Independent Theater Owners Assn. He'll leave tonight for Chicago to sit in at the National 4-H Clubs convention, after which he will return to new roles at Hollywood studios.

EDGAR KOBAK, president of the Mutual network, is in Chicago on business.

JAMES MIDDLEBROOKS, chief facilities engineer at ABC, has returned from a three-week trip to the West Coast.

Fatima Cigs To Sponsor Basil Rathbone On CBS

(Continued from Page 1)
narrator of stories of mystery, adventure and romance, the basic material being drawn from the actor's life which includes over half the earth from his birthplace in South Africa to Hollywood. Rathbone also will read commercials. Agency is Newell-Emmett Co. Rathbone is currently being heard via transcribed spot announcements for Fatima cigarets.

Biscuit Company Buys Three 1/2 Hours On MBS

(Continued from Page 1)
tested on the Don Lee network on the west coast. The half-hour program will be presented three times weekly, twice as daytime programming and once as an evening show. Days of presentation have not been decided as yet.

McCann-Erickson represented the National Biscuit Company in negotiating deal.

10 YEARS AGO TODAY

From the Files of Radio Daily
With every station in the country co-operating in the Community Chest and Christmas Seal campaigns more than \$1,000,000 worth of air time will be donated to the drives. It has been revealed that a series of spot announcements will be donated by stations in addition to its transcribed series aired over local stations from coast-to-coast.

Dr. Courtney Pitt Named Financial V.-P. Of Philco

(Continued from Page 1)
the company's chief financial officer, William Balderson, president, announced yesterday.

Dr. Pitt was graduated from Princeton University in 1929 and received his Ph.D. in Economics from Princeton in 1935. During the following year, he was a member of the Princeton faculty, and served on the staff of the School of Public and International Affairs. In 1936 he became a partner of Ivy Lee & T. J. Ross of New York City, where he specialized in economic matters and edited the economic review of a leading New York bank.

He is a member of the American Economic Association and the Research Council of the Chamber of Commerce of Philadelphia.

WGHF Extends Schedule As Service To FM Network

(Continued from Page 1)
with the first program originating at 6 a.m. The first program coming from Ithaca through Rural Radio Network facilities will feature Pat Landon, disc jockey. Following Landon at 8:30 will be Gordon and Gladys at 8:30 a.m., originating in the studios of WGHF and fed to the regional FM web. Other live and recorded programs will be heard throughout the station.

MBS Okays WOR Spots In Middle Of Newsreel

Mutual's quarter - hour nightly newsreel, which premiered a year ago and is still sustaining, is paying off for at least one MBS outlet although the web doesn't share in the proceeds. WOR, New York, is selling spots in the middle of the newsreel and pays commercial announcer fees to the web to comply with AFRA contracts. MBS made a special arrangement with WOR after the station threatened to drop the sustaining newsreel because local advertisers wanted the time.



Peace 'n quiet

This fellow's figured out one way to get peace and quiet. He's just folded up by the roadside and gone to sleep.

But that won't do down here in Baltimore. Business is brisk. Competition is tough. You've got to make every advertising dollar count in this rich market—the 6th largest in the U. S. A. Still, there's a way for time buyers to have peace and quiet without going to sleep on the job.

They just buy W-I-T-H. W-I-T-H isn't the most powerful station in town. But dollar for dollar, it's the best buy. W-I-T-H delivers more listeners-per-dollar than any other station in town. It covers 92.3% of all the radio homes in the Baltimore area.

That's why more and more smart time buyers are putting W-I-T-H way up high on their schedules. Are you using this BIG independent with the BIG audience? If not, better call in that Headley-Reed man today.



W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President

Represented by Headley-Reed

COAST TO COAST
FLY OVERNITE TO CALIFORNIA \$88 PLUS TAX

Call Br. 9-3707
SKYCRUISES, INC.
Air Travel Agency
Hotel Diplomat 108 W. 43 St., N. Y.

WJZ

offers you ready-made audiences for your sales story with these popular programs of New York's first station

CO-OP PROGRAMS

You get the benefits of a big-time, coast-to-coast network show, yet you pay only the WJZ share of the total cost! The varied appeals of these shows give you almost pin-point selectivity.

PIANO PLAYHOUSE 12:30 pm Sunday—Sparkling piano music played by outstanding artists Cy Walter, Stan Freeman, Earl Wild and guest stars. Milton Cross, opera's distinguished commentator, emcees. Now in its fifth year, this brilliant show has a big and steady following.

MY FAVORITE STORY 3:30 pm Sunday—Ronald Colman is host and narrator, as well as star, in these dramatizations of literature's greatest stories, chosen as their favorites by famous folk of Hollywood. Mr. Colman has a supporting cast of outstanding screen and radio stars in this exciting, glamorous show.

BREAKFAST IN HOLLYWOOD 2:00 pm Monday-Friday—Almost 10,000,000 people, an audience built up in seven years on the air, are daily listeners to this fun-fest. Jovial 250-pound Jack McElroy is mc on a half-hour frolic. It's a program that assures your message a warm, friendly reception.

BAUKHAGE TALKING 1:00 pm Monday-Friday—Superb reporting skill, accuracy and listenable delivery have won this distinguished commentator his loyal following. 60 per cent of his sponsors are in their second, third or fourth year—because they've found how well this program sells for them.

PARTICIPATING PROGRAMS

You can link your product with exciting names and glamorous places—yet the cost is surprisingly low. And these popular WJZ shows produce results for you!

LUNCHEON AT THE LATIN QUARTER 1:35 pm Monday-Friday—Maggi McNellis and Herb Sheldon pack 'em in at the Latin Quarter—and they pack a terrific sales punch, too. They have a sincerity that puts your product across to their live and listening audience in a solid, convincing way.

THE FITZGERALDS 8:15 am Monday-Saturday—Ed and Pegeen originated a bright and spontaneous style that weaves effective selling messages into interesting conversation. Their audience is not only large and loyal—but, what's most important, listeners go out and buy what the Fitzgeralds recommend!

Call the ABC spot sales office nearest you for information about any or all of these stations:

WJZ—New York 50,000 watts 770 kc

KECA—Los Angeles 5,000 watts 790 kc

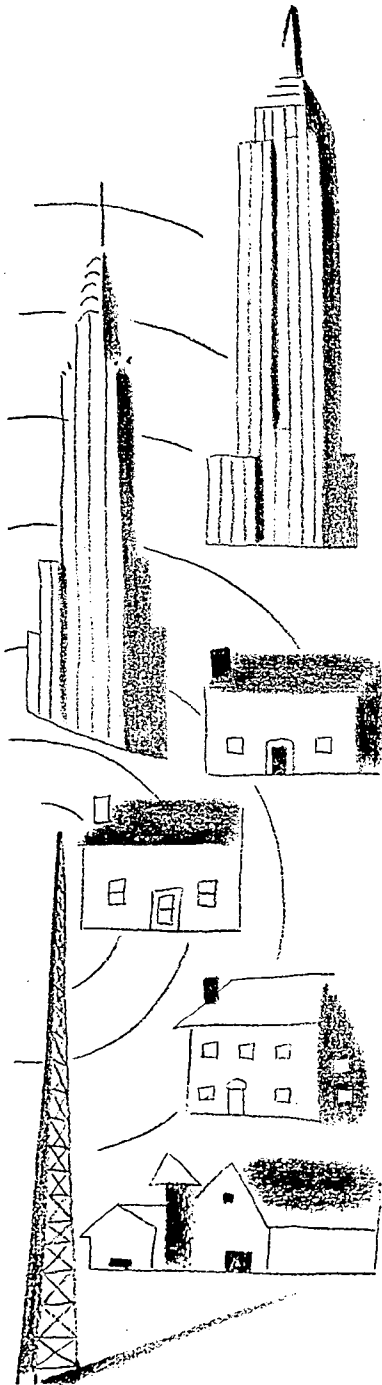
WENR—Chicago 50,000 watts 890 kc

WXYZ—Detroit 5,000 watts 1270 kc

KGO—San Francisco 50,000 watts 810 kc

WMAL—Washington 5,000 watts 630 kc

ABC Pacific Network



ABC

American Broadcasting Company

SOUTHWEST

FRED McCALL has joined the staff of WFAA, San Antonio, announcing staff. For the past two years he has been program director for KVAL, Brownsville. He was formerly with WOLF, Syracuse and WGY Schenectady.

Sid Pietzsch, news editor on the staff of WFAA, Dallas, has been elected to the board of directors of the National Association of Radio News Editors at its recent convention.

The FCC has granted the assignment of the license of KTAE, Taylor, owned and operated by the Williamson County Broadcasting Co., to a new partnership of the same name with two of the original partners, Graham Gillis Conoley and Dr. Raymond Garrett, each retaining their 40 per cent interest in the outlet. Ross K. Prescott sells his 20 per cent holding to K. L. McConchie, the new partner.

Jack Gwyn of the announcing staff of KRDL, Dallas, was selected to announce the "Harvest of Stars" broadcast when it originated recently in Fort Worth. He was also selected to announce the broadcast in St. Louis.

Miss Jo Anne Whitmire, a member of the faculty of Radio House, of the University of Texas, Austin, has been appointed general conference chairman for the next annual conference of the 13th District, Association of Women Broadcasters, National Association of Broadcasters. At the recent 13th District AWB meeting in San Antonio, Tom D. Rishworth, director of Radio House, extended to the Texas radio women an invitation to hold their fourth district conference in the fall of 1949 on the campus of the University of Texas, in celebration of the 10th anniversary of the founding of Radio House. Mrs. W. J. Murray, Jr., of Austin, associate member of the AWB, has been announced as chairman of the social activities for the 1949 conference.

Bill Shomette, Farm and Ranch Director for WOAI, San Antonio, has returned from attending the 20th annual convention of the Future Farmers of America in Kansas City. He traveled with 400 Texas delegates in a special 18-car train and recorded interviews with the boys for re-broadcast on his Saturday Farm and Ranch programs.

HI THERE!

JUST A FEW DAYS UNTIL CHRISTMAS EVE

Why be burdened with Christmas shopping when you can get experts to do it for you? Turn your entire Christmas list over to us and make this your most carefree holiday. Call Circle 6-5173 for all gift and personal shopping.

PERSONAL SERVICE

417 West 50th St. New York City

Mildred Roselle

Lillian Stewart

15 years of established radio contacts



Mainly About Manhattan. . . !

• • • T.A.M. Craven, former FCC commissioner, reported leaving the Cowles organization in Washington. . . Aside to Little Johnny: Is it true that the Philip Morris account will move from the Biow roster to another agency? . . . Eight AM stations are listed for sale by a Rochester-Syracuse real estate broker. . . One of the automobile manufacturers is about ready to start a national spot campaign on its new tubeless tire. . . Standard Brands have renewed their Sunday 8 p.m. slot on NBC despite all the commuting going on between the nets. . . Red Skelton offered the Jack Benny time on NBC when latter switches over to CBS. . . Big duel going on between top dramatic shows to secure the rights to "Miracle on 34th St." this year, but Lux will prob'ly grab it off again. . . The Roosevelt mother and daughter show having its headaches due to the fact that Eleanor's offerings have to be flown here. . . A radio exec just back from H'wood tells the column that one of the swank men's shops out there is featuring mink-lined ties for \$400. . . "Stop the Music" sending a complete unit (band, prizes and everything) to Kingsbridge Vets hosp. tomorrow night. . . Speaking of the vets, top representatives of the industry, headed by Jim Sauter, will lunch tomorrow at Toots Shor's to discuss ways and means to help the N.Y. USO Campaign Committee launch its fund-raising effort in this area to finance Veterans Hospital Camp Shows.



• • • FILLER-DILLERS: Earl Wilson tells about the tuba player who lost his toupee in his instrument and then spent all nite blowing his top. . . In H'wood, a television authority is any guy who's been to N.Y. and watched Milton Berle's show come over a set. . .



• • • THAWTS WHILE THINKING: For the rest of '48 and all of '49, radio faces its roughest and most important problem to date—that of keeping up with video. This is going to be especially true in N.Y. and Chicago where telesets are being sold at jet-propelled speed. With this in mind, aircasting should pull in its reins and try to get the most out of its talent. For example, give the Beulah show the same script writer week after week so that a definite style can be developed. . . Stop the whodunit dial detectives from being on the prowl for villainesses just because they sound like Paulette Goddard looks. . . Get the quizmasters to quiet down a little. No use getting all excited just because some Joe wins a few prizes. Let him get excited and scream a bit. . . Have fellows like Henry Taylor stop trying to excuse the American people for electing Truman. Don't they know that we're all Americans and even Dewey is expected to support the Pres.? . . Buzz the network officials to be a little more discriminating about the quality of some of those bands heard on late evening remotes. . . Bring back the "March of Time," still the best reportorial dramatic show the weekly listings had to offer.



• • • SMALL TALK: MCA preparing to make a bold bid for agency supremacy in the television artists field if the AFM demands for TV musician scales do not upset their apple cart. . . John Royal, who was "Mr. Vaudeville" in the early days, is chuckling to himself about the Johnny-Come-Latelies who profess to having discovered a new technique in current TV variety programming. . . Joe Fleuret, Transvision's TV expert, offered an important engineering post with a Detroit television manufacturer. . . P&G pulling out of "Fashion on Parade." . . Yuletide greetings for Smiling Ed McConnell will be the loss of his ABC sponsor on Dec. 24th.

CHICAGO

By NAT GREEN

LULU BELLE and SCOTTY, WLS "National Barn Dance" stars, now heard on three program series in addition to the Barn Dance. From 7:15 to 7:30 a.m. Monday, Wednesday and Friday they are heard in a transcribed series titled "Breakfast in the Blue Ridge," sponsored by the Ford Tractor dealers of Illinois. On Monday through Friday from 3:30 to 3:45 they do a folk song program, and on Saturday nights from 6:15 to 6:30 they are featured in a new show, "Saturday Night Sociable," accompanied by the Sage Riders.

WGN-TV will telecast the Cardinals-Lions football game from Detroit on Thanksgiving Day. WGN-TV's field staff will be sent to Detroit, but the engineering crew and facilities of Detroit's WWJ-TV will be used even though that video station will not telecast the game in Detroit.

Edgar Kobak, president of Mutual, and Walter Lurie, Mutual's director of new program development, are Chicago visitors for a couple of days on business.

Stork Has Busy Week With Staff Of KRNT

Old Man Stork took the spotlight at KRNT, Des Moines, the past week with the station's press department turning out a release covering the birth of six babies and the adoption of two more by staff members of the Iowa station. The births and adoptions read as follows:

A daughter, Joletta, to Mr. and Mrs. Joe G. Hudgens (promotion manager).

A son, Tim, to Mr. and Mrs. Carter Reynolds (sales representative).

A son, Robert, to Mr. and Mrs. Dick Covey (continuity director).

A son, William, to Mr. and Mrs. Richard Percival (auditor).

A son, Thomas Keith, to Mr. and Mrs. George Luick (engineer).

A daughter, Margaret Ann, to Mr. and Mrs. Bill Riley (air personality).

Adopted infants: A daughter, Linda Mary, for Mr. and Mrs. Frank Ligouri (engineer); and a son, Mark Evan, for Mr. and Mrs. Cliff Johnson (engineer).

1906 *Henri* 1948
CONFISEUR
FRENCH RESTAURANT
LUNCHEON from \$2.00
DINNER from \$3.00
COCKTAIL BAR
Famous French Candies
15 East 52nd St.
AIR CONDITIONED

Await Result Of CBS Deal On Jack Benny

(Continued on Page 5)

Surprises until it gets a government ruling on a capital gains deal.

Even though there's been a lull in the last few days, the feeling at NBC is that the ball game is not over with CBS and that the Harris show may yet follow Benny. Furthermore, Coca-Cola is working out its own version of the new type colossal deals to acquire Edgar Bergen. If this transaction is okayed by the government, Bergen may join the parade to CBS.

NBC, it's been learned, has not been able to hit upon a replacement for the Benny show. One exec said there are "36 different combinations" to consider.

Neither has CBS decided what to do with the Gene Autry show when Benny moves over. If Phil Harris later switches to CBS, there may be a hassle with Lever Brothers which now has Amos 'n' Andy in at 7:30 p.m., EST, on Sunday. According to an authoritative source, if CBS does acquire Benny's Amusement Enterprises the price will be around \$2,000,000.

'March Of Dimes' Staff Appointments Announced

(Continued from Page 1)

Jeanne Austin, formerly commercial writer and assistant daytime script supervisor for J. Walter Thompson Company; Barbara Boothe, former television writer for Standard Brands and member of the writing staff of CBS; Anna-Lou Davis, who was a radio writer for Compton Advertising, Inc.; Eileen Ellis, former Benton & Bowles casting director and continuity director for station WNAB, Bridgeport, Connecticut; and Edward Ettinger, former script writer for NBC, CBS and Twentieth Century-Fox.

In charge of the campaign's television activities is John T. Southwell, former television producer-director for CBS and Young & Rubicam, Inc. Prior to his Young & Rubicam affiliation, Southwell was an account executive at Batten, Barton, Durstine & Osborn, Inc., where he created that agency's television department.

John Becker continues as assistant to Mr. London along with Kirk B. Alexander, in charge of radio for Greater New York, and Charles C. Bennett, radio script writer. John Swallow is West Coast production head in Hollywood, and Jack Fisher serves as Chicago national radio representative.

Webs, Before FCC, Defend Activity In Spot-Sales Field

(Continued from Page 1)

Pierson for WCAU, Philadelphia, and Ben Fisher for WRVA, Richmond, (both represented by CBS) and by NBC's William Perdue, all challenged Peters both on matters of conclusion and of actual fact in his testimony.

At the same time, it appeared that the network reply to the complaint of the National Association of Radio Station Representatives against net encroachment into the spot sales field may well be simply that the networks do a better job. Purpose of the various questioning seemed to be to prove that the network sales staffs could do a better job of selling and the network organizations a better job of service to the broadcaster clients.

Both Rosenman and Perdue took exception to a statement by Peters Monday that all four major nets "each year . . . strongly solicited" the Vick's Chemical advertising agency, offering net shows as substitutes for its spot programs. Peters said his information came from a former employe of Morse International, the agency handling the Vick's account. Both Rosenman and Perdue asked acting Chairman Paul A. Walker to strike this testimony as hearsay, but Walker refused.

Fly Comments

Former FCC Chairman James Lawrence Fly, counsel to NARSR, arose after the second such request to remark that, "I can't understand these very efficient networks not being out doing business and only taking what floats in over the transom. If they're not out soliciting business, they ought to be."

Peters said the NARSR petition has been filed with the anti-trust division of the Department of Justice. Fly added that the anti-trust lawyers would withhold action pending disposition of the matter by the FCC.

CBS will begin direct testimony this morning, and is prepared with a raft of representation contracts subpoenaed from NARSR members by Commission order. The network plans to prove to the FCC that it offers better service to its clients than the station representatives.

(When Rosenman said just that yesterday, Fly invited him to rest his case "now," and leave the decision on the NARSR complaint to the FCC.)

Eugene Katz, executive vice-pres-

ident of The Katz Agency, refused yesterday to name the source of his information concerning the wire sent three far western stations in August by the NBC vice-president, Sidney Strotz, in which there was a suggestion that affiliation might be endangered by refusal to accept a certain news program. He did say, however, that the manager of KHQ, Spokane, did not have on his desk at the same time the network contract, calling for \$2,925 in station income, and the non-network contract calling for \$14,877.

Reluctant Regarding Station

Fly said he was afraid to name the station which furnished his client with the wire, hinting that he feared punitive action by NBC. Perdue arose to "correct any implication" that NBC would punish the station, and said that "personally, I resent the inference."

"I withdraw the inference, and resent the resentment," Fly returned.

Smaller FCC Staff Likelihood In 1949

(Continued from Page 1)

now appears to be ready to recommend that the FCC operate in the fiscal year beginning next June on the same budget it has this year—\$6,240,000. This would mean a cut-back in personnel, however, because from that sum would have to come an estimated \$440,000 in salary increases to employes. This is the approximate sum represented in increases according to the terms of the pay raise bill voted by Congress last summer.

The budget bureau recommendation is not always the final figure for an agency's budget—but it becomes the President's recommendation almost as a matter of course, and no agency head is going to be caught arguing on Capitol Hill against the President's budget. An increase in the budget as recommended by the White House is possible, but it does not often occur.

FCC Chairman Wayne Coy was closeted with budget bureau officials Monday and part of yesterday, but would not discuss his conversations.

BMI Pin-up Sheet
songs for a MERRY MUSICAL CHRISTMAS

ALL AROUND THE CHRISTMAS TREE (Stuart)
Mark Warnow-Dick Todd—Varsity 513

I'M SENDING MY LOVE FOR CHRISTMAS (BMI)
Eric Madriguera—Associated • Bob Hannon—NBC Thesaurus

IT'S DECEMBER AGAIN (Steven)
Wayne Van Dyne—Tower 1272
Calvin Jackson—Jerry Kessner—Miltone 237

LET'S LIGHT THE CHRISTMAS TREE (BMI)
Jack Brown—Radio Artists 214

ON THE SANTA CLAUS EXPRESS (Encore)
Freddy Martin—Vic. 20-2476

PARADE OF THE WOODEN SOLDIERS (Marks)
Louis Castelluci Band—Cap. 20119 • Arthur Young—Dec. 1011
Jan Savitt—Dec. 3041 • June Winters—Mayfair 106
Larry Clinton—Vic. 26308 • Herb Kern—Tempo 1028
Horace Heidt—Col. 35462 • John Scott Trotter—Dec. 4213
Ethel Smith—Dec. 24477 • Paul Whiteman—Vic. 21304
Morton Gould—Col. 12748 • (Transcribed by Standard—NBC Thesaurus—Capitol—World—Associated)

YOU'RE ALL I WANT FOR CHRISTMAS (Porgie)
Frankie Laine—Mercury 5177 • Frank Gallagher—Dana 2026
Seeger Ellis—Owen Bradley—Bullet 1011

BROADCAST MUSIC INC. 580 FIFTH AVE., NEW YORK 19, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD

KGW and KGW-FM
PORTLAND, OREGON

COMPLETE SCHEDULE
SIMULTANEOUS SERVICE

REPRESENTED NATIONALLY BY EDWARD PETRY & CO

New Committees Named By NARND

(Continued from Page 1)

Conn., was chosen to head up the Standards Committee, which will formulate a proposed code of ethics for the NARND. Members of the committee are J. Edgar Kirk of WPTF, Raleigh, N. C.; Rex Davis of KMOX, St. Louis; Pat Flaherty of KPRC, Houston, Texas; Sheldon Peterson of KLZ, Denver, Colo.; F. O. Carver, Jr. of WSJS, Winston-Salem, N. C., and Charles Hilton of KGLO, Mason City, Iowa.

Orrin Melton of KSOO, Sioux Falls, S. D. was named chairman of the Membership Committee, which will consist of Ben Chatfield, of WMAZ, Macon, Ga.; Lee Coney of WLCS, Baton Rouge, La.; Wayne Kearn of KSL, Salt Lake City; Bob Lyle of WLS, Chicago; Bud Nebble of KFAB, Omaha, and Patrick Cullen of KHQ, Spokane, Washington.

Education Committee chairman will be Jack Krueger of WTMJ, Milwaukee, Wisc., assisted by Bob Redeen of WOC, Davenport, Iowa; Paul Ziemer of WKBH, La Crosse, Wisc.; Art Barnes of WSUI, Iowa City; Mitchell Charnley of KUOM, Minneapolis; Donald Brown of the U. of Ill.; Edward Lambert of KFRU, Columbia, Mo., and Baskette Mosse of WEAW, Evanston, Ill.

Awards Committee Appointed

Erle Smith of KMBC, Kansas City, Mo., was appointed chairman of the NARND Awards Committee. Committee members are Jim Bormann of WMT, Cedar Rapids, Iowa; Bill Tompkins of WROW, Albany, N. Y.; Ken Miller of KVOO, Tulsa, Okla.; Chuck Harrison of WHBF, Rock Island, Ill.; Mort Linder of WSBT, South Bend, Ind., and Richard Oberlin of WHAS Louisville, Ky.

Heading the Television Committee will be James Lawrence of KSD-TV, St. Louis, Mo. Members are Sid Pietzsch of WFAA, Dallas, Tex.; Walter Paschall of WSB-TV, Atlanta, Ga., and Jack Knell of WBT, Charlotte, N. C.

Sereno Gammell of WHTT, Hartford, Conn., was named chairman of the Small Stations Committee. Members of the group are Fred M. Hinshaw of WLBC, Muncie, Ind.; Tim O'Sullivan of WGL, Fort Wayne, Ind.; John Sabin of WTMV, East St. Louis; Ken Peterson of KVF, Fort Dodge, Iowa, and Joe Eaton of WLBZ, Bangor, Maine.

A new committee headed by Bruce Barrington of KXOK, St. Louis, was established to conduct research in the field of facsimile. John Bills of WQAM, Miami, Fla., will serve on the committee with Barrington, and new members will be added later, Mickelson said.

Rural Radio Guards Republic, NAB's Prexy Tells NARFD

Chicago—Rural radio is the guardian of democracy, Judge Justin Miller, president of the National Association of Broadcasters, told the delegates to the annual convention of the National Association of Radio Farm Directors at the association's annual banquet Sunday night at the Hotel Stevens. Judge Miller made an inspirational talk in which he emphasized the fundamental importance of rural radio and the men that direct it. The Radio Farm Directors, he said, are the key group in interpreting for millions of people the economic and civic ideals of a democracy.

More Than 100 Attend

The two-day session of the association was attended by more than 100 delegates and the talks and discussion brought out much important information on what sort of radio programs the rural population wants to hear. Following the opening bull sessions, the delegates were guests of Sears, Roebuck & Co. with E. J. Condon, director of the Sears Foundation, as host. The afternoon sessions were devoted to discussions of the agricultural service of the press associations, RFD-Extension relations, how RFD's can improve farm life, RFD-station manager relations, and RFD's look at some basic issues, such as objectives of farm radio, news sources, selection and rejection of material, handling interviews, program promotion, and listener response. At 7 p.m. a buffet supper was served with the Grocery Manufacturers of America as hosts.

Business reports took up the Sunday morning session and from 12 to 2 the delegates were guests at a luncheon sponsored by the National Safety Council. Remainder of the afternoon was devoted to discussion of "What We Farmers Want to Hear" and "The Farm Market, How We Judge It, What We Want." Armour & Co. was host at a cocktail party from 5:30 to 6:30, and the annual banquet was held at 7 p.m., with Larry Haeg, first president of NARFD, as toastmaster.

Gives Survey Figures

Nadine Miller presented some interesting figures on Hooper surveys. Soap operas are extremely popular in rural areas, she declared. Surveys show that these programs have almost doubled the rating that they have in the cities. Farm listeners are most numerous at night, the surveys showed, with more than 155,000 families listening at night and more than 104,000 in daytime. Little difference was found in number of listeners in homes having telephones and those without phones. News programs, it was showed, are especially popular in rural areas, the market and weather reports being of particular importance to farmers. Old-time songs and religious music rate near the top with rural listeners. On the matter of hillbilly programs on rural radio there was considerable difference of opinion.

One delegate pointed out that the manner in which hillbilly programs are presented determined their popularity. A representative of WSM, Nashville, disputed the assertion that the better class singers are a bigger draw than the corny nasal vocalists. He cited WSM traveling shows as an example. One in which better class singers appeared drew around \$150 a night, while another with pure corn drew \$600, he said. Other delegates, however, asserted this was not a criterion of the listening audience.

Asks "Thorough Promotion Job"

Gerald L. Seaman, Milwaukee advertising man, urged radio farm directors to get acquainted with officials of the sales organizations that sponsor farm shows. Also to do a thorough promotion job. Buell Harmon of the Edward Petry Co., station representatives, spoke along the same line, urging the radio farm directors to make an adequate survey of their listening area to find out what listeners want, and what their response is to the various products sponsored. R. K. Weill, of Armand Weill Co., Buffalo, stepped on a few toes by stating that there are too many stupid advertising agencies and too many ex-engineers running radio stations. He urged a

Elder Gets Promotion To New Lever Co. Post

(Continued from Page 1)

Lever has acquired many new companies and new products that it now becomes necessary to have one top executive devote his entire time and effort to these operations. Mr. Elder's long and outstanding service with the company, backed by his diversified business experience, fit him ideally to assume the greater responsibilities of the new position.

The affiliated companies of Lever Brothers are: Harriet Hubbard Ayer, Inc., of New York; the John F. Jelke Company of Chicago; Pepsodent Division, Chicago, and Philippine Refining Corp. of New York.

Was At M. I. T.

Elder, formerly professor of marketing at Massachusetts Institute of Technology, joined Lever Brothers Company in 1937 as director of market research. In 1944 he was made assistant to the president, and two years later was named vice-president in charge of consumer research.

better understanding of the rural market and its problems.

The 1949 meeting will again be held in Chicago on the Saturday and Sunday on which the various farm organizations will be meeting in Chicago.

Moo

Do you think of the Pittsburgh area as a great *industrial* center? You're right, but you'd also be right if you considered it a great *agricultural* region. Last year, for example, 555 million pounds of milk were sold through just one of the area's dairy groups. That's a lot of milk, a lot of cows, a lot of territory. . . a territory reached, in its entirety, by only one medium. That's KDKA. NBC Spot Sales has the story.

50,000 WATTS
PITTSBURGH
NBC AFFILIATE

KDKA



WESTINGHOUSE RADIO STATIONS Inc

KEX • KYW • WBZ • WBZA • WOWO • KDKA • WBZ-TV

National Representatives, NBC Spot Sales, except for KEX; for KEX, Free & Peters

AVAILABLE IMMEDIATELY

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TELEVISION DAILY

Daily section of RADIO DAILY, Wednesday, Dec. 1, 1948—TELEVISION DAILY is fully protected by register and copyright

HIGHER ANTENNA TOWERS URGED

TELE TOPICS

THE ABC PICKUP of the Met opening Monday nite made television history and at the same time, probably sounded the death knell for grand opera as it is known in this country. The three-and-a-half-hour program, frankly billed as an experiment, was handled as well as possible under the adverse conditions surrounding the installation and operation of equipment in the huge, unfamiliar auditorium, and ABC came through with flying colors. . . . Grand opera, however, suffered what well might be a mortal blow. Brought into the homes of thousands of persons who never have seen a performance at the Met, the terrible over-acting of every member of the cast made the entire production of the tragic "Otello" actually seem ludicrous. From standing room in the top balcony, the broad gestures, the staggers and the lurches may be endurable, but close-up through the omnivident TV camera they bore a startling comic resemblance to the old-time film "mellerdramas" of the Vilma Banky days.

BEFORE SHOUTS of "Ain't the guy got no culture?" descend on our head, we'd like to offer some suggestions, not necessarily original, for the utilization of video to bring the great music and drama of opera to millions of Americans. . . . First of all, the opus should be condensed to, say 90 minutes tops, and translated into English. In most cases this can be done without seriously impairing the original. . . . Secondly, the production should be done in a large studio built for tele—by all means not on a stage as huge as the Met's—with special sets and costumes. . . . Thirdly, the singers must look the parts they portray and have acting ability that will stand up in front of a camera. Some of the Met's younger stars would be excellent, but many of the perennial favorites would have to be replaced. . . . At present, the cost of such a program would be prohibitive, but we wouldn't be surprised if opera along these lines is regular TV fare a few years hence.

NBC APPARENTLY has found a way out of the Philco Playhouse-Theater Guild hassle, which at one time had Philco reportedly ready to cancel its show if the hour-long Guild dramatic series, sponsored by General Foods, was skedded to precede it on Sunday nite. By putting the skids under the Mary Margaret McBride stanza (Tuesday, 9 p.m.) network brass paved the way for Philco to take over the time seg, which follows the top-rated Texaco Star Theater. Switch would give NBC a virtually unbeatable back-to-back combo on Tuesdays and a strong 8-9 p.m. Sunday seg, and incidentally, will the new hour-long Admiral show going into the 9 p.m. Sunday slot buck Emerson's "Toast of the Town" on CBS?

Top Ten Pulse Program Ratings (November 3-9)	
PHILADELPHIA	NEW YORK
Texaco Theater WPTZ . . . 61.0	Texaco Theater WNBT . . . 59.3
Basketball (Tues.) WFIL . . . 49.0	Toast Town WCBS . . . 36.0
We, the People WCAU . . . 44.0	Amateur Hour WABD . . . 32.7
Boxing (Fri.) WPTZ . . . 44.0	Boxing (Mon.) WNBT . . . 31.3
Football (Sun.) WFIL . . . 41.0	Kraft Theater WNBT . . . 31.3
Toast Town WCAU . . . 41.0	We, the People WCBS . . . 28.9
Amateur Hour WFIL . . . 39.0	Small Fry WABD . . . 27.4
Break Bank WFIL . . . 39.0	Winner Take All WCBS . . . 26.0
Boxing (Mon.) WFIL . . . 37.0	Wrestling (Tues.) WNBT . . . 24.7
Kraft Theater WPTZ . . . 35.0	Chevrolet Theater WNBT . . . 24.0
	Horse Show (Thurs.) WCBS . . . 24.0

Cosgrove Warns On Government Control

Boston — Fear that "repressive taxation and government controls" might handicap the rapidly expanding TV industry was expressed here yesterday by Raymond C. Cosgrove, executive vicepres of Avco Manufacturing Corp., before a meeting of the Security Analysts Society.

Citing the present investment of "hundreds of millions of dollars" in tele, Cosgrove said, "Only the threat of short-sighted policies which would further destroy the sources of new capital can hinder its progress."

Turning to set production, he said that more than 80 per cent of all receivers placed in homes since the end of the war rolled off assembly lines this year. "In the past 12 months television has grown faster than any other major industry ever to appear on the American horizon."

Stromberg-Carlson TV Expansion Plans

(Continued from Page 1)

was made in connection with a declared stock dividend payable Jan. 3, 1949, of one-tenth of a share to every share of common stock held by stockholders on Dec. 15, 1948. The move will enable the company to retain cash required as working capital for the large increase in business over the pre-war volume. A cash dividend of 20 cents a share was paid April 1 of this year. The directors also declared the regular quarterly dividend of 50 cents a share on preferred stock payable Jan. 1, 1949 to stockholders of record on Dec. 10, 1948.

It was also revealed by Dr. Manson that the Stromberg-Carlson company's television station WHTM will begin broadcasts some time in the second quarter of 1949 from Pinnacle Hill in Rochester.

WJZ-TV Begins Point-Of-Sale Experiment In N. Y. Store

A three-day experiment in the point-of-sale impact of tele was inaugurated by WJZ-TV yesterday with a two-hour program from 10 a.m. to noon featuring film commercials for products on sale in a retail supermarket. Four receivers were installed in a Grand Union store in Manhattan for the purposes of the test.

Titled "Market Melodies," the program features Ann Russel and Walter Herlihy, who spin records, offer household hints and food information. Stanza was put on the air without advance publicity, and the location of the store is being withheld so that only regular shoppers will see the demonstration.

Package is owned by Arthur Modell and Jack Harbruck, who installed the receivers in the store. If the three-day test is successful, they plan to install four fixed-channel sets in each of 100 large food markets in the metropolitan area and open the show for participating sponsorship by national advertisers whose products are on sale in the stores. Present plans call for the installation of the receivers within a month, at which time the station will put the show on the air six days a week.

The project is beamed at the shoppers in the stores, with any sales chalked up as a result of home reception to be considered as extras.

End 500-Ft. Limit, Goldsmith Asks The FCC

Washington Bureau, RADIO DAILY

Washington—Removal of the present 500-foot limit on TV antenna towers, resulting in wider coverage, was urged yesterday by Dr. T. T. Goldsmith of DuMont in an engineering conference on tropospheric effects before the FCC. His proposal followed general agreement among the Commission and industry engineers present that height of tower does not appear to increase tropospheric interference between stations.

Dr. Goldsmith said he would propose the retention of the present limit of 50 kw. on power, but would increase TV service areas by increasing tower height.

Specific effects of tropospheric propagation on TV and FM will be studied today and tomorrow.

Importance of the present hearing is emphasized by the fact that allocation engineers of the major networks are on hand for the proceedings as well as representatives of most of the principal television stations of the nation.

Agency Takes Stand For NBC TV Artist

Newell-Emmett Company, advertising agency for the five sponsors of the Mary Margaret McBride television show, denied yesterday they were not renewing after the initial thirteen weeks because of any dissatisfaction with Miss McBride.

NBC, they say, made the decision that the period following the Texaco Star Theater was not the place for a five-sponsor participating show. Newell-Emmett said further that they are still working on an acceptable spot on another night and at an earlier hour.

Bendix, Sun Oil, Hecht Buy WMAR Film Shows

Baltimore — Hecht Brothers of Baltimore and Bendix Radio & Television Co. have bought "Sunpapers Television News," a ten-minute newsreel aired twice—nightly by WMAR-TV. Program is filmed by station cameramen and is edited, written and directed by film department staffers.

"The Curious Camera," WMAR-TV's "man on the street" stanza has been bought by Sun Oil Co. Film director David Stickle is emcee of the show which is aired, via film, Mondays, 8:15-8:30 p. m.

AGENCIES

WILLIAM D. THOMPSON, formerly with Scovill Manufacturing Company, has joined the New York offices of the James Thomas Chirurg Company, Boston and New York advertising agency, as account manager.

JULES MILLER, president of Rand Stores, Inc., one of the largest cleaning chains in the country with 66 stores, announces the appointment of Arthur Pine Associates to serve as publicity-public relations representatives for the chain, effective January 1st, 1949. Radio, newspapers, magazines, television, etc. promotions will be used on behalf of the Rand Stores, Inc.

ZENN KAUFMAN, merchandising director, Philip Morris & Company, Ltd., will speak tomorrow before the Advertising and Selling Course, conducted by the Advertising Club of New York. His subject will be "Showmanship in Advertising and Selling." This meeting will be held at the Engineering Societies Building at 6:15 P. M.

GRAY & ROGERS, Philadelphia, has been appointed advertising agency for Chalfonte-Haddon Hall, Atlantic City hotel. Curt MacAfee will be account executive. Newspapers, magazines, television and direct mail will be used as advertising media.

BMI And Marks Music Sign New 10-Year Pact

(Continued from Page 1)

ent pact which had two years to run. Changes advantageous to both parties were made during the period of renegotiation but the basic agreement is—in effect—the same as the old one. New one continues to give BMI the broadest possible rights to license the use of Marks music for television.

Carl Haverlin, president of BMI, said that in finally deciding to continue the present arrangement with Marks, rather than buy the company, "we believe BMI has made the soundest possible deal." Haverlin said "the Marks operation has been eminently successful with Herbert E. Marks, president of the company, carrying on in the fine tradition of his father, the late Edward B. Marks." He added that with the new contract now in effect, BMI and Marks will set in motion long range

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1501 Broadway, N. Y. C.

COAST-TO-COAST

Philharmonic Glee Club

Newark, N. J.—A series of radio broadcasts will be inaugurated over WNJR by the New Jersey Philharmonic Glee Club, an organization of thirty male voices. In an endeavor to satisfy all musical preferences of listeners the format of their weekly programs will include varied selections including spirituals, folk songs and past and current musical favorites as well.

KNOE Increases Power

Monroe, La.—The FCC has given authorization to NBC affiliate KNOE to increase its power to 5,000 watts and shift frequency from 1230 kc. to 1390 kc. Construction has started on the new transmitter site and with the power increase programming will reach all of Northeast Louisiana and into the border states of Mississippi and Arkansas.

New Program Additions

Sarasota, Fla.—Several new programs have been placed on the schedule of CBS affiliate WSPB. Included are the Barry Wood show aired thrice weekly, Man on the Street heard five times weekly, Chuck-Wagon Jamboree, three times weekly, Breakfast at Johnny's a three times weekly half-hour audience participation show, and A Date with Dottie heard five times a week.

WCOP Public Service

Boston, Mass.—American Public Health Association meetings in Boston afforded WCOP and WCOP-FM the opportunity for public service. Two shows, one a round table discussion of Army medical care and the other a discussion on new techniques in dental care were handled by Ken Mayer of the Special Events Department of the station. The station also covered the dedication of a Cancer Research Laboratory at New England Center Hospital.

WHBC Football Award

Canton, Ohio—Sponsored by WHBC, thirty-eight Stark County high school athletes were recently honored at the Fourth Annual Football Award Dinner. The event marked the culmination of sports broadcasts that brought to listeners in the WHBC and WHBC-FM coverage area 24 play-by-play accounts of scholastic games this season.

plans to utilize more fully the riches of its widely varied catalog.

Marks himself commented, "It is extremely gratifying to know that the Marks organization will continue for more than 10 years under the BMI banner. We have found it stimulating to work with BMI."

Marks said, "While the price BMI would have paid for our company, had it exercised its option to buy, was an extremely large one, it is from my personal point of view preferable to retain the business."

Fishbowl Football Game

Norfolk, Va.—WLOW will broadcast the Fishbowl Football Game, an annual contest played each year. Hampton Institute will play host to Wilberforce University of Ohio, the 1947 Champions. Mark Scott, sports director at WLOW will be at the microphone.

New Studios

Columbia, S. C.—It has been announced that construction of new studio and office quarters are under way for WIS and WIS-FM in Columbia. The two-story building will occupy 136 feet of a 211 foot lot with the remaining 75 feet reserved for the location of future television studios. Completion of the building for occupancy is anticipated by September 1, 1949.

Appointed Program Director

Houston, Tex.—Guy Savage has been appointed program director of 5000 watt independent KLEE. He started in broadcasting with KPRC. Formerly associated in Chicago radio and television with WGN-MBS, WBBM-CBS and WBKB-TV, he succeeds Ken Bagwell, recently appointed program director of KLEE-TV.

PROMOTION

Xmas Book Campaign

Phil Cook's annual "Send a Book to Cook" campaign over station WCBS was launched this year on Friday, Nov. 26. It will continue until Christmas Day.

The campaign, which is the seventh, will be conducted in cooperation with the United Hospital Fund of Greater New York. The books will be sent to shut-ins and hospitalized patients in the 86 voluntary hospitals served by the Fund and the City hospitals in the metropolitan area.

Phil Cook will stress the need for books during his WCBS broadcasts Monday through Saturday, 8:15-8:30 a.m., EST.

WCBS listeners contributed 93,336 books during the 1947 drive. To facilitate the handling, shipment and distribution of books to the various hospitals before the Xmas holidays, books should be addressed: "Books for Cook," 8 East 41 Street, New York 17, New York.

Wedding Bells

Arlene D. Jackson, secretary to Bob Schmid, vice-president of MBS, in charge of station relations, was married last Friday to Pierre C. de Lestree, art dealer.

★

By every measurement

WTIC

dominates the prosperous

Southern New England

Market

★

Paul W. Morency, Vice-Pres.—Gen. Mgr. Walter Johnson, Assistant Gen. Mgr.—Sls. Mgr.
WTIC's 50,000 watts represented nationally by Weed & Co.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 45, NO. 42

NEW YORK, THURSDAY, DECEMBER 2, 1948

TEN CENTS

TERMINATE NEGOTIATING FOR ABC SALE

No CBS "Pressure," Network Tells FCC

Washington Bureau, RADIO DAILY
Washington—The FCC was told at great length yesterday that CBS does not, and never has, pressured any affiliate to sign up with Radio Sales, the CBS spot sales division, and that representation of affiliated stations by Radio Sales does not cut into the independence of station management in the slightest degree. On the other hand, Judge Sam Rosenman, for CBS, pointed out that Radio Sales handles only six or seven per cent of all national spot sales, including that of the stations

(Continued on Page 3)

Announce AFA Plans Of Adv. Hall Of Fame

Plans for the establishing and conducting of the Advertising Hall of Fame were released yesterday by Elon G. Borton, general manager of the Advertising Federation of America. The Hall will be located in the club house of the Advertising Club of New York and will be under the jurisdiction of AFA.

To qualify for election, candidates must have been deceased at least two years. Election to the Hall will

(Continued on Page 3)

N. Y. Stations Lauded For Aid In VD Campaign

New York stations—web outlets and indies alike—were commended yesterday by Dr. A. R. Rosenthal, of the New York City Health Department, for driving the opening wedge into the wall of secrecy that hitherto had prevented the use of radio for

(Continued on Page 2)

Shift Of Control?

Washington—Transfer of the State Department's international information program, including shortwave broadcasting and motion pictures, to an independent Government corporation has been recommended by the Commission on Organization of the Executive Branches, headed by former President Herbert Hoover. Such a corporation, it was proposed, would be given frequent and constant advice by the private agencies of the mass communications, through advisory committees representing films, radio, press, etc.

First Stars Signed For CBS Xmas Shows

Signing of Lionel Barrymore, Burns and Allen and Hedda Hopper for participation in CBS, two-hour Christmas Day program to be sponsored by the William Wrigley, Jr., Company, was announced yesterday. Other stars will be added to the program during the coming week.

The program, which will be heard from 4:00 to 6:00 p.m. EST., on Sat-

(Continued on Page 2)

New York Musicians To Ballot For Leaders

New York musicians will go to the polls today to elect officers of Local 802 AFM, culminating spirited pre-election campaigning by the incumbent "Blue Ticket" and the aspiring "Unity-Coalition" ticket. Approx-

(Continued on Page 2)

Noble Statement Confirms Report Of Break Off In Deal To Sell To 20th Century-Fox Co.

TBA Board Opposes Merger With NAB

NAB's move to effect a consolidation with Television Broadcasters Association is reported in for rough sledding with members of the TBA board holding out for complete autonomy. RADIO DAILY learned yesterday

The industry organization during the recent NAB board meeting in Washington discussed the possibilities of bringing TBA into the fold as

(Continued on Page 3)

Scripps-Howard Disputes FCC Grant For Cleveland

Washington Bureau, RADIO DAILY
Washington—The FCC has been told by Scripps-Howard Radio that it could give Cleveland better radio service than the Cleveland Broadcasting Company, which benefits by a proposed decision award-

(Continued on Page 4)

Three Web Daytimers Renewed On Columbia

Renewal of three daytime programs, was announced yesterday by William C. Gittinger, CBS vice-president in charge of sales. The

(Continued on Page 2)

The deal for the purchase of the American Broadcasting Company by 20th Century-Fox Film Corporation has collapsed and Edward J. Noble, chairman of the board of ABC, in a statement issued yesterday said "negotiations have been terminated." Negotiations be-

(Continued on Page 3)

New Columbine Web Will Open In Colo.

New Columbine regional network in Colorado will open on next Sunday with network programming between the hours of 1:15 and 4:00 pm., daily except Saturday, Albert G. Meyer, general manager, Denver, Colo., announced yesterday.

The regional web will be composed of KMYR, Denver; KCOL, Fort Collins; KBOL, Boulder; KYOU, Greeley; KEXO, Grand

(Continued on Page 6)

Winchell Remains At Top In Nov. 30 Hoopering

Walter Winchell remains entrenched in first place in the latest Hooper rating (Nov. 30) with a figure of 27.7, followed by Jack Benny (25.3) and Radio Theater (22.5). Fred Allen and Charlie McCarthy climbed back into the top 15. Amos 'n' Andy jumped from

(Continued on Page 6)

New And Expanded T. Of C. Will Stress Sports Via Tele

First major development based on the idea of staging top sporting contests with emphasis on the television audience was officially announced yesterday in the formation of a new and greatly expanded Tournament of Champions, Inc. CBS and Music Corporation of America each have 22 per cent interest in the corporation and Lawrence Lowman of CBS-TV is vice-president of T of C.

The other two partners in the organization are George Kletz, president and one of the original partners, and Allied Syndicates, Inc., public relations firm headed by ex-newsman Dave Charney. Charles Miller, MCA veepee, is treasurer of T of C.

The reconstructed Tournament of Champions will fire its program at the vast new audience for sports

(Continued on Page 7)

Reunion

Radio artists who have been featured from year to year on the "Ma Perkins" serial program will gather at the Old Knickerbocker Music Hall in New York on Monday evening, December 13th for an old-fashioned party celebrating the 15th anniversary. Invitations have gone out to 100 artists who have appeared on the show.

Re-activating USO

Leaders of the entertainment industry will gather at a USO organizational luncheon today at Toots Shors' restaurant in New York. Luncheon was called by Jim Sauter, chairman of the entertainment division, to re-activate the wartime organization in the interest of raising funds for the USO Camp Shows Hospital Circuit.

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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES

Ralph Wilk, Manager
6425 Hollywood Blvd. Phone: Granite 6607

WASHINGTON BUREAU

Andrew H. Older, Chief 6417 Dahlgren Rd.
Phone: Wisconsin 3271

CHICAGO BUREAU

Nat Green
1417 Ashland Bldg. 155 No. Clark St.
Phone: State 2332

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FINANCIAL

(December 1)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8 5/8	8	8	+ 1/2
Admiral Corp.	19 5/8	18	19 5/8	+ 1 3/4
Am. Tel. & Tel.	151	150 3/4	150 3/4	—
CBS A	20 1/2	20 1/4	20 1/4	+ 1/8
CBS B	20 1/2	20 1/4	20 1/4	+ 1/8
Farnsworth T. & R.	5 3/4	5 1/2	5 3/4	+ 3/4
Gen. Electric	37 7/8	37 1/2	37 3/4	+ 1/2
Philco	38 1/2	36 1/2	38 1/4	+ 1 7/8
RCA Common	12 7/8	12 1/4	12 7/8	+ 7/8
RCA 1st pfd.	67 3/4	67 1/2	67 3/4	+ 1/4
Stewart-Warner	13 3/4	13 5/8	13 3/4	+ 3/8
Westinghouse	24 5/8	23 7/8	24 1/4	+ 1/4
Westinghouse pfd.	89 1/2	89 1/2	89 1/2	+ 3/4
Zenith Radio	29 1/2	27	29 1/2	+ 3/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.	11	11	11	+ 1/2
Nat. Union Radio	2 5/8	2 3/8	2 5/8	+ 1/4

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	13 1/4	14 1/4
Stromberg-Carlson	14 3/4	16 1/4
U. S. Television	13	13 1/4
WCAO (Baltimore)	23	27
WJR (Detroit)	8 1/2	9

Bottfeld Promoted

Hollywood—The appointment of Philip M. Bottfeld as assistant publicity director of Benton and Bowles, Inc., is announced by Charles F. Gannon, vice-president in charge of public relations for the agency.

★ COMING AND GOING ★

JOSEPH A. McDONALD, vice-president and general attorney at ABC, who is in Washington attending the FCC hearings on spot sales, will remain the rest of the week in order to sit in at the meeting of the NAB legislative committee. He'll be back in New York next Monday.

ELINOR INMAN, director of religious broadcasts for CBS, tomorrow will leave by American Airlines for Boston on business.

WILLIAM M. DAWSON, commercial manager and sales promotion director of WARM, Scranton, Pa., is in town for conferences with the station's national reps.

ROBERT B. JONES, JR., general manager of WIRL, Peoria, Ill., is here for confabs with officials of ABC, with which WIRL is affiliated.

JOSEPH C. HARSCH, Washington newsmen of CBS, is visiting briefly in New York, and broadcasting temporarily from WABC.

F. E. SPENCER, manager of the New York office of George P. Hollingbery Co., national station representatives, is on a business trip to the Middle West. **FRANK FITZPATRICK**, of the sales staff, is spending some time in Buffalo, N. Y.

HUBBELL ROBINSON, JR., vice-president and director of programs at CBS, has returned from Boston, where he attended the meeting of District 1, Columbia Affiliates Advisory Board.

JOHN DALY, Columbia network newsmen, will leave today by plane for a tour of the Latin-American nations. The assignment will keep him on the Southern continent for three weeks, during which time he'll broadcast from the key cities of Argentina, Peru and Chile.

MELVIN C. WISSMAN, program director of WWJ, Detroit, is in Gotham. Conferred yesterday at the New York offices of the station's national representatives.

N. Y. Stations Lauded For Aid In VD Campaign

(Continued from Page 1)

public information on venereal disease.

Speaking at a luncheon called by Morris S. Novik, radio coordinator for the city-wide campaign, Dr. Rosenthal said that the work of the New York stations would provide a pattern for similar drives to be conducted throughout the country under the auspices of the United States Public Health Service. He emphasized, however, that the fight to bring VD under control had only begun and asked the stations to continue their cooperation with health authorities.

Station execs at the meeting decided to carry the campaign through December 12, with a special effort to be made on Pearl Harbor Day, Dec. 7. This will be pitched at former servicemen who had been treated for VD during the war before the present methods of treatment had been perfected. Special spots and transcribed messages from service chaplains will be made available to stations for the day.

Xmas Station Co-op In Texas

The Tel-Type, devoted to program logs and news of San Antonio outlets, will stage a Christmas show on Dec. 22 at the Municipal Auditorium. Headlining the party will be radio stars from K TSA, KONO, KABC, KITE and WOAI.

New York Musicians To Ballot For Leaders

(Continued from Page 1)

mately 11,000 of the 30,000 musicians who are members of the local are expected to cast their ballots.

The "Blue Ticket" is headed by Richard McCann, president, and Charles R. Iucci, secretary. They have asserted that the opposing ticket is dominated by Communists. Running with them are Samuel Suber and Jack Stein who seek the posts of vice-president and treasurer.

Candidates on the "Unity-Coalition" ticket deny Communistic influence and state they have signed an affidavit to that effect. The candidates are: Al Manuti, for president; David Freed, for vice-president; Calmen Fleiseg, for secretary and Max L. Arons for treasurer.

First Stars Are Signed For CBS Xmas Programs

(Continued from Page 1)

urday, Dec. 25, will originate in Hollywood. Les Weinrott, producer and director of this year's CBS Thanksgiving Festival will be producer-director of the Christmas Day show.

Barrymore will again be heard in his interpretation of Charles Dickens' Christmas Carol.

Three Web Daytimers Renewed On Columbia

(Continued from Page 6)

programs, all sponsored by Procter & Gamble Company are:

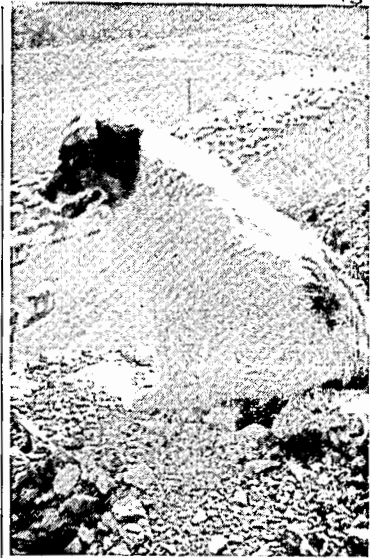
"Big Sister," 1:00-1:15 p.m. EST, "Young Dr. Malone," 1:30-1:45 p.m. EST, and "The Guiding Light," 1:45-2:00 pm. EST. All programs are heard Monday through Friday.

Agency for the P&G programs is Compton Advertising, Inc.

10 YEARS AGO TODAY

From the Files of Radio Daily

An announcement has been made to the effect that the annual Rose Bowl football classic played January 1st in Los Angeles would not be exclusive with any one web this year and that the game will be carried by NBC, CBS. Complete coverage including the annual parade, carnival and climaxing with a play-by-play description of the football game will be broadcast.



On Guard

Have you ever watched a sheep dog work? It's an amazing sight of intelligence, quickness, patience and skill. One of those dogs can keep a whole flock moving just where, when and how fast he wants them to go.

He's always on guard . . . and don't you think he's a beauty up there in that picture?

Sometimes we wish there were more people riding herd on time buying in radio.

It takes intelligence, quickness, patience and skill. And above all, knowledge of what it's all about.

If you're the kind of advertising man who likes to give your radio clients sales at low cost . . . may we suggest that in Baltimore you use W-I-T-H?

W-I-T-H is the successful independent that delivers more sales-per-dollar-spent than any other station in this big town.

W-I-T-H is on the smart lists. On yours?



W·I·T·H

Baltimore 3, Maryland
TOM TINSLEY, President

Represented by Headley-Road

INS has served

WSM
NASHVILLE

FOR 11 YEARS

Radio and Television
PERSONNEL
Interviews by Appointment Only
Edward C. Lobdell
Associates
(Agency)
17 East 48th St. New York 17, N. Y.
PLaza 5-1127

Negotiations Ended Between ABC, Fox

(Continued from Page 1)

tween the movie company and ABC executives first came to light about a week ago when it was reported that the 20th Century-Fox interests were about to make an outright buy of the web for approximately \$22,000,000. Executives of ABC had been told by President Mark Woods and Robert Kintner, executive vice-president, that a transaction for the sale of the network was being discussed and trade circles were of the opinion that the sale would be consummated.

The transaction bogged down last week and over the week-end officials of the web indicated that the sale was "cooling off." This development was reported exclusively in RADIO DAILY in the edition of Wednesday morning.

Network Statement Issued

ABC's statement announcing termination of negotiations issued last night follows:

"In response to inquiries, Edward J. Noble, chairman of the board of the American Broadcasting Company, today said that there had been negotiations with 20th Century-Fox Film Corporation to acquire control of the American Broadcasting Company.

"However, the offer of 20th Century-Fox Film Corporation, while substantial, was not acceptable to ABC.

"Negotiations have been terminated."

The break-off in the Fox deal gave rise yesterday to rumors that another movie producing company would make an offer for the network. Warner Brothers, according to reports, have had preliminary discussions with ABC executives during the past few months with a view of acquiring the web. Their interest, principally, is said to be in the network's television station grants. Another rumor had Metro-Goldwyn-Mayer as being a possible bidder for the network.

Announce AFA Plans Of Adv. Hall Of Fame

(Continued from Page 1)

be announced at the annual convention each year of AFA.

Selections will be made by a secret council of judges. Nominations of candidates may be made by any advertising club, advertising association group, or by any firm or individual anywhere in the United States.

The purpose of the Advertising Hall of Fame is defined as follows: "to honor those men and women who are thought to be worthy of election to, and inclusion in, such a national Hall of Fame because of special achievement and service in the upbuilding and advancement of the social and economic values of advertising."

CBS Outlets Not 'Pressured' For Spot Pacts, FCC Is Told

(Continued from Page 1)

it owns, whereas the National Association of Radio Station Representatives members handle over 60 per cent of the business.

Columbia Vice-President Howard Meighan was on the stand most of the third day of the hearing on the NARSR complaint against national spot sales representation by networks. Radio Sales head Carl Burkland will be heard today.

Also heard briefly yesterday were J. M. Bryan and Charles Crutchfield of WBT, Charlotte, also Thad Holt of WAPI, Birmingham.

Rosenman said CBS has actually pushed its spot sales activity "more vigorously than the complainants," on the theory that good spot programs are important to keep listeners tuned to the stations it represents.

"Absurd," Says Meighan

Meighan said it is absurd even to discuss the possibility that CBS "coerces" its independent affiliated clients, pointing out that these clients include WCAU, Philadelphia; WRVA, Richmond; WBT, Charlotte; KSL Salt Lake City, and WAPI, Birmingham—all far too powerful to be pushed around. He said there is substantial competition between network sales and spot sales—and that if there were any collusion to submerge spot business for network business he was afraid CBS would have to answer to authorities in Washington as well as to the affiliates it represents in spot sales.

Bryan told the Commission "WBT is strong and independent, and intends to remain so." When the station was purchased by the Jefferson Standard Life from CBS in 1945, he said, there was no obligation for it to be represented by Radio Sales. He said discussions were had with the Raymer, Hollingsbery, Petry, Blair and Katz agencies before a contract was signed with Radio Sales. Crutchfield echoed his declaration that there was no pressure or intimidation from CBS with re-

gard to spot business representation.

Commissioner Frieda Henneock asked Holt if he had considered seeking spot sales representation by CBS or ABC, even though his network affiliation was with CBS. Holt said it had never occurred to him, but that he probably would have been embarrassed. He did not know what CBS attitude would have been had he sought representation in spot sales by another net.

Former Commission Chairman James Lawrence Fly, appearing as counsel to NARSR, drew a blank when he asked Holt how he would feel had he received a telegram such as that said to have been sent three far western stations in August by NBC vice-president Sidney Strotz. This wire, introduced in evidence earlier, sharply reminded the stations of their expected loyalty to NBC, concluding, "If you don't like our affiliation we would like to know about it now. I will be delighted to discuss the matter over the phone if you care to call."

"The answer is that I never received one," Holt said grinning.

CBS television affiliation contracts in most cases waive network option time when the affiliate is not on the air, the FCC was told by Meighan. Meighan read a telephoned statement from New York in reply to charges by NARSR that the option-time provisions of the chain broadcast rules, as applied to TV, meant even more complete control of station time than in the case of AM.

Thus, CBS said, in order for the network to have the maximum of nine hours under option, the station would have to be on the air 15 hours daily, at the minimum.

Option time is sometimes waived for sports or special events of local interest, the network added. The contract with WOIC, Washington, provides for only three hours of option time daily—from seven to ten p.m., it was explained.

Alabama 'U' Students Making Study Of Radio

Students in the radio department at the University of Alabama this quarter are hearing discussions of various phases of radio by industry representatives. The planned series is a joint project of the Radio Department and the Alabama Broadcasters Association.

Fineshriber To Speak

Guest speakers thus far have included William Fineshriber, general manager of the program department, Columbia Broadcasting System; Raymond Gram Swing, former network news analyst and commentator; Ed Reynolds, manager station WJRD, Tuscaloosa, Alabama; Howard Pill, manager station WSFA, in Montgomery, Alabama.

Climax of the series is to come on

New Program On WBBM To Offer Hour Of Music

Chicago—"Music, Please," a new full hour variety series, is now heard on WBBM Monday through Friday, 11 p.m. to 12 midnight. First half of the program features singers Billy Leach and Connie Russell in solo numbers, together with orchestral interludes. Louise King and Billy Leach are heard in the final half. Show is written by Skee Wolff, and Bill Despard acts as host.

December 7th with a panel on sports broadcasting. Charlie Zeanah, sports director, WSFA, Montgomery; Maury Farrell sports director WAPI, Birmingham; John Forney, sports announcer, WAPI, Birmingham, and Dave Overton, WBRC, Birmingham, will participate.

TBA Board Opposes Merger With NAB

(Continued from Page 1)

an added source of revenue. Justin Miller, president, acting on the board's suggestion addressed a letter to the TBA directors suggesting exploratory conferences with the view of a merger. This letter has yet to be acted upon by the board but has been widely discussed by the TBA membership.

TBA directors, it is reported, believe they have done the spade work in television organizational work and have a strong industry organization. They are not opposed to cooperating with NAB in the furtherance of television but prefer to remain independent as an organization.

Tribute To TV Growth

An NAB appraisal of the growing importance of the TV media has prompted the organization's drive to acquire the TBA membership. This would give NAB's television department added prestige and enhance its revenue.

WIBG, WTHT In Tie-in With Storecast Corp.

In a move to give more service to food advertisers—point-of-sale in this case—WIBG, Philadelphia, and WTHT, Hartford, have tied up with Storecast Corporation of America to provide sponsors with a combination AM-Storecast package. Under terms of the plan, a food advertiser contracting for the package obtains the regular spot announcement campaign on the station plus Storecast supermarket announcements and merchandising activities.

235 Supermarkets Included

Already included in the package are 235 supermarkets of American Stores Company and First National Stores, Inc. Other markets will be lined up as Storecast expands its system.

RADIO'S MOST LOVED CHRISTMAS PLAY "A CHILD IS BORN"

½ HR. for UNLIMITED
USE CHRISTMAS WEEK

2 Sides . . . BRAND NEW
VINYLITE . . . \$20 c.o.d.

WIRE ORDER NOW!
for EXCLUSIVE USE

GEORGE LOGAN PRICE

946 So. Normandie
L. A. 6—FEDERAL 7372

RADIO DAILY

SOUTHWEST

J. C. ROTHWELL, operating KVVW, Littlefield, has been authorized by the FCC to transfer his license to a new corporation, known as Southwestern Broadcasters, in which J. B. McShan will obtain a 25 per cent interest for \$4,885. Rothwell will retain the remaining stock.

Claude H. Craig has applied to the FCC for a commercial television broadcast station at El Paso.

Fernando Rubio, announcer for KCOR, did the Spanish dialog for a safety film to be shown in San Antonio as part of a safety campaign among the Latin American population.

Fred Waring and his orchestra, currently on a nation-wide tour made two broadcasts from the studios of WFAA, Dallas, while in the state. His regular Thursday night and Friday morning programs were originated here.

Billy Conn, heavyweight boxer who has had a couple of matches with Joe Louis and who is again attempting a comeback to the heavyweight title in a fight to be scheduled in Dallas, was the guest of Ralph Widmer on WFAA, Dallas, "Sports Review," giving some inside facts on his comeback trail.

The final luncheon meeting of the current year was held by the local group of the AWB with Violet Short, president, presiding. A resume of the recent 13th District convention was made. The group will reconvene on the second Tuesday in January.

Scripps-Howard Disputes FCC Grant For Cleveland

(Continued from Page 1)
ing it an okay to build with 5000 watts power on the 1300 band in Cleveland. S-H said the award would be "arbitrary and capricious" if it ignores the claimed superiority claimed by S-H. This "superiority" was vigorously denied by Cleveland Broadcasting's attorney, Harold McLaughlin.

McLaughlin recalled that the Commission, in its proposal, stressed the greater local representation in management, the closer links between owners and management and the general theme of greater diversity of ownership of the media of mass communication.

Script Writer - Editor

RADIO Script Writer-Editor, experienced, capable handling complete scripts, commercials, obtaining free-lance writers. Mail order experience, wide knowledge of production detail and talent important. Excellent opportunity. State experience and salary. Box No. 193, RADIO DAILY, 1501 Broadway, New York 18, N. Y.



Windy City Wordage. . . !

• • • When WENR-TV's new "Tomorrow Celebrities" program debuts on December 6 with Irv Kupcinet, Sun-Times columnist, as conductor, Tommy Bartlett of "Welcome Travelers" will emcee the show.

Program will originate from the Casino Cafe of Tomorrow, and will feature competition between vocalists, dancers, instrumentalists and actors selected from leading music and dramatic schools. . . Mutual's midwest offices have been completely revamped and redecorated, and George Herro, director of publicity, is now completely surrounded by fems, the walls of his sanctum having been plastered with publicity pix of the pretties. . . Jim Ameche and Patsy Lee have been added to the stable of Maralieta Dutton Associates, radio fem flacks. . . Lorraine Bakula, currently with Dalla Jones Productions, will take over Bea Burtis' job arranging tours and prizes for travelers on "Welcome Travelers" beginning December 6. Bea, previously secretary to Olsen and Johnson for seven years, is leaving to devote full time to being a housewife.



• • • First Chicago television station to have regular afternoon programming is WGN-TV, which inaugurated "Television Matinee," a 2 to 4 p.m. film period, Monday through Friday, on November 29. Show will use full length features and special shorts of particular interest to women. Participating sponsorship, for 13 weeks, includes Admiral, DuMont, Motorola, Philco, and Hallicrafter, tele set manufacturers; General Electric distributors, and RCA, for RCA-Victor television sets.



• • • Don Herbert, co-producer of the Ben Park program "It's Your Life" on WMAQ, is taking over the interviewing on the show. . . Tony Rizzo, formerly with WBKB, is the latest addition to the WENR-TV production staff. . . Jack Angell, assistant manager of the NBC central division continuity acceptance department, was transferred Wednesday (1) to the news and special events department as news editor. Angell previously was an INS staffer in Denver, member of the news staff of KMTR in the Colorado city, and later news and special events manager of WNMP, Evanston, Ill. . . Charles A. Wilson, formerly with Dancer, Fitzgerald & Sample, has joined the WGN sales promotional staff. . . "Name Santa's Baby Reindeer," new contest offering prizes to children from the ages of 4 to 13, began this week on WGN's "Let's Have Fun" program. As a promotional stunt a baby reindeer will be escorted by Santa and quizmaster Hank Grant on a tour of schools and hospitals.



• • • Johnny Olsen gave up an opportunity to spend Thanksgiving with relatives on the farm to give a holiday party for Pamela Lamphere, three-year-old anemia victim whose case has been national news for months. Party was held in the College Inn with stage stars Basil Rathbone, Paul Kelly, Bert Wheeler, Bob Hall, Rosemarie and others dropping in and adding to the festivities. Twenty-five other kiddies helped Pamela celebrate.



• • • The Chicago-originated portion of the special U. S. Treasury department show on December 6, during which WENR and ABC will be presented an award, will be broadcast over WENR and televised over WENR-TV simultaneously. . . "Ladies Be Seated" will give a non-broadcast performance Saturday from the Municipal Auditorium in Atlanta, Ga., and on December 6 will play the Memorial Auditorium at Burlington, Iowa, for the Iowa State Policemen's Association. . . Connie Kimble (ABC) and husband David Noble (NBC) moved into their new suburban Arlington Heights home this week.

BEHIND THE MIKE

JOE FRANKLIN has joined forces with Ken Robey (The B. F. Keith of pre-war Europe) to put on a flock of one-nighters here. They're lining up a New Year's Eve show at Carnegie Hall with Georgie Price, Willie Howard, Belle Baker, Zero Mostel, Morey Amsterdam, etc.

Newly-formed Metropolitan Ass'n of Disc Jockeys holding a Christmas cocktail party Dec. 15th in the Belmont-Plaza.

Mort Nussbaum's daily quizzer, "Cinderella Weekend," starts its second year over WHAM after maintaining an average Hooper of 7 throughout the past year. He also has his weekly "Talent Hunt" every Thurs. night over the same station from a theatre stage.

Lisa Kirk to produce and appear in "A Letter From Lisa," a 15-minute television stanza.

Guy Lebow, assigned to do St. Francis and Seton Hall home basketball games over WPIX this season, is one of the few sportscasters to have done all major sports on video—baseball, boxing, football, hockey, tennis, track, soccer and wrestling.

Gabe Heatter's daughter Maida, has opened up a smart Ladies Shoppe in Copa City, Miami Beach, Fla. Wire her congrats if you think of it.

Oscar Karlweis leaving for Vienna and the Alps to do the first foreign version of "Harvey." (He sez it may not be the longest run of the play, but it'll certainly be the highest).

Les Tremayne guesting Sunday on "Quick as a Flash" in his role of "The Falcon."

Eddie Dunn whipping up a video format using cartoonist and audience participation gimmick.

Alice Reinheart mulling a flock of B'way offers now that she's dropped "Life Can Be Beautiful" to do a legit show.

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF
DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK
METROPOLITAN AREA
Send for WHO'S WHO
Among Advertisers on WEVD
WEVD
117-119 W. 46th St.
HENRY GREENFIELD, Mar. Director N. Y. 19



*Memo to
a man with
a sore nose*

Congratulations, sir! Your bandaged beak is a badge of honor!

It's a symbol of service . . . a sure sign that you, like most of us these days, have been keeping your nose to the grindstone—working your hardest just to keep your family living the way you want them to live.

But what of the future? Your nose can't take it forever. Someday you'll want to retire, to follow the hobbies and take the trips and do the things that you've always dreamed of doing.

That's going to take just one thing—

MONEY! And will you have it when you want it?

You will if you're buying U. S. Savings Bonds automatically—on the Payroll Savings Plan where you work, or on the Bond-A-Month Plan at your bank.

With either plan, you're heading for real financial security. Month after month, regularly as clockwork, your money is saved for you. All you have to do is sit back and watch the Bonds pile up.

It's just about the easiest, surest, fastest

way of building financial security that anyone ever dreamed up. And with U. S. Savings Bonds, you *make money* while you save it. Every \$75 Bond you buy today will be worth \$100 in just 10 years!

Of course, you can always buy Bonds at any bank or post office. But the best way, the sure and steady way, is to buy 'em automatically!

Start doing it now! Keep on doing it! And in no time flat, you'll find that you're well on your way to a permanent separation of nose and grindstone!

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



This space contributed by RADIO DAILY

AGENCIES

JULIAN GROSS, president of the Julian Gross Advertising Agency, Inc., Hartford, has announced the appointment of Ralph D. Kanna as vice-president, in charge of radio and television. Kanna is well known in Hartford radio and advertising circles, having been manager of WONS for three years.

FRANK DOWD, formerly at Young & Rubicam, and **WILLIAM D. MAGNES**, recently with Gussow-Kahn & Co., have joined Doherty, Clifford & Shenfield as assistant account executives.

MARION ANNEBERG, formerly sales promotion director of WINS and assistant audience promotion manager of the Mutual Broadcasting System, has joined Tide magazine as advertising promotion manager. With her appointment, the advertising and circulation promotion departments will operate separately, with Richard B. Kershaw in charge of the latter.

SIDNEY H. BERG has resigned as director of advertising and public relations for Loft Candy Shops to serve as president of Rights Corporation of America, sales promotion organization specializing in the creation and promotion of merchandise tied-in with motion pictures, radio and television shows, the theater and sports. Prior to joining Loft in 1945, Berg spent 13 years with Lit Brothers, Philadelphia, as director of new business and assistant to the vice-president. Associated with Berg are Julius Weill, head of Masterpiece Productions, as vice-president, and Leonard N. Temko, treasurer. Counsel for Rights Corporation is Seymour Peyser of Phillips, Nizer, Benjamin and Krim.

PUBLIC RELATIONS OFFICE has been opened at 3 West 61st Street, New York, by A. E. Kessler, public relations representative of United States Television and American Cladmetals Company. A former newspaperman, Kessler served as a public relations and information officer with the Army and spent two years in the China-Burma-India Theater. He is now teaching the first public relations course conducted at Long Island University.

HJBD-HJDE, La Voz de Antioquia, of the city of Medellin, Colombia, has appointed Melchor Guzman Company, Inc., as its United States and Canadian representatives.

Publicity - Promotion

8 years' top-flight publicity, exploitation, promotion experience. Talented writer; creative idea-contact man. Can plan, develop and execute campaigns. Motion picture experience. Will travel.
Write Box No. 195, RADIO DAILY
1501 Broadway New York 18, N.Y.

COAST-TO-COAST

WFIL Names Ass't Dir.
Philadelphia, Pa.—George A. Koehler has been named assistant director of advertising, promotion and public relations for the Philadelphia Inquirer stations. In his new capacity he will also assist in the supervision of special events, publicity, merchandising and news for the outlets WFIL, WFIL-FM, WFIL-TV and WFIL facsimile.

Story Time
Boston, Mass.—Featuring leading radio and Hollywood artists and orchestras a new "Story Time" for children debuts on December 6th over Westinghouse Stations WBZ and WBZA. The series will be keyed to the spirit of Christmas during the month of December, with the station planning to air such favorite children's stories as "The Night Before Christmas," "Jingle Bells Fantasy," "Rudolph and the Red-Nosed Reindeer" and "Snow White and the Seven Dwarfs."

Third Birthday
Jacksonville, N. C.—The third anniversary of WJNC was celebrated last week when leaders in all walks of life in eastern North Carolina participated in a half-hour program heard 8:00 to 8:30 p.m. Louis N. Howard, president of WJNC and WHIT, New Bern, who is also president of the Tobacco Network, was among the notables heard.

Appointed To New Post
Washington, D. C.—John Bondeson has been appointed to the post of promotion and publicity manager of WOL. Formerly with WREN, Topeka, Kansas, where he served for the past 10 years in a similar capacity, he succeeds John F. Hardesty.

New Columbine Web Will Open In Colo.

(Continued from Page 1)
Junction; KRDO, Colorado Springs and KCSJ, Pueblo. KMYR, KYOU, KRDO, KCOL, and KBOL will join the network on a regular starting basis on Sunday and KEXO and KCSJ will join when network lines become available.

Program Director Named
Associated with Meyer in the operation of the web is Edwin E. Koepke, who has resigned as a partner in the Ben Bezoff advertising agency to become commercial manager of Columbine. Joseph C. McGrane, formerly of KOB in Albuquerque, will be program director.

Andrea Promotes Masvidal
R. Masvidal, export manager at Andrea Radio Corp., has just been made assistant to the general sales manager of the organization as well. He will continue his duties as export manager for Andrea.

Named Manager Of WTAW
College Station, Tex.—Frank J. Sosolik has been named manager of the Texas A&M College-operated WTAW. Formerly an engineer for KTRH in Houston, where he helped to install their 50,000-watt transmitter, he returned to A&M College in 1943 as chief engineer for WTAW, a position he has held up to the present appointment.

FBI On WJR
Detroit, Mich.—"Know Your FBI," originating from the Detroit office of the FBI, returned to the air on WJR. Presented as a public service feature in co-operation with the FBI, each program illustrates that crime doesn't pay, with the emphasis on the scientific methods used to detect crime rather than dramatizing the crime itself.

Village Visits On WBEN
Buffalo, N. Y.—Heard each Tuesday at 9:45 a.m. over WBEN is Ida Hoyt Chamberlain and announcer Ward Fenton who are making "Village Visits" to Western New York communities. In visiting the communities, interviews will be conducted with citizens of the different areas and highlights of each village's history will be broadcast by the station.

Alabama Roundtable
Montgomery, Ala.—As presented by the Radio Broadcasting Service of the University of Alabama, WSFA and WSFA-FM is airing a series of "Alabama Roundtable" discussions. "The Future of Radio" was the recent subject of a talk by Howard E. Hill, president of WSFA and WSFA-FM, to the students of the Radio Arts Department of the University of Alabama.

Winchell Remains At Top In Nov. 30 Hooperating

(Continued from Page 1)
38th place in the previous report to 16th position in the new rating. Other shows, starting with fourth place, in the top 15 are as follows: Fibber McGee & Molly 21.8, Bob Hope 20.0, Phil Harris-Alice Faye 20.0, Talent Scouts 19.2, My Friend Irma 18.0, Fred Allen 17.7, Duffy's Tavern 17.3, Charlie McCarthy 17.0, Mr. District Attorney 16.9, Stop the Music 16.9, Suspense 11.7, Dennis Day 15.2.

RCA INSTITUTES, INC.
The oldest and recognized as one of the leading Radio Schools in America, offers its specially-trained Radio and Television technicians to the Broadcast Industry.
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We solicit your inquiry.
Address Placement Manager,
RCA INSTITUTES, Inc.
350 W. 4th Street, New York 14, N.Y.

PROMOTION

RCA Merchandising
Opening its pre-Xmas promotion drive on radio and television receivers, RCA Victor is releasing this week to his home instrument and television dealers a variety of advertising and display material designed to emphasize the gift appeal of its table, console and console combination instruments.

For both holiday display and attractive delivery, RCA Victor has arranged for its dealers to buy eye-catching transparent cellophane wrappings tailor-made to fit specific radio and television receivers. Each wrapping has a contrasting red cellophane ribbon and bow which runs diagonally across the cabinet front.

The second release in the company's 1948-49 Home Instrument Window Display Service styled for the Xmas season, is the "Christmas Angel Display." Designed for use with a radio or television console, the unit, lithographed in eight colors, features three angels fixed on the strings of a holly-decorated harp.

Public Relations Theme
"Public Relations by Radio," written by Lew Sargent, station manager of WHAV, Haverhill, Mass., and distributed to potential advertisers among manufacturers in the Haverhill area, is an intelligent straightforward presentation of the media value of radio. Its effectiveness is enhanced with the personalized appeal to manufacturers to use radio for a means of stimulating better public relations with their employees. Publication of the booklet coincides with the recently announced national campaign by the Advertising Council and the NAB.

Texas Brag Map
One of the most novel promotion pieces issued hereabouts is being sent out to advertising men and agencies by Bill Lamar, merchandising and promotion director of KTSA, San Antonio. It is the official "Texas Brags Map of North America" published by John Randolph of Houston. On the novel map is the primary listening area shown in red ink. In one corner is the legend that map is with the compliments of KTSA, "CBS in San Antonio." The dial setting, power and agency completes the box.

RADIO TIME BUYER

for spot and network time, preferably with experience in buying time
for mail order accounts. Outline experience in complete detail. State age, salary desired and how soon available. Box No. 194, Radio Daily,
1501 Broadway, New York 18, N. Y.

TELEVISION DAILY

Daily section of RADIO DAILY, Thursday, Dec. 2, 1948 — TELEVISION DAILY is fully protected by register and copyright

ASCAP CANCELS PACTS WITH TELE

TELE TOPICS

THE ABC PICKUP of the opera Monday night garnered a 42.3 Hooper in New York City between 8 and 10:45 p.m., with share of audience 59.8 per cent and 70.8 sets-in-use. Rating was 40.9 for the first hour, 44.6 for the second and 41.3 for the last 45 minutes. Highest share was recorded after 10 o'clock, when WJZ-TV had 60.7 per cent of all sets in operation; highest sets-in-use figure was reported on the 9-10 p.m. period. . . . NBC will can the Toscanini concert again Saturday night, 6:30 p.m., with RCA Victor picking up the tab. Mozart's 40th is the featured work. . . . WPIX has assigned Guy Lebow to handle the play-by-play for its college hoop sked which gets under way Dec. 10.

ABT PRODUCTIONS will open permanent West Coast offices early next year with the expansion cued by several contracts for commercial pix, according to general manager Ira H. Simmons. Firm's second unit, which goes before the cameras soon, is made up of 13 musicals featuring Penny Edwards and Keith Andes. Overall title is "The Music Wheel." . . . Switch of the Phil Silvers stanza to the 7:30 p.m. slot last night is strictly a make-shift measure. Bankroller, Cluett-Peabody, still has an option on the original 8:30-9 seg on NBC and wants to keep the show in that spot. They're now trying to figure out a way for Silvers, who doubles in the legit musical hit, "High Button Shoes," to be in two places at once.

DESPITE Prexy Flynn's emphatic denial that WPIX was on the block, the rumors are still going around that the Daily News outlet can be had for \$1,300,000. . . . WNBC's first local news show will be a weekly newsreel with the emphasis on feature stories. Outlet's news chief, Fred Heywood, will write and deliver the narration. . . . Alex Leftwich, CBS producer, gave his fellow members of the Mystery Writers of America the low-down on tele at their meeting last night. . . . First local basketball pickup in Boston will be carried by WBZ-TV Saturday night, with Bump Hadley, former N. Y. Yankees mound star, calling the play-by-play. . . . Paul Adanti, general manager of WHEN, Syracuse, reports that equipment tests have been progressing satisfactorily for the past two weeks, with program tests to begin soon.

FORERUNNER OF THINGS TO COME
DEPT.: Special Hooper survey in New York covering the 4-6 p.m. period Thanksgiving Day showed TV getting almost 22 per cent of the combined radio-tele audience. Homes sampled were the usual Hooper random cross-section of N. Y. residential phones and included only "chance" owners of video sets, Hoop said. Only two AM shows got higher ratings than the combined tele outlets.

Movies Urged To Seek Theater TV Channels

The movie industry must immediately request assignment of channels for large-screen theater tele from the FCC if it intends to handle its own programming, Donald Hyndman, past president of the SMPTE, said last night at the ATS film forum in the Museum of Modern Art. Hyndman recalled that, because the film industry did not take a concrete interest in terms of experimentation, it lost its specific frequency assignments. Now, he added, certain frequencies can still be used by the movies for experimental purposes, but its position is weaker from the standpoint of obtaining a permanent part of the spectrum for theater TV use.

Cooley Sounds Keynote
Keynote for the other speakers was sounded by Lee Cooley, TV director of McCann-Erickson, who emphasized the experimental nature of all present video production. "We don't know—we're trying to find out," he said. William S. Hedges, NBC veepee, said NBC will be supplying programs to at least 45 stations, either through direct interconnection or

Texas Outlet Plugs Sets As Xmas Gifts

Fort Worth—A full-scale promotion drive setting up a TV receiver as a perfect Christmas gift was launched this week by WBAP-TV in cooperation with 250 dealers in the Fort Worth-Dallas area. Kick-off for the campaign was a two-hour show which introduced the slogan being used by the station and dealers: "This Year—Give Year 'Round Entertainment—Give Television."

Station is using AM and TV promotional spots, window displays, newspaper ads and publicity to keep the drive rolling until the Yuletide. Promotion by the individual dealers is pegged along the same line. Meanwhile, an RMA report for the quarter ending Oct. 31, showed a total set distribution to dealers of 3,780 after WBAP-TV, the area's only outlet, had been on the air a month.

kinoscope recording and film, by the end of 1949. Other speakers included Jay Williams, of Film Equities; Rudolf Kingslake, Eastman Kodak, and Neal Langlois, Campbell-Ewald. Emerson Yorke presided.

But Will Negotiate Scale Of Fees With Outlets

Ascaph yesterday sent formal notification to all TV stations cancelling the present contract in effect between the broadcasters and the society effective Jan. 1, 1949. The action followed Tuesday's meeting of the Ascaph board of directors at which the society was officially authorized to represent its members in dealing with the industry.

The Ascaph letter to stations also states that the society will enter into negotiations with the stations to set up a scale of fees for TV performing rights. If no new contracts are signed before the end of the year, it continues, the present pacts will be automatically extended for 60 days, with payments evolved to be retroactive to Jan. 1. If no new contracts are signed at the end of the 60-day period, the broadcasters will not have to pay for music aired during that time.

Had Been In Effect 7 Years
Basic Ascaph-TV agreement has been in effect for the past seven years, and allows the medium the use of Ascaph music without charge. The society now feels, however, that the industry has reached the point where payment for music is necessary, and probably will draw up a sliding scale of fees which will increase as video grows.

New And Expanded T. Of C. Will Stress Sports Via Tele

(Continued from Page 1)
which television is building up. It proposes to combine the efforts and resources of the sports and television industries.

At a press luncheon, Kletz said the day is coming when sporting events "gate receipts will augment the by-products," meaning that the box office will be far overshadowed by the coin from TV rights. Kletz commented, however, that T of C had no plans to stage events entirely without an audience in the flesh because such is necessary for color and atmosphere.

The Tournament of Champions originally was set up to promote boxing but it now plans to enter all fields of sport including hockey, football and tennis. It's also interested in acquiring team franchises in all fields of professional sports. At present there are no contests scheduled outside of boxing. T of C promotes the Ray Robinson-Steve Belloise fight in Jersey City next week which will be carried by the CBS-TV network under sponsorship

of Ballantine. In the agreement by the stockholders, CBS has first refusal rights, covering both AM and TV, to any event staged by T of C. The door is open, however, to other networks who might want to bid higher for any event.

Kletz and other stockholders declined to answer questions as to the amount of money each partner has put into the corporation. It is jointly and equally owned by the four partners. Kletz brushed aside financial inquiries by saying that stockholders had agreed to put up whatever money was necessary in promoting contests.

MCA fits into the T of C picture because of its prestige and weight in the theatrical world. It's also said that MCA can serve as booking agent for putting T of C televised events into theaters. In fact, Kletz revealed that the group at present is negotiating with one movie company for televising events in motion picture houses.

New Antenna Eliminates WATV Reception Problem

Reception trouble which had been plaguing WATV since the Newark, N. J., station went on the air last year apparently has been eliminated, officials of the outlet reported yesterday. For the past week, the station has been conducting a phone survey covering New Jersey and the metropolitan New York area to determine the effectiveness of a new six bat-wing antenna installed last week by RCA at the station's transmitter site in West Orange.

Set owners who had previously complained of a weak signal from the outlet have reported improved reception of both audio and video since the new mast was put up. The station said. It is known that vastly improved signals have been received at points as divergent as Trenton, N. J., and the southeast sector of Brooklyn, N. Y.

WTMJ Sells Spot Series

Milwaukee—The Milwaukee Co., investment security house, has signed with WTMJ-TV for a 26-week series of spots.

PLUG TUNES

ON RECORDS and TRANSCRIPTIONS
"I'M A LONELY LITTLE PETUNIA"
 (IN AN ONION PATCH)

Rytvoc, Inc.
 1585 Broadway New York 19, N. Y.

MICHAEL TODD'S NEW MUSICAL

"As The GIRLS Go"
 With Sensational Songs
 by HAROLD ADAMSON and JIMMY McHUGH
 SAM FOX PUBLISHING COMPANY

The Ballad Beautiful!
"REMEMBER SEPTEMBER"

CECILLE MUSIC CO., Inc.
 580 Fifth Ave. New York City

Climbing Fast!
"JANIE and ME"

by Thomas G. Meehan
JAMES MUSIC, Inc.
 1650 Broadway Room 709 N. Y. C.
 Solly Cohn, Mgr.

I WANT A DOG (for Christmas)
 (Lenora Carpenter, Lindsey McPhail, Walt Michels)

THE BIG CHRISTMAS HIT for '48
 I Want A Dog Week—Dec. 1—Dec. 7
 A Vinylite LONE STAR RECORD #103 A,
 plus a script booklet of 28 DOG STORIES
 sent to all stations.

VICTOR PUBLISHING CO., Inc.
 2210 Pacific Ave. Dallas 1, Texas

ENCORE Material

Freddy Martin's Wonderful
 Victor Record

On The Santa Claus Express

Encore Music Publications, Inc.
 1674 Broadway New York City

DOWN AMONG THE
SHELTERING PALMS

Lyric by James Brockman
 Music by Abe Olman

Scoring A
 Great New Popularity

MILLER MUSIC CORPORATION

WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS:**—Sam Fox Music will publish the score of "All For Love" the Tony Farrell-Sammy Lambert Revue starring Grace & Paul Hartman and Bert Wheeler which will open December 26 at the Mark Hellinger Theater on Broadway . . . words and music were clefted by Sammy Lerner and Gerald (Dixie) Marks . . . ditties to watch are "Always You" and "You Took Possession Of Me." . . .

● BMI has a beautiful ballad in "There's A Moon In Monterey" written by Mary Compton, Bob Jepson and Bill Hampton. . . ● Stasny Music has a commercial Christmas edition containing "The Night Before Christmas," "Silent Night," "Adeste Fidelis" and "Jingle Bells" . . . this item is a MUST for every music library in the country. . . ● Director Graeme Zimmer of WCSI plans to have the new Wabash, Ind. station, WWNI, launched on Dec. 15 . . . the 71,000 wattage will be managed by Dick Neher, upped from program director of WCSI. . . ● Smith-Foley spotting a new novelty, "You're A No-Good Man" around Radio Row . . . tune was composed by Mal West and John Murdock. . .

● A. F. Schaefer, prexy of Victor Music in Dallas, Tex., spent a week in Gotham, setting record deals on "I Want A Dog" (for Christmas). . . ● Last week Radiolite Athena Lorde headed for the Fred W. Ziv studios to play a six-year-old girl in "Linda's First Love" . . . but there was a last minute casting change and Athena portrayed instead, a ninety-year-old woman . . . voice-actility, we calls it. . . ● When he graduates in June from UCLA, 'Brother' Robbins, will join the J. J. Robbins & Sons music firm . . . the youngster will be in charge of the pop catalogue and will plug a new song by Walter Bishop and Julie Styne titled, "Bop Goes My Heart." . . .

★ ★ ★ ★

● ● ● Paramount's top-ranking tunesters, Jay Livingston and Ray Evans, having authored two Hit Parade toppers in "To Each His Own" (1946) and "Golden Earrings" (1947) have done it again . . . their "Buttons And Bows," featured in the Bob Hope flicker, "The Paleface," was number one on last week's Hit Parade. . . ● George Monaghan and his wife Norah May, former British screen and television star, have just returned from London where they co-starred in 14 telecasts via BBC and were featured in the forthcoming J. Arthur Rank film production, "Helter-Skelter" . . . they start their own series of NBTeleshows Tuesday at 7 p.m. . . ● Lenny Herman's band opens at the Tavern On The Green in Central Park, Wednesday, with lots of air time (which this clever combo rates). . . ● Harvey Hudson, operations manager of WLEE, Richmond, Va. (one of the mid-south's most-listened-to deejays) will spend the weekend in Gotham. . . ● Elliot Roosevelt at Raffaele's Italian Bistro applauded Alan Gerard's tenoristry so enthusiastically the other evening. . . ● Michael Todd's "As The Girls Go" at the Winter Garden is the hottest show in town . . . Irene Rich and Bobby Clark are slightly sensational. . . ● Choice Music has a seasonal standard in "Blue Christmas," written by Jay Johnson and Billy Hays. . . ● Jim Boles, heard on the "Fred Allen NBCommercial," has been signed for a featured role in the forthcoming New Stages production, "The Victors," authored by Jean Paul Sartre who wrote, "The Respectful Prostitute." . . .

★ ★ ★ ★

● ● ● **ON AND OFF THE RECORD:**—You read of the CBS-Amos 'n' Andy deal (capital gains). . . Jack Benny goes to CBS starting Jan. 2—(again, capital gains) . . . the latest Johnny Mercer-Pied Pipers' platter of "Jingle Bells" flipped with "Santa Claus Is Comin' To Town" must also be listed in that category . . . strictly a capital gains—in this instance, mucho dinero. . . ● Guy Lombardo has copped a sneak on his contemporaries . . . he gambled that a French waltz, "Made-moiselle Hortensia" would be a smash and recorded it in December 1947 for Decca . . . the platter is definitely headed for record-breaking sales. . . Rytvoc owns the American publishing rights to the number which is Europe's current top-ranking hit. . . ● Warren Ketter is now director of promotion for Dick Bradley's Tower Records.

PLUG TUNES

On Records and Transcriptions
"RAMBLING ROSE"

LAUREL MUSIC CO.
 1619 Broadway New York 19, N. Y.

Bigger Than "Now Is the Hour"!

GALWAY BAY
 LEEDS MUSIC CORPORATION

On RECORDS and TRANSCRIPTIONS
**"I'M WAITING FOR SHIPS
 THAT NEVER COME IN"**

FORSTER MUSIC PUB., INC.
 1619 Broadway New York City
 216 S. Wabash Avenue, Chicago, Illinois

#1 in the Juke Boxes
 In the Country
"I'LL HOLD YOU IN MY HEART"
 Till I Hold You in My Arms
ADAMS, VEE & ABBOTT, Inc.
 216 S. Wabash Avenue, Chicago 4, Illinois

Everyone Is "Dating"
LILLETTE
 Jefferson Music Co., Inc.
 1619 Broadway New York City

HIS FRATERNITY PIN

Kramer-Whitney, Inc.

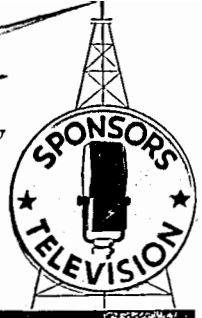
New Ballad Sensation!
"THE BRIDE WORE BLUE"
 By Leonard Whitcup, Sy Lefco &
 Dale Wood

CECILLE MUSIC CO., Inc.
 580 FIFTH AVENUE
 NEW YORK CITY



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 45, NO. 43

NEW YORK, FRIDAY, DECEMBER 3, 1948

TEN CENTS

RADIO-TELEVISION MFRS. REPORT GAIN

53 Outlets Praise Web 'Spot' Service

Washington Bureau, *RADIO DAILY*
Washington—The FCC was told yesterday that CBS spot sales organization, Radio Sales, offered more and better service to its clients than did station representatives who had formerly handled their spot business. Business Manager Barron Howard of WRVA, Richmond, and Ivor Sharp, executive vice-president of KSL, Salt Lake City, both testified to this effect yesterday during the fourth day of the Commission hearing on complaints by the Na-

(Continued on Page 5)

"County Fair" To Night Time; Borden Cuts Sked

Borden's "County Fair" moves from its Saturday afternoon spot on CBS Jan. 5 into the Wednesday night slot now occupied by "Your Song and Mine" which Borden is dropping. Starting in January "County Fair" will be aired Wednesdays from 9-9:30 p.m., EST, competing against NBC's "Duffy's Tavern" and Milton Berle on ABC. "County Fair" has maintained the Saturday daytime period on CBS

(Continued on Page 2)

Tech. Planning Board Elect Officers In Canada

Montreal—Discussions on ways of assisting the Federal government in making proper use of radio channels for the benefit of the general public took place in Ottawa at the annual meeting of the Canadian Technical Planning Board.

The planning board is composed of a group of outstanding Canadian

(Continued on Page 8)

Return Engagement

Chicago—There'll be a new announce: on the veteran "Your Neighbor" program, sponsored on WMAQ, when the show celebrates its 14th anniversary on Friday, Dec. 10. The announcer will be Paul McCluer, better known as the network sales manager of the NBC central division—lesser-known as the first announcer on "Your Neighbor."

Comics' Bad Taste Spoils REC Lunch

Some of the new crop of comedians introduced before the Radio Executives Club of New York at the Hotel Roosevelt, yesterday, didn't measure up to expectations and brought embarrassment to both the club officials and guests alike. Risque material delivered by an exuberant comic was the worst. Whole affair was pretty unfunny, one REC executive opined last night, and most embarrassing to the club officials.

Word From Petrillo Will Start Recording

Resumption of commercial recording under the royalty trusteeship plan endorsed by both the AFM and the recording industry hinges on James C. Petrillo's ordering the musicians back to work, industry sources revealed yesterday.

The Department of Justice while declining to give an opinion on whether or not the trusteeship plan

(Continued on Page 2)

Insurance Co. Renews Program On MBS Web

Chicago — The Mutual Benefit Health and Accident Association of Omaha has renewed its contract with Mutual Broadcasting System for the fifth year, it was announced by Ade Hult, Mutual vice-president in charge of midwest operations. With the Sunday, January 2, broad-

(Continued on Page 2)

Competing Bids Hamper Shift Of KLAC-TV To Warner Bros.

Washington Bureau, *RADIO DAILY*
Washington—The future ownership of KLAC-TV, Los Angeles video outlet now in the name of the KMTR Radio Corp., was more uncertain than ever yesterday—at least, the date on which any future owner could take title unencumbered by lawsuits. Reported by the FCC was receipt of a competitive application for KLAC-TV from Ed Pauley's Southern California Television Com-

Three Major Manufacturers Credit TV Receiver Production To Increase In Company Business

Gator, Harbor Bowls On NBC Web Jan. 1

NBC, which lost the Rose Bowl football game to CBS after more than 20 years as a New Year's Day attraction, is scheduling two bowl games for next Jan. 1, both as sustainers. One is the Gator Bowl in Jacksonville, Fla., and the other is the Harbor Bowl in San Diego.

Ted Husing has been hired to do the Gator Bowl which will feature Clemson versus Missouri. Last

(Continued on Page 8)

Entertainment Leaders Pledge Support To USO

Key men of the entertainment industry gathered with Jim Sauter, chairman of the amusement division of the USO Campaign Committee at Toots Shor's restaurant in New York yesterday to pledge their support

(Continued on Page 6)

Army And Don Lee TV Conducting Video Tests

West Coast Bureau, *RADIO DAILY*
Hollywood—The U. S. Air Force has a C-47 airplane especially designed for television and fitted with a camera and transmitter. This

(Continued on Page 6)

Financial statements of three radio and TV receiver manufacturers released yesterday indicated substantial increases in business and prospects of heavy production for the ensuing year. The three manufacturers reporting gains are Motorola, Inc., Zenith, and Stewart-Warner. The demand

(Continued on Page 5)

New Co-op ET Series Announced On Coast

West Coast Bureau, *RADIO DAILY*
Hollywood—Bruce Eells & Associates, directors of the Broadcasters Program Syndicate, yesterday announced the launching of the Syndicate's No. 2 series under its "Co-operative Program Syndication Plan." The broadcasters have purchased all rights to John Guedel's class Western dramatic property

(Continued on Page 5)

Indie Producers Joining RWG Negotiations In N. Y.

Representatives of independent program producers and the western region of the Radio Writers' Guild are en route to New York from Hollywood to join in the negotiations now going on here between

(Continued on Page 2)

Quiz Chairman

Bill Todman, co-producer of the radio programs, "Hit the Jack Pot," "Winner Take All," and "Time's A-Wastin'," has accepted the Chairmanship of the Quiz Program Committee of the American Heart Association's 1949 National Campaign. The heart campaign will be conducted next February 7 to 28 to raise \$5,000,000 to fight heart disease.



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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES

Ralph Wilk, Manager 6425 Hollywood Blvd. Phone: Granite 6607

WASHINGTON BUREAU Andrew H. Older, Chief 6417 Dahlonga Rd. Phone: Wisconsin 3271

CHICAGO BUREAU

Nat Green 1417 Ashland Bldg. 155 No. Clark St. Phone: State 2332

Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(December 2)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Lists various stocks like ABC, Admiral Corp., Am. Tel. & Tel., etc.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Lists DuMont Lab., Stromberg-Carlson, etc.

OVER THE COUNTER

Table with columns: Bid, Asked. Lists DuMont Lab., Stromberg-Carlson, etc.

Insurance Co. Renews Program On MBS Web

(Continued from Page 1)

cast "Mayor of the Town," starring Lionel Barrymore and Agnes Moorehead, will replace "Behind the Front Page" for the insurance company. It will be heard Sundays at 7:30 p.m. EST. The 52-week full network contract was signed on the package plan through Ruthrauff & Ryan, Inc., Chicago.

FLY OVERNITE TO CALIFORNIA \$88 PLUS TAX. Call Br. 9-3707 SKYCRUISES, INC. Air Travel Agency Hotel Diplomat 108 W. 43 St., N. Y.

★ COMING AND GOING ★

HENRY R. GEYELIN, JR., advertising and sales promotion director in the television receiver division of Allen B. DuMont Laboratories, Inc., returns today from Chicago, where he made a market survey.

SIDNEY ASCHER, publicist, left yesterday for Philadelphia, scene of Lisa Kirk's opening in the new Cole Porter opus, "Kiss Me Kate."

MURRAY ARNOLD, program director at WIP, Philadelphia, was in New York yesterday for conferences with MBS officials and station representatives.

JOSEPH WEISMAN, of Century Distributing Co., Los Angeles, a visitor this week at the New York plant of Emerson Radio and Phonograph Corp.

BERT LOWN, director of station relations for Associated Program Service, is attending the meeting of the Florida Association of Broadcasters, which is now being held in Tampa.

CONRAD THIBAUT, radio, concert and opera baritone, heard in recital this week at Northampton, Mass., is expected back in town today. He'll be heard Monday on "Voice of Firestone" over NBC.

LOUIS N. HOWARD, president of the Tobacco Network, North Carolina regional, is spending a few days in New York on business.

LUCY MONROE, soprano, is back in town following a lengthy tour of veterans' hospitals and camp shows. After a short rest, she'll embark on another.

RUBY MERCER, network singer, has returned from Birmingham, Ala., where she spent four days, during which she made a personal appearance at the charity football game for the Crippled Children's Clinic.

MARGARET GORDON, manager of "The Four Tunes," singing quartet, is in Chicago setting the stage for an appearance of the group in the Windy City next month.

Indie Producers Joining RWG Negotiations In N. Y.

(Continued from Page 1)

RWG and agencies and sponsors. In the last few weeks two series of negotiations have been going on but starting next Monday they will be combined.

Announcement of the new development came in a joint statement from Roy Langham, national executive secretary of RWG, and Austin M. Fisher, spokesman for agencies and sponsors. They stated that the meetings are being merged because of the difficulty of maintaining liaison between the two separate negotiations and because of the mutuality of interest between the two parties.

Word From Petrillo Will Start Recording

(Continued from Page 1)

is legal has indicated that it would not prosecute either AFM or the recording industry if production on records is resumed. This development, it is said, opens the way for Petrillo to order musicians back on the recording jobs.

In some circles it is thought the AFM will await the action of the next Congress on the Taft-Hartley law. Modification of the law would have the effect of placing the musicians union in a better bargaining position, a union spokesman indicated.

"County Fair" To Night Time; Borden Cuts Sked

(Continued from Page 1)

since it began three years ago except for a brief interlude last summer when it was aired on Wednesday night. Agency is Kenyon & Eckhardt.

Effective Saturday, Jan. 1, "Stars Over Hollywood," sponsored by Armour & Co., will shift to 1 p.m., EST, on CBS, taking over the slot left vacant by "County Fair." The dramatic show is currently broadcast from noon to 12:30 p.m. on Saturdays.

KEX-FM Now On The Air

Expanded frequency modulation radio service for the Pacific Northwest became a reality last week with inauguration of the new Westinghouse facilities, KEX-FM. The new station will provide coverage to all of Oregon and Washington lying within a radius of approximately 81 miles of Portland, according to General Manager C. S. Young. KEX-FM will be heard at 92.3 megacycles, channel 222, on FM receivers and will broadcast from 3:00 p.m. to 10:15 p.m. KEX-FM will duplicate KEX programs.

MUSIC . . SPORTS . . NEWS FULL TIME

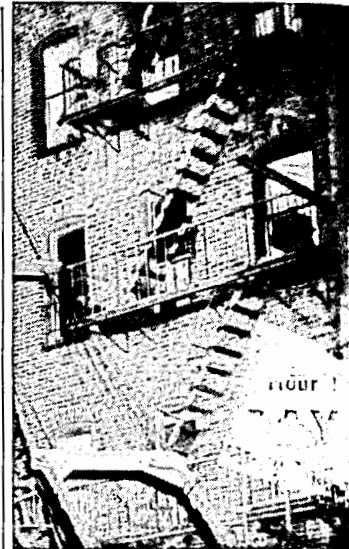
WINZ

Florida's Big Independent

Primary Signal Covers GREATER MIAMI and Florida's Rich East Coast from the Palm Beaches to Coral Gables.

STUDIOS: MIAMI, HOLLYWOOD, WINZ BLDG., MIAMI BEACH MAIN STUDIO: HOLLYWOOD BEACH HOTEL 940 Kc. - FULL TIME

JONAS WEILAND, President Represented by John H. Perry Associates



Fire Escapes

One of the handiest bits of advice ever offered is the old movie caution: "Look for the nearest exit." And some of the recent bad fires proved the need for fire escapes in modern buildings.

A long look around in Baltimore radio time buying is pretty good advice, too.

For down here it's the hard-working, successful independent that's the escape for products that aren't moving as they should.

It is W-I-T-H, the successful independent in Baltimore, that delivers more listeners-per-dollar-spent than any other station in this big town.

The boys who buy time for the smart appropriations know that to be a fact.

How about you? Is W-I-T-H on your radio time budget? It should be!



Baltimore 3, Maryland

TOM TINSLEY, President

Represented by Headley-Reed

This high-popularity show for low co-op cost!

Piano Playhouse, a leading network favorite for five years, now is available as a low-cost co-op show with a big, loyal audience ready and waiting for you.

Both classical and jazz music get brilliant treatment at the talented fingertips of one of the country's top piano teams, Cy Walter and Stan Freeman. The dynamic concert pianist Earl Wild adds prestige and sparkle to the show. And every week, famous stars like Art Tatum,



12:30—1:00 pm
EST
11:30—12 noon
CST
12:30—1:00 pm
MST
11:30—12 noon
PDT

PROGRAM PRODUCED BY MAGGY FISHER

Teddy Wilson, Skitch Henderson, Mary Lou Williams or Johnny Guarneri display their musical genius in solos and piano jam sessions. Presiding over the whole tuneful proceeding is Milton Cross, distinguished commentator for the Metropolitan Opera on the Air.

Piano Playhouse is selling fast. It's already enthusiastically sponsored by music stores • record shops • piano manufacturers • theatres • auto supply stores • banks • bottlers • building supply yards • furniture and fur stores • jewelers • and office suppliers.

Here's *your* opportunity to tie your sales message to this famous network show with all its glamour and prestige, for only *local* rates. Ask your ABC representative today for full details, or write, phone or wire...

ABC American Broadcasting Company
CO-OPERATIVE PROGRAM DEPT. • 7 WEST 66th STREET • NEW YORK

AGENCIES

DONAHUE & COE, Inc. has been appointed advertising agency for the New York World Telegram, effective immediately.

A. C. NIELSEN COMPANY has secured several additional advertiser and agency agreements for the new National NRI Service. They include: Toni, Inc., Armour & Company, Hall Brothers, Inc., Carter Products, Inc., The Biow Company, Inc., and Ward Wheelock Company.

ATHALIE ECKHARDT and **MARY HULL** have joined the staff of Roberta Dufton, executive placement agency. Mrs. Eckhardt is assisting executives in advertising and allied fields. Miss Hull is in charge of office personnel.

C. O. LANGLOIS, president of Lang-Worth Feature Programs, Inc., announces the appointment of Pierre Weis as general sales manager. With this appointment Weis will be in complete charge of sales direction. A native of Lille, France, Weis was graduated from the University of Paris and came to the United States in 1937. When the war broke out, he returned to France and rejoined his original regiment in the French Army, with the rank of lieutenant. In 1940 he fought in the battle of France, and after its fall, escaped through Africa to the United States, arriving here in December of that year. He joined Lang-Worth in March, 1941. In December, 1943, he was commissioned in the United States Army. He has been back with Lang-Worth since January, 1946, following his honorable discharge from the Armed Forces.

NORMAND J. D'ESTERRE, formerly with Ruthrauff & Ryan, Inc., has joined the media department of Cecil & Presbrey, Inc. as a space buyer.

McCANN - ERICKSON office in San Juan, Puerto Rico, has been appointed by The Brewing Industry of Puerto Rico to handle an intensive campaign promoting the superiority of bottles over cans as containers for beer. The campaign will run for a minimum of six months. Press, radio, outdoor, car cards, movie slides, and sales promotion material will be used. Other interests concerned with the campaign are The Puerto Rican Manufacturers of Glass and The Puerto Rican Industrial Development Company.

WILLIAM L. BARTLETT, formerly with the Ward Wheelock Company, Philadelphia, and BBD&O, New York, has joined Morse International, Inc., as assistant to the export group copy chief.

ROBERT E. SKUTCH, formerly connected with Young & Rubicam, has joined the Alfred Paul Berger Co., Inc., as account executive.



Mainly About Manhattan. . . !

● ● ● Eddie Cantor's "Give A Gift To A Yank Who Gave" campaign, now in its fifth year, emphatically demonstrates the value and effectiveness of radio when a public service and humanitarian job is to be done. Radio has made possible the success of this operation, which in the past four years has contributed over six million gifts valued at more than \$20,000,000 to disabled hospitalized vets throughout the nation. Here is an outstanding example of concrete results from radio, which each year was used by Cantor to spark the campaign. The same story is being repeated this year. Cantor, who has championed more humanitarian causes in his nearly 20 years on the air than anyone else we can think of off-hand, kicked off the '48 campaign in mid-November. Backing Eddie in this wonderful campaign are four national veterans' organizations (the Legion, VFW, Disabled American Vets and the AMVETS); department stores from every section of the country tied in with the National Retail Dry Goods Ass'n; newspapers (donating editorial space plus editorial cartoons); NBC, Warwick & Legler, the agency handling the show; his sponsor, Pabst Blue Ribbon, etc. Eddie Cantor again is inviting you to attend the "world's biggest Christmas party." We invite you to salute Eddie Cantor, a good citizen as well as a skilled entertainer.



● ● ● Douglas Fairbanks, Jr., visited Mary Margaret McBride's air show the other day to tell high spots of his recent tour of England and Europe. He was lunching with Winston Churchill, he said, when the Presidential election returns started coming in and tried to explain that Truman's early lead was probably just the thing of a moment. "These early returns indicate a definite trend," stated Churchill, who bet a box of cigars on it. Fairbanks was in England when Princess Elizabeth's baby was born and reported that when the announcement was made, thousands of people outside the palace chanted: "We want Grandpa!" The next night the crowds were still there and this time they were singing, "Rockabye Baby."



● ● ● **AROUND TOWN:** Irwin Zelner, one of the industry's ablest publicists (he was with the Loew circuit for 10 years) new publicity director for the "Arthur Godfrey's Talent Scouts" stage shows. . . . Is Whelan dropping "Charade Quiz" in Jan.? . . . Lester Lewis to be interviewed by Tex & Jinx Sunday. . . . Bret Morrison to appear on first televersion of Godfrey show Monday. . . . Harry Ingram sez how's about calling it televisionsion. . . . Herb Sheldon told Ted Lloyd that he was going home to put on his tux—he's gotta watch the opera on television. (All during the telecast, he said, he kept expecting Milton Berle to walk on stage any minute to break it up). . . . CBS's "Our Miss Brooks" renewed by Colgate. . . . The talents of no radio personality rate more use than those of grinitable Peter Donald. . . . Noting that the Milton Berle tele show has the highest Hooper in history, Steve Gibson points out that Texaco is cooking with gas. . . . Add IMPressions: Russ Hodges: Giant caller. Ozzie & Harriet: Sunday kind of love. . . . Johnny Olsen's "Whiz Quiz" ABC's biggest mail puller—it sez here. . . . Dick Linke upped to new post heading all promotion and publicity in the east for Capitol records. . . . Andre Baruch makes his film debut in Warner's "The Girl From Jones Beach"—as a newsreel commentator, natch. . . . General Mills planning a tele-treatment of its "Lone Ranger." . . . Hank Sylvern turned down a H'wood offer to take over the musical masterminding of a studio. Said he'd be very happy to take the job if he could do it from his E. 53rd street duplex.



NEW BUSINESS

WGN, Chicago: Canadian Ace Brewing Co., through Louis Weitzman Advertising Agency, renewed the weekly "Guy Lombardo Show" for 26 weeks from November 15; Sealy Mattress Co., through Olian Advertising Co., will sponsor "Calling All Detectives," Monday through Friday, for 52 weeks from November 22; Local Loan Co., through Van Hecker, Inc., renewed "Record Ramblings," Sundays, for 52 weeks from November 28; Transcontinental & Western Air, Inc., through BBD&O, Inc., three weekly station break announcements for 52 weeks from November 29; Maryland Pharmaceutical Co. (Rem), through the Joseph Katz Co., nine weekly station break announcements for 13 weeks from November 28; Crowell-Collier Publishing Co. (Collier's magazine), through Kudner, three weekly participating spots in "Baker's Spotlight," Monday through Saturday, for six weeks from November 25; Whitehall Pharmacal Co. (Anacin), through Dancer-Fitzgerald-Sample, Inc., three weekly participating announcements in "Music For Memories," Monday through Friday, and a daily announcement in "Baker's Spotlight" for eighteen weeks from November 22.

WIND, Chicago: Sanders Clothing, through Kapps agency, the Moulton Kelsey news show for 13 weeks; the Delmar (Rolin) Sales Corp., through Jones Frankel Co., "Music by Martin" show for 13 weeks; Four Season Lotion, through Hamilton agency, WIND's 11:30 a.m. newscast, on a tf basis.

In Magnavox Promotion Post

Fort Wayne—Rudy Blank, veteran of 20 years in point of purchase promotions, has been named eastern sales promotion manager for The Magnavox Company, Frank Freimann, executive vice-president, has announced. Most recently active in field sales promotion for the International Silver Company, Meriden, Conn., Blank previously was associated with the display and promotion departments of Calvert Distillers Corporation and a number of well known manufacturers of display material.

ARTHUR EDDY

Public Relations — Publicity

812 Taft Building
Hollywood

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Radio And TV Mrs. Report Gain In Biz

(Continued from Page 1)

or television receivers as well as a good market for new radios were pointed up as factors in the upturn of business. Both Zenith and Motorola emphasized expansion plans in the TV set manufacturing schedules.

Paul V. Galvin, president of Motorola, Inc., predicts sales for 1949 of between \$75 and \$80 millions, of which \$40,000,000 is expected to be in television receivers. The Motorola sales for the fiscal year ended Nov. 30 totaled nearly \$60,000,000, it was reported, of which 15,000,000 will represent television set business. This compares with less than \$47,000,000 in the fiscal year of 1947.

Mr. Galvin has said that "television is the most exciting event in the radio industry's history." Backing up the company's faith in this department, Motorola has expended a good part of its 1949 advertising budget of \$2,500,000 in television promotion, and produced 100,000 units this year. It plans to manufacture 250,000 in 1949. Motorola recently produced its 50,000th small-green table model set, but indications are that next year's production will call for fewer 26 sq. in. sets and more of the 10-, 12- and 16-inch tube receivers.

Zenith Reports Profits

Zenith reports estimated net consolidated operating profits for itself and its subsidiaries for the first six months ended October 31, 1948, of its current fiscal year amounting to \$984,535, after federal income tax provision of \$599,144, depreciation, excise taxes and reserves for contingencies.

Introduction of the company's new line of television receivers sales of regular radio receivers, production of hearing aids and the manufacturing of auto radios have kept production schedules high at the Zenith factories.

Directors of Stewart-Warner Corporation have declared two cash dividends on the \$5 par value common stock. A dividend of 25 cents per share is payable on January 8, 1949, to stockholders of record at the close of business December 16, while an additional year-end dividend of 10 cents per share will be paid December 24 to stockholders of record December 6. Dividends of 25 cents per share were paid January 9, April 10, July 10 and October 9, 1948.

The Board of Directors of Emerson Radio & Phonograph Corporation, at a meeting held this week, declared a year-end dividend of 20 cents per share payable on December 16, 1948 to stockholders of record on December 6, 1948.

Utley Succeeds Heatter

"Behind the Front Page," Mutual broadcast heard Sundays from 6:30 to 7:30 p.m. CST, will originate from Chicago with Clifton Utley replacing Gabriel Heatter.

Spot Sales Service Of CBS Praised By Web's Affiliates

(Continued from Page 1)

tional Association of Radio Station Representatives against permitting networks to represent their affiliates in spot sales.

It seemed likely last night that the hearing will adjourn tonight, with the date for resumption very much in doubt.

Yesterday's hearing was again marked by frequent clashes between the CBS counsel, Sam Rosenman, on the one hand, and the NARSR lawyers, James Lawrence Fly and William Fitts, with various other counsel also stepping in from time to time to join in the wrangling. FCC General Counsel Benedict Cottone at one point told off his former boss, Fly, when he thought Fly was trying to dictate to him regarding the conduct of the hearing.

Webs Would Submit Figures

While Cottone ascertained from counsel for CBS, NBC and ABC that they would be willing to provide the Commission with a statement of the overall dollar volume of spot sales each handles, he could not get Fly to agree to furnish such figures for any of the individual companies in NARSR.

"Our clients are competitors," Fly said, "I don't know whether the networks are or not."

Both Sharp and Howard indicated that their decisions to switch their business to Radio Sales were reached on their own initiative—Howard saying he had not even been solicited by Radio Sales at the time. KSL and WRVA, they said separately, had become dissatisfied with the representation they received from their former station reps organizations.

Statement Mimeographed

Fly brought out through questioning that the Sharp statement had been mimeographed in the office of attorneys Haley, McKenna & Wilkinson, ABC counsel, after consultation with CBS counsel and officials. "Minor changes" were made at the suggestion of CBS counsel, it was admitted. It was generally conceded that other clients of Radio Sales heard Wednesday and yesterday had also consulted with CBS counsel in the preparation of their statements.

Howard replied to several of the NARSR charges in the course of his statement. To the charge that CBS "would control our spot rates to the advantage of network sales," he said Radio Sales had advised WRVA it could well raise its evening hour rate to \$400, but that WRVA had rejected the suggestion and remained at \$350. As for WRVA's ability to compete for national spot business, he said that in October of this year WRVA's national spot business was 21.4 per cent greater than a year earlier, before the switch to Radio Sales.

Radio Sales, Howard said, has been reluctant to give advice on policy matters. He praised the station for

keeping abreast of the times and criticized advertisements by a particular station representative.

Sharp declared that KSL felt that its station-rep firm "seemed to attach greater importance to representation agreements than to relations with the station." Like Howard, he added that sales have risen since the switch to Radio Sales, reporting that September of this year was the best September in KSL history.

Burkland Heard

Radio Sales's head, Carl Burkland, was on the stand in the afternoon, with Rosenman leading him through a detailed story on Radio Sales operations and its standing in relation to the national spot business. Commissioner Frieda B. Henneck questioned Burkland at length about the Radio Sales program planning service for its clients—the reliance upon psychologists, statistics, etc. Burkland said Radio Sales offers on-the-scene analyses in some cases, mentioning that he and another official had gone to Philadelphia to help work out for WCAU the problem of what kind of program to put into a particular spot. Miss Henneck said she was trying to ascertain whether the Radio Sales service differed, in effect, from a "correspondence course on how to be popular."

Burkland told her that "advertising agencies buy listeners, not programs," in explanation.

Advertising Aptitude Tests Being Held In Feb.

The 1949 4-A's examination for advertising, held annually to help young people gauge their chances for success in the field, will be held on Feb. 19 and Feb. 26. Announcement was made by John E. Wiley, board chairman of Fuller & Smith & Ross and chairman of the 4-A committee on examinations for advertising.

Tests will be given for the first time in the South and Southwest in 1949. Complete list of cities has not been determined but it is known that tests will be held in St. Louis, Dallas, San Francisco as well as in the 11 Councils and Chapters where they have been given in previous years.

Any person not employed by an advertising agency may apply to take the 4-A examination. If still in college, the applicant must be in his final year.

Will Publicize Godfrey

Irwin Zeltner has been engaged as Publicity Director for the "Arthur Godfrey's Talent Scouts" stage shows, it was announced by Larry Puck, General Manager of the Theatrical Presentations Division of Arthur Godfrey Productions, Inc.

New Co-op ET Series Announced On Coast

(Continued from Page 1)

"Frontier Town," signing William (Wild Bill) Elliott to star, and Paul Franklin to direct. Transcribed production of the series commences in January, with broadcast discs reaching Syndicate member stations before the end of the month.

The Syndicate's No. 1 series, the 5-quarter-hour "Pat O'Brien—From Inside Hollywood" variety strip, was recently announced for delivery to the subscribing stations December 15th.

The cooperative "cost-plus" production operation (each station pays in a total weekly fee equal to its national, Class-A, quarter-hour rate, with producers taking 15 per cent of the aggregate) is, according to Eells, the first time a proven cooperative formula has been applied to joint-station production of top shows. As with BMI, Eells says, the CPSP was instituted by and is being conducted for the broadcasters themselves.

Mystery-Adventure as No. 3

A mystery-adventure has been pencilled in as No. 3 on the production schedule. As the present 141 station membership increases, the program list will be augmented to include comedy and musical-variety half hours. Members receive the Syndicate's entire program output exclusively in their primary areas, for the one fee.

WTIC Pledges Annual Gift Of \$10,000 To Symphony

Hartford, Conn.—WTIC, Hartford, has pledged \$10,000 per year for the next three years to the Symphony Society of Connecticut to help finance the recently reorganized Hartford Symphony Orchestra. Acceptance of the gift, made in behalf of the Travelers Broadcasting Service Corporation by the vice-president and general manager, Paul W. Morency, was announced at a meeting of the Symphony Society.

Morency Outlines Purpose

The \$30,000 offer was made "as concrete evidence of our long interest in the advancement of music appreciation," said Morency in a letter to William A. Dower, vice-president of the society. "From our knowledge of the musical talent available in this area," the letter continued, "we are convinced that a very fine symphonic group can be built, if given the proper support. We have noted with great interest the willingness of the musicians themselves to advance the cause."

Morency's letter also contained a suggestion that "one thousand dollars of the sum . . . be used annually as an award to an American composer writing a major orchestral work adjudged best in a contest." The premiere could be given by the Hartford symphony. The broadcasting corporation would guarantee publication by a national music publishing house.

BEHIND THE MIKE

IT'S a 6 lb., 4 oz. baby boy at the Jay Emmetts. He's the publicist. WHOM's Willie Bryant reports a favorable mail response to his Monday nite featuring of authentic spirituals on "After-hour Swing Session."

Joeko Maxwell, starting his 10th year on WWRL, preems a new sports feature Sat. called "The Sports Page."

Sammy Kaye auditioning hopefuls for baritone chores with his ork.

Anne Seymour will play the role of Lucy Stark in the film version of the Pulitzer Prize novel, "All The King's Men," which Columbia is producing. Anne planned to H'wood last week.

Jack Goldberg, exec producer for Herald Pix, announces the formation of the Golden Television Corp., which plans to produce films for television.

Bob Stanton's heavy schedule gave Ted Nelson the chance to do the "between halves" interviews Sat. nite at Jamaica Arena.

Jack Barry's "Santa's Helpers" (an organization set up to have Santas visit private homes, with half of the proceeds to McCosker-Hersfield Cardiac Home) is being swamped with requests, including many from dep't stores. All of the helpers are unemployed Equity and AFRA members.

Parker Fennelly makes his film debut in "My Silent Love," a Pace-maker short directed and produced for Paramount by Justin Herman. The object of Parker's affections in the film is Jane Pickens.

Recent issue of Time mag (letters to Ed col'm) contained some witty and erudite comment on psychiatry by Jack Perlis, the non-psychiatric exploiter.

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PICTURE OF THE WEEK



Five sons of the soil gathered for a group picture at the closing session of the Radio Farm Directors meeting in Chicago the past week-end. Left to right, they are: Wallace Kadderly of KGW, new national president of the Radio Farm Directors; Charles Worcester of WMT, retiring president; Frank E. Mullen, president of WJR, WGAR and KMPC; Phil Alampi of WJZ, new secretary-treasurer of RFD, and Marshall Wells, WJR farm editor.

Army And Don Lee Conducting TV Tests

(Continued from Page 1)

plane is in Southern California to make a program test, testing Air Force operation equipment in coordination with the Don Lee Broadcasting System facilities.

It will be the first time in Southern California that such an air-to-ground transmission test has been effected, this project being of further public interest because of the fact that images will be relayed from the KTSB transmitter on a video channel to the 50,000 home televisions.

The C47 plane, in charge of Lt. Carl Hart, will accommodate ten or twelve newspaper men on each of two flights. The Don Lee station will have a man aboard to facilitate the press.

Once in the air, the plane will fly over major highway construction units in downtown Los Angeles and circle prominent landmarks. Other projects to be televised from a 1,000 ft. elevation will include smog, the Los Angeles harbor and various housing projects as well as other objects of public interest.

Specialists on these subjects will comment over the air from their positions at the Don Lee studios at 1313 North Vine Street, making their remarks from the scenes on the monitor tubes. Also, there will be talk-back from plane to ground as well as interplane conversation between the pilot and crew.

Don Lee and Air Force technicians are working to adapt Air Force equipment for local telecast.

Entertainment Leaders Pledge Support To USO

(Continued from Page 1)

to the drive to re-activate USO entertainment in the VA hospitals throughout the country.

Speakers at the luncheon included Walter Hoving, chairman of the board of both USO and Veterans Hospital Camp Shows, Dr. Lindsley F. Kimball, president of USO; General Francis R. Kerr, assistant administrator for special services of VA and John J. Raskob, general chairman of the campaign committee. Jim Sauter acted as toastmaster.

Personalities of radio, stage and the movies in attendance at the luncheon heard show business lauded by the speakers for the wartime service of USO units. They also learned of the drive which will be staged during January and February and through Chairman Sauter promised to support the fund raising campaign.

Heidt Finals In Washington

Washington—The national finals of the Horace Heidt show on NBC will be held here Sunday night, Dec. 12, under sponsorship of the Washington Junior Board of Commerce.

Margaret Phelan On WMGM

Margaret Phelan, vocalist currently at the Wedgewood Room of the Waldorf-Astoria, will be heard on WMGM tonight when she appears as guest on the Bob Houston show at 6:30 p.m.

EQUIPMENT

For The Floor Salesman

A novel pocket-size reference guide, listing the main selling features of the Stromberg-Carlson radio and television line and especially designed for the use of floor salesmen, has been released through the company's distributors and branch offices to all authorized dealers. It consists of four-page jacket with stapled inside cuff containing several removable cards having reference to different radio and television series. Each card, illustrated with line drawings of individual models, lists in capsule form the cabinet, radio, television, and phono features of that series. It measures 5½ by 3¾ inches, and is flexibly constructed to accept later additional cards as the company brings out new models or series.

Reports Business Increase

An increase in local business aggregating \$50,000 for the months of October and November was reported by Russell B. Wilde, general manager of WABY, Albany.

Parsons Hooper Climbs

The Louella Parsons Sunday night show on ABC has reached a seasonal high of 13.9 in the Hooper ratings, just following the first fifteen shown in yesterday's issue of RADIO DAILY.

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TELEVISION DAILY

Daily section of RADIO DAILY, Friday, Dec. 3, 1948 — TELEVISION DAILY is fully protected by register and copyright

DAYTIME TV AUDIENCE HIGH-PULSE

TELE TOPICS

WE SAW our first "Public Prosecutor" film at the ATS forum the other night and know now that price is not the only reason that the Jerry Fairbanks-NBC series has not been sold. "The Case of the Missing Hour," which was shown Wednesday night, is a trite, unimaginative, unbelievable whodunit built around a crime-smashing district attorney of the type existing only in radio and movie pot-boilers. The resemblance is complete even to the beautiful, blonde and apparently useless secretary who accompanies her boss to the scene of the crime. A good mystery should have plot development, action, mood and suspense—or at least one of these ingredients—but "Missing Hour" has none. . . . Technically, the film, which consists almost entirely of close-ups, seems to be suitable for TV, but we can't be sure until we see it on a ten-inch kinescope. . . . Great expenditures of time, effort and money have gone into the series, but if "Missing Hour" is at all representative, the results are most unrewarding. The installment we saw was not "created" for tele as the hand-outs claim, but merely poured from a convenient mold—and a rather mouldy one at that.

EVERY AVAILABLE HOTEL ROOM in New York with a TV receiver has been reserved by CBS for visiting firemen expected at the web's three-day video clinic beginning Jan. 21. Total of 140 rooms have been set aside in the Roosevelt, New Yorker, New Weston and Taft with others being lined up. Attendance is expected to reach the 250 mark. . . . KPIX, San Francisco, is doing an excellent job of drum-beating in preparation for its debut as the Bay Area's first station. . . . The Baltimore TV Circulation Committee reports a Dec. 1 total of 30,000 sets in the area—an increase of 4,000 during the past month.

DON FEDDERSON, veepee and general manager of KLAC-TV, and Wilbur Johns, athletic director of UCLA, have signed an agreement whereby the station will scan 13 home basketball games at \$500 per. Fred Henry will direct with Sam Balter calling play-by-play. . . . Spiritual use of sign language among the deaf will be illustrated during a devotional service on "Television Chapel" over WPIX Sunday, with a choir of five deaf member persons taking part. Sermon also will be in sign language. . . . The Chevrolet Award competition comes up with its first script by an unknown writer Monday when a comedy by Catherine McDonald is aired on "Tele-Theater." Writer is a student at the University of North Carolina Playmakers Dramatic School and wrote the play for one of her classes.

Competing Bids Hamper Shift Of KLAC-TV To Warner Bros.

(Continued from Page 1)

KLAC, Los Angeles, and KYA, Palo Alto. The FCC refused to order separate price tags put on the three stations for purposes of the Avco rule, adopted at the time of the purchase of WLW, Cincinnati, by Victor Emanuel's Aviation Corporation. The rule provides that in a transfer of station control a 60-day period shall elapse during which time additional would-be purchasers may offer to meet the terms of the negotiated sale, with the FCC then to decide which of the applicants to buy might best serve the public.

The 60-day period, extended in this instance because of an error, to 90 days, expired this week. At the last moment the Southern California Television Company entered what it considered to be a competitive bid for KLAC-TV only, offering to reimburse Mrs. Thackrey for all out-of-pocket expense involved in the construction of the station thus far.

In the event this application is rejected by the FCC for any reason, said Southern California, let the Commission consider the document as application for KLAC-TV channel in Los Angeles.

(One lawyer pointed out that there might be a technical difficulty here because the application was on a transfer of control form, rather than the form required by the Commission for an application for a new construction permit.)

Pauley owns 57 per cent of the stock of Southern California TV, with Henry H. Clock, Eldridge E. Combs, Roscoe F. Oakes and Margaret Oakes each holding 10 per cent and Carl B. Shank three per cent.

One Application Pending

Also pending with the Commission is the application of KFAC, Los Angeles, for the channel now assigned to KLAC-TV. KFAC attorney Paul Segal said yesterday his client very much wants the channel, but will not bid for it under the Avco rule.

On the other hand, however, "it will be very vigorous in its objection should the Commission award KLAC-TV to Warner Brothers," Segal said.

It is already on record with the Commission that Warner's has advanced more than half a million dollars to Mrs. Thackrey.

Meredith's WHEN Operating In Syracuse

Syracuse, N. Y.—WHEN, this city's first television station, went on the air Wednesday night with one live show (plus a news program) and kinescope recordings supplied by CBS and DuMont. Licensee is Meredith Syracuse Television Corp., owned by the Meredith Publishing Co. which publishes Better Homes and Gardens.

On Air 6 Days A Week

At present WHEN is on the air two hours each night, six days a week, and within the next few weeks may add another hour at noon to accommodate TV dealers. Outlet is transmitting initially with a 120-foot tower but awaits FCC clearance for one shooting up to 500 feet. WHEN premiered 16 days after its transmitter was delivered and studios are still under construction.

Negotiations are in progress for network affiliation. Paul Adanti is general manager, William H. Bell, commercial manager, and H. E. Crew, chief engineer.

Barnard, Blair Set Up TV Station Rep Firms

Growing number of stations and increasing TV ad expenditures have led to the formation this week of two firms for the exclusive representation of video outlets.

Blair TV, Inc., a subsidiary of the John Blair radio rep office begins formal operation Jan. 1. Sales operation of the new firm will be independent of the radio activities of the parent organization, it was said. President of Blair TV, who will supervise operations in a management capacity, is William H. Weldon, of Blair's New York office.

Barnard Opens Own Office

Also announced was the resignation of Lynn Barnard as tele manager of the Paul H. Raymer firm to open his own offices as TV station rep. Known as L. L. Barnard & Co., new firm is located at 53 East 77 Street, New York. Prior to his association with Raymer, Barnard was with Morse International, Pedlar & Ryan and BBD&O. During the war he produced motion pictures for the Navy.

1st Survey Shows WABD Is Higher Than Radio

First audience measurement of daytime viewing—made last month at the beginning of WABD's all-day programming—shows the afternoon schedule out-pulling competing radio fare in homes which have both radio and tele receivers.

Published by Pulse, Inc., the report measured tuning in quarter-hour periods from noon to midnight. Of the 24 quarter-hours between noon and 6 p.m., WABD held top place in 23 segs.

1,050 Interviews Made

Report is based on interviews made from Nov. 3 through 9 in 1,050 TV homes covering the five boroughs of New York City, Westchester and Nassau counties, N. Y., and Essex, Hudson and Bergen counties, N. J. Average quarter-hour sets-in-use for the week was 24.1 for video and 11.5 for radio.

The highest rating achieved during the week by the WABD Ted Steele show was 8.0, while the closest competitor, an AM soap opera, had a 5.3 rating. "Okay Mother," with Dennis James, achieved a top rating of 6.7, while the highest radio rating for the period was 3.3.

"Immensely Satisfying"—Hole

WABD officials pointed out that the survey began two days after the station inaugurated its daytime sked and before viewers had a chance to become acquainted with afternoon video. Leonard Hole, general manager of the DuMont flagship, said:

"We find the current Telepulse report immensely satisfying and are confident subsequent Pulse surveys will show a continuing trend in the same direction."

WPIX Begins Syndication Of Hour-Long Westerns

Series of 36 hour-long Western films has been made available by WPIX to stations around the country. Pix will be aired by the station six nights a week, beginning Monday, at 6:05 p.m. under the overall title "Six Gun Playhouse." Three stations have already signed for the series. They are WBAP-TV, Fort Worth; WGN-TV, Chicago, and WLW-TV, Detroit.

CBS Signs WMCT

CBS yesterday signed affiliation contract with WMCT, Memphis, which is scheduled to go on the air Dec. 11. Owned by the Memphis Publishing Co., station is affiliated also with NBC.

PROMOTION

Service To Clients

A new promotion service has been instituted by WMAQ, Chicago, to give clients a resume of promotional activities in behalf of their local and network programs each month, Harold A. Smith, station promotion manager, announced yesterday.

On Chicago accounts, local and network salesmen make the presentations, while out-of-town clients receive the promotion kits through their advertising agencies, Smith said. Approximately 400 kits will be made up each month.

Created by Smith, the nine by 12 inch folders are of dark blue stock, overprinted on the front and back covers with designs in red and white ink. The front cover is a title page, and the back cover of the current series is imprinted with a map of the WMAQ market area, with accompanying text on market statistics.

Two pockets inside the folder are used to file all copies of promotional material under seven possible classifications: These are:

(1) On the Air Activities, including copies of promotional station breaks used on WMAQ; (2) Newspaper Display Advertising, listed by publication and amount of space used; (3) Publicity, including copies of press releases, photos and clippings; (4) Merchandising, including copies of the WMAQ food and drug retail bulletins published monthly and information and dealer tie-ins; (5) Miscellaneous, such as car card advertising and special stunts; (6) Display Advertising, and (7) Direct Mail, including a department on audience promotion.

Xmas Toy Drive

The 13th annual campaign of the WRC Doll House was opened officially this week with a broadcast from the Doll House at 11th & G Sts., NW., Washington, in which District officials expressed the hope that the drive this year will surpass last year's record of 24,000 toys collected for needy children. Commissioner Guy Mason appealed to the people of Washington to "open our hearts to Faith, Hope and Charity by supporting the work of the Doll House and contributing toys or dollars."

According to NBC vice-president Frank M. Russell, it is estimated that the Doll House has collected almost one quarter million toys for the poor children of Washington in the past 12 years.

Christenberry Joins WQXR

Charles W. Christenberry, well known freelance New York radio and television writer-producer, has joined WQXR, New York. Christenberry recently completed a program research study into national radio and television programming and listening habits for the Paul H. Raymer Company, Inc., radio representatives, New York.

COAST-TO-COAST

Named Account Executive

Albany, N. Y.—Philip Fuhrmann has been appointed account executive for WPTR. While with ABC he was associated with Tom Breneman's "Breakfast in Hollywood." Prior to joining WPTR he was sales manager for WABD television station in New York.

Launch Radio Writing Course

Miami, Fla.—At the University of Miami this semester, a course in commercial radio writing is being conducted by Fort Industry Station WGBS. The course covers all phases of commercial copy and is taught by Frank Jaffe, WGBS promotion manager.

WKXL Plans Christmas Party

Concord, N. H.—Cooperating with Concord Chamber of Commerce, WKSL will present a Christmas party from December 13th through December 18th. The party is to be held in a local church hall from 2 till 5 in the afternoon where parents in the area who wish to do Christmas shopping may leave their youngsters who will be entertained with toys and refreshments. As a public service the station will make tape recordings of interviews with the children and play them back during evening hours over the air.

WPEN Celebrates Birthday

Philadelphia, Pa.—WPEN celebrates its first birthday on Dec. 13th. To announce the event the station has mailed out a birthday cup cake with one candle along with a gaily decorated birthday card announcing that "time is on the house." All commercials broadcast on the birthday will be heard at no charge, to the advertiser.

Gator, Harbor Bowls On NBC Web Jan. 1

(Continued from Page 1)

time Husing did a football game for NBC was in 1926 when he called a Penn-Cornell encounter over the Blue Network. Husing will go on the air from Jacksonville at 1:45 p.m., EST, New Year's Day.

Following this broadcast, NBC will shift to San Diego where Bill Stern is to describe the contest between Nevada and Villanova. The NBC offer to Husing to do the Gator Bowl game came from Stern's office.

Philco In New Quarters

Removal of Philco Distributors sales and administrative offices from 565 Fifth Avenue, New York to 47-51 33rd Street, Long Island City, on December 6, was announced yesterday by J. J. Harris, general manager, New York Division. Planned for some time to keep pace with the division's growth, the move places Philco in the position of occupying the largest quarters of any major appliance distributor in the United States.

Set Public Service Series

Salt Lake City, Utah—"Stories to Remember" KSL feature heard Wednesdays at 10:15 p.m. is designed to remind Americans that prejudice and discrimination have no place in our democracy. This is the 12th in a series of "Lest We Forget" programs produced and distributed by the Institute for Democratic Education, New York.

Changes Call Letters

New Britain, Conn.—WKNB-FM will change call letters to WFHA, and will operate on 103.7 megacycles. WFHA will become affiliated with the Rural Radio Network on December 12th and will program a major portion of its operations to the farmers. There will be no change in call letters of WKNB, which will remain 840 on the dial as usual.

Forest Conservation Series

Manitoba, Canada—Aired Saturday on CBW is a series which deals with fire, indiscriminate cutting and neglect to Canada's woodlands. Robson Black, president of the Canadian Forestry Association relates the story of the forests and measures taken to protect them. The program is also heard on CBK, Saskatchewan and CBX, Alberta.

Sponsoring Deems Taylor

Denver, Colo.—"The Deems Taylor Concert" will begin a five a week program over KOA and KOA-FM on December 6th. In this new series Deems Taylor offers his own selections of the world's great classic music masterpieces as well and his own commentary and guest appearances by famous soloists and notables in the music world.

Tech. Planning Board Elect Officers In Canada

(Continued from Page 1)

radio officials and technicians. Its main purpose is to make recommendations to the Transport Department respecting frequency allocations, interference problems and relative radio subjects.

R. A. Hackbusch, vice-president and managing director of the Stromberg-Carlson Company was elected president; G. W. Olive, chief engineer of CBS, vice-president, and S. D. Brownlee, executive secretary of the Radio Manufacturers Association of Canada was chosen secretary-treasurer.

RWG Plan Cocktail Party

Milton Berle will emcee the annual Radio Writers Guild cocktail party at the Hotel Astor, Friday, Dec. 10. The radio writers have dubbed the party a "Shmoo Party" and will present Al Capp, creator of Li'l Abner and his "Shmoos" as guests of honor. Two hundred prizes will be raffied off at the party.

NEW STATIONS

New FM Station

WMBI-FM, Chicago's first and only 50,000-watt FM station, recently went on the air. Since 1943 the Moody Bible Institute has operated the station at 1,000 watts in connection with its 5,000-watt AM outlet. While the ceiling power allowed in Chicago by the FCC is 40,000 watts with a 500-foot antenna, WMBI was granted a permit to operate at 50,000 watts because the antenna is only 490 feet high.

The antenna and transmission line to be used in the enlarged station were invented by WMBI's chief engineer, A. P. Frye, and received the approval of the FCC. According to Frye, the WMBI transmitter will carry 10,000 watts and will actually run at 7,500 watts. However, with the multi-bay antenna which Frye has invented the power will be multiplied eight times. Allowing for some line loss, the total E.R.P. will be 50,000 watts.

The new antenna consists of a total of 32 folded dipoles of copper pipe attached to the four sides of the original WMBI tower at intervals of seven and a half feet from the top. Using this antenna gives the effect of multiplying the power by eight.

O'Callaghan Shingle Out

San Antonio, Tex.—Robert O'Callaghan, for many years with RCA as assistant general counsel, is now a partner in Hirschberg & Callaghan, San Antonio law firm.

Send Birthday Greetings To—

December 3
Connee Boswell Rosaline Greene
Kathleen Stewart Luciel Engel
Charlie Pittman Chas. F. McCarthy
December 4
Charlie Basch Helen Baylis
Ann Morath Isabel Randolph
Larry Rothman Bill Slater
Charles G. Burke
December 5
Archer Gibson Lyn Murray
Ned Tufts Jean Othert
December 6
Ernest E. Stern Ira Gershwin
Jeannette Land Agnes Moorehead
John Ravencroft George Redman
J. L. Van Volkenburg Kappi Jordan
Gertrude Gordon Sachs
December 7
James Joseph McCann
Bob Brown Viola Philo
Al Schenkeim Arch Oboler
December 8
John Babb Frankie Basch
Howard Meighan Mary Patton
Lionel Colton
December 9
Ken Niles Judith Gardner
Willard Butler Jerry Lesser
Freddy Martin Linnea Nelson

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



COL. 45, NO. 44

NEW YORK, MONDAY, DECEMBER 6, 1948

TEN CENTS

FOLSOM ELECTED PRESIDENT OF RCA

CBS Limits Spot Div., Meighan Tells FCC

Washington Bureau, *RADIO DAILY*
Washington — CBS Vice-President Howard Meighan placed his company on record Friday, as the spot sales hearing was recessed for a month, with assurance that Radio Sales, the network's spot sales division, will not accept representation of more than 15 stations in all—including those owned by the network. Radio Sales presently represents 12 stations, but Meighan said he doubts it will take on three
(Continued on Page 8)

13 New Board Members Elected By N. Y. AFRA

Total of 13 new members were elected to AFRA's New York local board last week, the results of which were announced Friday. Slate included a total of 51 nominees from which 23 were selected for the local board. Electees and their individual votes are as follows:
Announcers: Nelson Case 477, Ben Grauer 461, Ed Herlihy (new) 442, Dan Seymour 398, Kenneth Banghart (new) 371.
Actors: Clayton Collyer 491, Karl
(Continued on Page 4)

Thompson Assoc. Chief Of Operations In IBD

The State Department announced Friday the appointment of James F. Thompson as associate chief of operations, international broadcasting division. Thompson has already assumed his duties at the IBD headquarters here in New York, where the Voice of America originates. He is responsible for co-ordinating and
(Continued on Page 6)

Playback

"Nick Carter—Master Detective" has a lady listener in Boston as faithful to the show as Nick is to his job. Jock MacGrogan, WOR-MBS producer-director of the Nick Carter series, got a letter from the Boston woman saying she had missed the previous Sunday show. She asked for the script and enclosed ten cents.

Award

United States Steel's program, "The Theater Guild on the Air," was awarded the annual citation of the National Council of Teachers of English during last night's performance of "Lovers and Friends" starring Madeleine Carroll and Walter Pidgeon on ABC. Presented on behalf of the twelve thousand member teachers of the Council, the award was accepted by Irving S. Olds, Chairman of the Board of United States Steel, and Lawrence Langner, Co-director of The Theater Guild.

Net Income Decline Charged To Video

Reporting that its decrease in net income is largely due to the loss from television operations, American Broadcasting Company and subsidiaries Friday released a report for the nine months ended September 30, 1948. The estimated net income was \$440,000 after Federal income taxes estimated at \$270,000, equal to 26 cents a share on 1,689,017 shares of \$1 per common stock. This compares with estimated net income
(Continued on Page 2)

Report Bess Interested In Purchasing WLIB

There was considerable speculation here over the week-end that Herman Bess, who last week withdrew from his attempt to purchase WOV, New York, may have done
(Continued on Page 6)

NLRB Rejects 2 Complaints By ET Firms Against AFM

National Labor Relations Board has refused to uphold the complaints against the American Federation of Musicians brought by two transcription companies who charged AFM with a secondary boycott. The complaints were filed last May by Standard Radio Transcription Service and Lang-Worth Feature Programs but the NLRB decision in the face of recent developments was not unexpected.

Executive VP Of RCA-Victor Elevated To Presidency On Recommendation Of Brigadier General Sarnoff

Xmas Shows Bar Lull In NBC-CBS Battle

Even Christmas Day will find the competitive battle between NBC and CBS continuing at a merry pace when the two webs trade blow for blow from 4-6 p.m., EST, with their special two-hour Yuletide shows. The NBC lineup of talent, sponsored by Elgin National Watch Co., is as follows: Al Jolson, Bob Hope, Edgar Bergen and Charlie McCarthy, Ozzie and Harriet, Jo Stafford, Lauritz
(Continued on Page 8)

Hawkeye Sports Webs To Carry Basketball

Iowa City—Several Iowa radio stations will carry broadcasts of the University of Iowa home basketball games through the facilities of the Hawkeye Sports Network, according to Gene Claussen, news and sports
(Continued on Page 2)

Manufacturers Invited To Western Market Show

Manufacturers of radio and television receivers have been invited to participate in the Western Winter Market which will be held in San
(Continued on Page 2)

Frank E. Folsom, executive vice-president of the RCA Victor Division, Friday was elected president of Radio Corporation of America upon the recommendation of Brig. General Sarnoff who is relinquishing the post but will continue as Chairman of the Board and Chief Executive Officer of
(Continued on Page 5)

17 Bands To Serenade New Year Over CBS

CBS has scheduled nearly five solid hours of dance music, featuring 17 different bands across the nation, to help usher in the New Year on Dec. 31. The customary programming event starts at 11:15 p.m., EST, on New Year's Eve with a pickup of Guy Lombardo in New York and ends with a half-hour
(Continued on Page 6)

Canadian Army Station Installed In Far North

Montreal—The Canadian Army is adding a 30th radio station to its northern communications system. A tractor train will transport the 200 tons of material needed. The train will move the equipment from the sub-Arctic experimental base at Churchill, Man., to
(Continued on Page 2)

Airminded

Every phase of flying, from the midget plane to the giant rocket of the future, will be explored by five guest experts in "You and Aviation" on the Columbia network Monday-through-Friday "You and . . ." discussion series, the week of Monday, Dec. 13 (CBS, 6:15-6:30 p.m., EST). Dwight Cooke, forum moderator, will conduct the interviews.



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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor
MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES

Ralph Wilk, Manager
6425 Hollywood Blvd. Phone: Granite 6607

WASHINGTON BUREAU

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Phone: WI5consin 3271

CHICAGO BUREAU

Nat Green
1417 Ashland Bldg. 155 No. Clark St.
Phone: State 2332

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FINANCIAL

(December 3)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include ABC, Admiral Corp., Am. Tel. & Tel., CBS A, CBS B, Farnsworth T. & R., Gen. Electric, Philco, RCA Common, RCA 1st pfd., Stewart-Warner, Westinghouse, Westinghouse pfd., Zenith Radio.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include DuMont Lab., U. S. Television, WCAO (Baltimore), WJR (Detroit).

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include DuMont Lab., U. S. Television, WCAO (Baltimore), WJR (Detroit).

Broadcast From Hawaii On KEX

Portland, Oregon—KEX's women's program director Kay West recently boarded a Pan-American clipper for a two-week reporting holiday in Hawaii, where she will originate a series of specially designed programs for her Pacific Northwest radio audience. Miss West will report on the island's metropolitan and pastoral life as well as Hawaiian culinary arts. Transcriptions will be flown back to Portland for half-hour re-broadcasts Monday through Friday from 1:30 to 2:00 p.m.

WEAV

PLATTSBURG, N. Y.

AMERICAN BROADCASTING CO.

CONSISTENTLY SELLING THE NORTH COUNTRY'S RICHEST MARKET

JOSEPH HERSHEY MCGILLVRA, Nat. Rep.

COMING AND GOING

HARRY C. WILDER, president of the Central New York Broadcasting Co., operators of WSYR, affiliate of NBC in Syracuse, N. Y., here for a few days on station business.

J. SOULARD JOHNSON, Western division manager of CBS television Radio Sales, is back at his Chicago headquarters following a short trip to New York.

JOHN De MOTT, production manager for CBS television, went to Los Angeles via American Airlines last week and is expected back today by the same route.

BOB PEAKE, of Peaslee-Gaulbert Corp., Emerson distributor in the Dallas territory, a visitor in Gotham last week.

JOHN GUEDEL and ART LINKLETTER, producer and emcee, respectively, of "People Are Funny," on NBC, are in Seattle on the next leg of their charity tour.

JOHNNY O'CONNELL, account executive at Associated Program Service, back from a business trip that took him to upstate New York, Massachusetts and New Hampshire.

WILLIAM B. LODGE, vice-president and director of general engineering at CBS, is in Washington on business.

GEORGE W. BOLLING, president of The Bolling Co., Inc., is in Binghamton to address that city's Advertising Club luncheon on the subject, "Triple Cities as a Test Market."

EUGENE S. THOMAS, general manager of WOIC, Washington video affiliate of WOR, is spending today and tomorrow in New York. While here, he will relinquish his post as president of the New York Sales Executive Club.

GENE AUTRY, who spent last week in New Orleans and Chicago, has returned to the Hollywood studios.

ROBERT MAYO, sales manager at WOR, is in Chicago for conferences with Windy City representatives of the station.

DWIGHT COOKE, moderator for "People's Platform" over CBS, broadcast yesterday's program from Washington, D. C.

Canadian Army Station Installed In Far North

(Continued from Page 1)

a site just about 300 miles northwest. The station, to be established on Ennadai Lake, will be part of the Northwest Territories and Yukon radio system which in 1923 began to supply land communications service to remote settlements in the north. Its stations keep contact among the settlements and some programs are broadcast.

It takes three weeks to handle one 600-mile round trip, with a stop-off en route to drop off supplies for an Indian settlement. The trains take 40 to 50 tons a trip.

The train crews are provided by the Royal Canadian Army Service Corps, which has a maintenance detachment at Churchill.

Net Income Decline Charged To Video

(Continued from Page 1)

of \$1,050,000, equal to 62 cents a common share on the same number of shares reported for the like period a year ago.

The gross income from the sale of facilities, talent, lines, etc., for the nine months ended September 30, 1948 amounted to \$39,080,912, compared with gross income of \$38,138,847 for the comparable period a year ago.

10 YEARS AGO TODAY

From the Files of Radio Daily The Sales Managers Committee of the National Association of Broadcasters met in Chicago and devoted a full session to the discussion of ways and means to promote the broadcasting industry among other industries. As an example, the group considered getting representation of broadcasting at the convention of the furniture industry.

Hawkeye Sports Webs To Carry Basketball

(Continued from Page 1)

director of Radio Station KXIC in Iowa City.

KXIC this fall formed the sports network to feed broadcasts of all Iowa football games to 13 radio stations in Iowa. Claussen said that because of other night-time national network commitments, the number of stations carrying the basketball broadcasts will be reduced to around half-a-dozen.

Stations Listed

Stations now carrying the games include KZFD, Fort Dodge; KICD, Spencer; KICM, Mason City, and KSWI, Council Bluffs. Other stations will join the network later in December and as Iowa begins its Big Nine season early in January. The basketball play-by-play will be handled by Claussen with color and comments by Herb Olson, KXIC program director.

Manufacturers Invited To Western Market Show

(Continued from Page 1)

Francisco from January 31 through February 5. Products of all types of home goods will be displayed at the merchandising fair.

Coy At White House

Washington — FCC Chairman Wayne Coy went to the White House Friday to visit President Truman, but refused to discuss his visit. He took his two sons with him. Coy said he definitely did not discuss his budget problems while with the President, but refused to say what the subject was.

Attending Fort Meeting

Detroit—Richard E. Jones, general manager of WJBK and WJBK-TV, Detroit, left for Atlanta Sunday for three-day conference with George B. Storer, president of the Fort Industry Company and general manager of all Fort Industry stations.



Output

That English Bull Terrier is the unusually proud mama of ten pups. You can't count them all in the picture . . . but they're there. Some have gone below to chow. Mother "Puggie" has produced twice the normal number of puppies.

We've picked this picture to make a radio record and production point. The sales producing station is W-I-T-H. The record . . . more listeners-per-dollar-spent than any other station in this big town.

You can run down our list and see the names of accounts that are usually handled by the accepted smart time buyers.

W-I-T-H is the successful independent in this 6th largest city. Is W-I-T-H on your list?



W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President

Represented by Headley-Reed

Music

Under the Creative Direction of

Mark Warnow

1938 - 1948

COLUMBIA WORKSHOP — MARCH OF TIME — WE THE PEOPLE
THE ED WYNN SHOW — VICKS MATINEE THEATRE
JOHN CHARLES THOMAS WESTINGHOUSE PROGRAM
ALL TIME HIT PARADE — BLUE VELVET MUSIC
NORMAN CORWIN'S PURSUIT OF HAPPINESS
HELEN HAYES THEATRE OF THE AIR
SATURDAY NIGHT SWING SESSION
THE BORDEN PROGRAM
YOUR HIT PARADE
SOUND OFF!

Concerts

NEW YORK PHILHARMONIC ORCHESTRA

ROCHESTER SYMPHONY

CARNEGIE "POP" CONCERT

Theatres

NEW YORK PARAMOUNT

CAPITOL THEATRE

Records

M-G-M

"BROADWAY MELODIES" ALBUM

CAPITOL

"SOUND OFF!" ALBUM

"BLUE VELVET WALTZ" ALBUM

RCA VICTOR

"HIT PARADE" ALBUM

Management:
WILLIAM MORRIS AGENCY, INC.
202 No. Canon Drive
Beverly Hills, Calif.

Personal Representation:
AL GANNAWAY
1520 No. Gower Street
Hollywood 28, Calif.

BEHIND THE MIKE

QUIZMASTER TODD RUSSELL has conducted a series of tests to prove contestants could answer 50 per cent more questions correctly if they weren't appearing before a large audience with the subsequent nervousness about the microphone.

Mark Goodson's "Times a-wastin'" may go into local theatre as a stage unit.

Peter Donald to emcee hour long video show Dec. 25th sponsored by Hamilton Watch Co. from Kings-bridge Hosp. here.

For the heaven-only-knows-how-many-successiveth year, Guy Lombardo has won the Cleveland Plain Dealer poll as Popular Music King. (In same poll, incidentally, Crosby barely nosed out Godfrey for the favorite radio personality nod).

Ray McKinley's ork into Meadowbrook next week.

Gail and Harry Ingram packaging a series of adaptations of short stories written by great literary names which appeared in Cosmopolitan. Woody Klose, of the Frank Cooper office is handling.

Alice Reinheart forsakes glamour for character role as the mother in the new Rouben Mamoulian play, "Leaf and Bough."

Recommended: Charlotte Manson's artful pretending as the femme lead on "Nick Carter."

13 New Board Members Elected By N. Y. AFRA

(Continued from Page 1)

Swenson 441, Anne Seymour 377, Alan Bunce (new) 369, Virginia Payne 364, Ted de Corsia (new) 347, Vinton Hayworth (new) 336, Ted Osborn 336, Jay Jostyn (new) 328.

Singers: Lanny Ross (new) 447, Irene Beasley (new) 399, Conrad Thibault (new) 380, Julie Conway 353, Travis Johnson (new) 328, Gordon Cross (new) 323, Chuck Goldstein (new) 321.

Staff Announcer: Gene Rayburn (new) 350.

Sound Effects: Robert J. Prescott 623. Prescott was unopposed and pulled the highest individual vote of all.

From this local board of 23 will be elected a president, vice presidents and others in another election to be held probably in January. Membership is now being notified that nominations are in order.

Broadway Tepee

The Mutual network headquarters last Friday looked more like backstage at a Wild West Show. In recognition of National Biscuit Company's signing of "The Straight Arrow" on the network, everybody, from receptionist onward, was sporting a Hiawatha-type Indian headband-with-feather. Headband, of course, bore the legend, "The Straight Arrow."



California Commentary. . . !

• • • Abe Burrows is back in Hollywood after his New York nitery dates and reports are being generated along radio row that he'll be back very shortly with a full network show. . . . The Abbott and Costello "Kid" show, heard Saturdays on

Hollywood

ABC, goes commercial in mid-January with all proceeds going to the Lou Costello, Jr., Youth Foundation. . . . Doubleday & Co., happily astonished over the success of Meredith Willson's "And There I Stood With My Piccolo," has asked the maestro to begin work on a sequel to his amusing book. . . . Judy Canova has returned from an Eastern tour during which she appeared before 14,000 boys and girls, the "future farmers of U.S.," at Kansas City, and also made an appearance before the combined 4-H Clubs in Chicago. . . . Barbara Eiler, heard on "A Day in the Life of Dennis Day," "Life of Riley" and "Guiding Light," has been chosen as Movie Star Parade's "Radio Girl of the Month" for December. . . . Frank DeVol, who wields the baton as music director on "The Jack Carson Show," has written "Saks Fifth Avenue," which will be published in January by Grayce.

★ ★ ★ ★

• • • William Keighley, producer of CBS' "Radio Theater," and his wife are already making plans for a European trip during the summer hiatus. The Keighleys plan on eight weeks in Southern France, London and Holland. . . . Lurene Tuttle co-stars with Rosalind Russell on December 15th "Suspense" show, "The Sisters" in which she portrays the role of the insane sister. . . . Fibber McGee and Molly, who have scored in three movies, "Heavenly Days," "Look Who's Laughing," and "Here We Go Again," are being wooed to return to the movies by Director Edward H. Griffith. Griffith wants to star them in an original comedy of domestic life. . . . George Dippy and Frank Fagan, are in Hollywood for a week's stay at Young & Rubicam's office here. . . . Bing Crosby and his son, Lindsey, were guests on "The Adventures of Ozzie and Harriet," on the stanza broadcast Dec. 5th.

★ ★ ★ ★

• • • Dalton LeMasurier, general manager of CBS affiliate KDAL, Duluth, Minnesota, is in Hollywood for a two-week stay. His family accompanied him on the combination business-vacation trip. . . . Spike Jones, Doodles Weaver and the City Slickers opened a three-date week-end Saturday, November 27, at the Los Angeles Shrine Auditorium. On November 28, they appeared at San Diego's Russ Auditorium, and on the 29th, they were heard at the Long Beach Municipal Auditorium. . . . Spike, "master of corn," has certainly developed a fine combination of good clean entertainment, appealing to both young and old. Therefore turn-outs for his p.a. are proving to be extremely successful. . . . Hollywood's annual Academy Awards will be broadcast over ABC again next March but this time with Screen Guild's Bill Lawrence producing the air show. Johnny Green heads the music and George Jessel will emcee. . . . Jack Carson is back in town after a flying trip to Chicago for the Harvest Festival show with Dennis Morgan and a side trip to his home town, Milwaukee, during which he attended last Sunday's Green Bay Packer-N.Y. Giant football game.

NEW STATIONS

New FM Station In Wisc.

Sheboygan, Wisc.—The Sheboygan Press ran an entire section dedicated to the new FM'er WHBL which went on the air Wednesday, December 1st at 7 a.m. WHBL-FM will broadcast at 100.3 megacycles on the FM dial with a power of 15,000 watts, and will reach a radio audience in the area bounded by Milwaukee, Green Bay and Fond du Lac. To mark the debut a special program was broadcast over WHBL and WHBL-FM at 8 p.m. on Wednesday. As part of the program a brief explanation of FM in layman's language was made by Herbert Mayer, WHBL engineer.

Finals in Heidt Contest To Be Staged Dec. 12

Horace Heidt brings his 12-month nation-wide quest for talent to close Sunday night, Dec. 12, when he presents the 1948 grand finals in the "Philip Morris Night With Horace Heidt" program over the NBC network.

The program, which will be broadcast from the Uline Arena in Washington, D. C., will match the winner of the year's four quarter finals in a competition for the top prize of \$5,000 in cash plus movie, radio and screen contracts.

Contestants Listed

Contestants include Dick Contino, 19-year-old accordionist from Fresno, Calif., winner of the first 1947 quarter finals held in New York March 7; Stanley Morse, 16-year-old Zanesville, Ohio, Negro high school student and trombone player, winner of the second quarter finals held May 30 in Indianapolis, Ind.; John Mungall, 35-year-old Irish tenor from Flint, Mich., victor in the third quarter finals held in Hollywood, Calif., Bowl on Sept. 12; and a fourth person to be chosen in the quarter finals Dec 5 at Newark, N. J.

WBNX Delivers THE SPORTS AUDIENCE

by delivering all sports results all afternoon . . . 1:00 thru 6:00; 8:00 thru 8:15 . . . Monday thru Saturday.

WBNX Delivers THE MOST FOR YOUR CLIENT'S DOLLAR

Investigate

Ask for schedule of few participating spots remaining.

WBNX Broadcasting Co., Inc.
260 E. 161st ST., N.Y.C. ME. 5-0333

or
A. LEWIS KING

527 LEXINGTON AVE. PLaza 9-1389

PROMOTION

Merchandising Tieup

An analysis of the "Sweetheart of North Jersey Contest" promotion designed and executed by WPAT for the Abelson Jewelry Stores, a sponsor, which ended this week after a month's duration, reveals the following:

(1) The contest encompassed the nine cities in New Jersey in which Abelson Stores are located and the areas around them.

(2) Despite the select group eligible to enter this contest—only engaged couples residing in the area specified—and the rather rigorous requirements—a letter of 25 words or more, signed by two witnesses—giving the male's reasons why he believes his betrothed is the perfect sweetheart who will make him the ideal wife, the letter to be accompanied by a picture of her—the response was overwhelming.

(3) Enlisting the cooperation of the Paterson Evening News, the Orange Transcript, the Irvington Herald, the Bloomfield Independent and the Glen Rock Press as co-sponsors of the contest with Abelson's WPAT serviced them with individual coverage of the contest as it progressed in their respective areas, covered other North Jersey sections with general press releases. . . . As a result, the contest garnered more than 75,000 lines of publicity, much of it front-page, with pics of the contestants; the name of Abelson's, and the address of some of these stores, was mentioned at least twice in all of these stories, filling a 14x16 scrapbook with 50 pages of tear-sheets.

(4) To emphasize the coverage for Abelson's on this contest even more, WPAT enlisted the co-sponsorship of the contest in the Newark area of WNJR, which broadcast details of it for its listeners.

(5) Nine semi-finalists were selected from the areas specified; each was awarded a 5-diamond wedding ring worth \$100 and a gold wedding band for the male. The grand winner was selected from among these.

'Junior Miss' Renewed By Lever Bros. On CBS

"Junior Miss," Saturday morning comedy series, has been renewed over the CBS network by Lever Brothers Company for Pepsodent, it was announced Friday by William C. Gittinger, CBS vice-president in charge of sales. Program starring Barbara Whiting in the title role is aired 11:30 a.m.-12:00 noon, EST, from Hollywood.

Agency is Needham, Louis & Brorby, Inc., Chicago.

Gets Power Increase

KROD, CBS affiliate in El Paso, Texas, has begun operating with 5,000 watts day and night on 600 kilocycles. The station previously operated with 1,000 watts day and night on the same frequency.

Folsom President Of RCA; Wilson Executive Veepee

(Continued from Page 1)

RCA, it was announced following a meeting of the board of directors.

At the same meeting, John G. Wilson, vice-president and general manager in Camden, was elected executive vice-president in charge of the RCA-Victor division, succeeding to post filled by Folsom.

In addition to remaining as chairman of the board of RCA, General Sarnoff will also act as chairman of the board of the National Broadcasting Company and RCA Communications, Inc., both wholly owned subsidiaries of RCA.

Veteran Merchandiser

Folsom joined RCA as a director and vice-president in charge of the RCA-Victor division on January 1, 1944, and he was elected executive vice-president in charge of the RCA-Victor division on June 1, 1945.

Prior to his association with RCA, Mr. Folsom had been active for 30 years in merchandising and had served for nearly two years as chief of the procurement branch of the United States Navy Department. For outstanding service with the Navy, he was awarded the Medal for Merit by President Truman and received the Distinguished Civilian Service Award, the Navy's highest civilian honor.

Statement by Gen. Sarnoff

In announcing the changes, General Sarnoff declared: "The Board of Directors of the Radio Corporation of America is gratified in being able to find the men within its own organization who, by the record of their achievements in the service of the company, have proved themselves worthy of promotion and able to share in the highest management responsibilities.

"Frank M. Folsom, who now takes up the administrative load, has the background and experience to function also on the policy levels demanded by the many problems resulting from the healthy growth of RCA's business in a rapidly expanding art and industry.

"And John G. Wilson, who now succeeds Frank M. Folsom, has proved by his work as vice-president and general manager of the RCA-Victor Division, his capacity to head up the growing and extensive manufacturing and merchandising activities of the RCA.

"The Corporation has labored for more than 25 years to bring about the creation of a great television industry and other new services and products made possible by research and progress in the radio and electronic arts. Both of these

officers have proved more than equal to their opportunities and responsibilities in the expanding management requirements of the RCA family."

Mr. Folsom began his business career with Lipman Wolfe Department Store, of Portland, Oregon, in 1910. Three years later, he became an apprentice buyer at Hale Brothers in San Francisco and in 1914 joined the firm of Weinstock & Lubin in Sacramento, remaining there until 1917, when he entered the Air Service, United States Army.

At the end of World War I, Folsom resumed his position as buyer with Weinstock & Lubin, and continued there until 1923. He then rejoined Hale Brothers as general merchandise manager and in 1928 became a director and general manager.

Four years later, Folsom joined Montgomery Ward & Company as manager of Pacific Coast operations for both mail order and retail stores. In 1933, he was elected vice-president in charge of merchandising and a director of Montgomery Ward, with headquarters in Chicago. He resigned in 1940 to become executive vice-president of Goldblatt Brothers, Inc. of Chicago.

Served Government During War

He was one of the first industrialists to enter Government service prior to World War II. He joined the National Defense Advisory Commission upon its formation on July 1, 1940, as assistant coordinator of purchases. He continued in that position through 1941, when the Secretary of the Navy appointed him a special assistant to the Under Secretary of the Navy and Chief of Procurement. He also served as chairman of the procurement policy board of the WPB, which was the coordinating agency for procurement policy of all war services and agencies.

John G. Wilson, new executive vice-president, joined the Radio Corporation of America in June, 1944, as administrator of accounts and finance for the RCA-Victor division. In June, 1945, he was elected operating vice-president and two years later he was elected vice-president and general manager for the RCA-Victor division.

Prior to his association with RCA, Mr. Wilson had been active for over twenty-five years in the accounting, financial, operating and merchandising fields.

Announce Dividends

At the conclusion of the meeting of the board of directors, General Sarnoff announced that the following dividends had been declared:

On the outstanding shares of common stock, 50 cents per share, payable in cash on January 24, 1949, to holders of record of such stock at the close of business Dec. 17, 1948.

The previous dividend on the common stock was 30 cents per share.

On the outstanding shares of first

NEW BUSINESS

WCBS, New York: General Baking Co. for Bond Bread has purchased three participations per week, Monday, Tuesday and Saturday in the "This Is New York" program, 9:15-9:45 a.m. EST. Agency is BBD&O. Honor Brand Frozen Foods purchased three participation announcements on the Margaret Arlen program, Monday, Wednesday and Saturday, 8:30-9:00 a.m., through Kelso Norman Agency.

WOR, New York: The Conmar Products Corporation, manufacturers of Conmar Zippers, have signed for a long term series of participating announcements on the "Martha Deane" program. The announcements will be heard Monday through Friday between 10:15 and 11 a.m. Contract was placed through William H. Weintraub, Inc. The General Foods Corporation has renewed its five-day-a-week participating sponsorship on "Martha Deane" program for Baker's Coconut effective December 6. Young & Rubicam handled the contract details.

WMAQ, Chicago: Spot business includes a renewal order from Procter & Gamble Company (for Tide), through Benton and Bowles, Inc., for a schedule of nine station breaks weekly for 52 weeks, starting January 2, 1949. Oliver Morton, manager of the NBC Central Division national spot sales department, also announced an order from Wyler and Company (dehydrated chicken soup), through Ruthrauff and Ryan, Inc., for two live participations weekly in the Food Magician program (five-a-week, 12:15 p.m. CST), for 13 weeks. The L. and M. Company (plastic merchandise), through Shaffer-Brennan-Morgulis Advertising Company, ordered a two-week renewal of a schedule of daily one-minute announcements on the Early Bird program (six-a-week, 5:45 a.m.)

Radio Speakers Names V.P.

Louis G. Pacent, Jr., has been appointed vice-president in charge of manufacturing at Radio Speakers, Inc., Chicago, Ill. Radio Speakers, Inc. is a subsidiary of Emerson Radio and Phonograph Corporation. Pacent was formerly plant manager at Radio Speakers and prior to that was manager of production services at Emerson Radio Corp. in New York City.

preferred stock, 87½ cents per share, for the period from October 1, 1948 to Dec. 31, 1948, payable in cash on Jan. 3, 1949, to holders of record of such stock at the close of business Dec. 13, 1948.

With these declarations, the total of dividends to be paid by RCA for 1948 amounts to \$3,152,800 on the preferred stock, and \$6,928,522 on the common stock. The total of all dividends to be paid by RCA for 1948 is \$10,081,322.

Two Complaints Re AFM Rejected By NLRB

(Continued from Page 1)
any of the unlawful objects prohibited by Section 8 (b) 4 A of the National Labor Relations Act as amended. I am, therefore, refusing to issue complaints in these matters."

A few months ago—toward the latter part of the summer—there was strong indication that the NLRB was close to a decision on the case against James Petrillo and AFM. But on Sept. 15 Petrillo suddenly came through with a trustee proposal to the recording companies which opened the way to a settlement of the recording ban. At about the same time, or just shortly before, the two complaining ET firms, plus the AFM also, asked NLRB to hold up any decision pending negotiations between the Federation and the record companies.

Now that the record companies and AFM have come to an agreement, there was hardly any doubt that NLRB's decision would be other than the one rendered. A source close to the ET industry said Friday when asked for comment, "What would you expect?" The spokesman indicated that the transcription industry will fall in line with the same type of deal between AFM and the phonograph record companies.

An NLRB spokesman told RADIO DAILY that recent developments in the AFM recording field could have had some bearing on the decision but not necessarily.

Report Bess Interested In Purchasing WLIB

(Continued from Page 1)
so with the intention of trying to buy WLIB from the New York Post publisher, Mrs. Dorothy Thackrey. Mrs. Hackrey is in Europe now, but there is a strong possibility that upon her return this month she and Bess will work out a deal for the transfer of WLIB. It is believed a price tag of about \$150,000 would be placed upon the station, which is currently assigned to the 1190 band with one kilowatt daytime only.

WLIB request for 10 kilowatts day and five kilowatts night on the same channel pends with the Commission.

Edwin E. Kohn

Edwin E. Kohn, general manager of WMID, Atlantic City, passed away at home last Wednesday evening after being ill for three months.

Widely known as a pioneer in commercial broadcasting, Mr. Kohn had been associated with radio station WPG in Atlantic City some years ago. When that station closed he joined WFPG and then in October, 1947 moved to WMID as general manager.

He is survived by his wife, Jane E.; a son, George H. and a daughter, Mrs. Edith Hamme.

★ THE WEEK IN RADIO ★

FCC Airs Reps' Complaint Against Webs

By VAL ADAMS

CHARGES and counter-charges hurled in week-long hearings conducted by FCC on complaint of association of station reps against national spot sales representation by networks. Association claimed network sale of spot time is threat to control over rates and programs of indie outlets. Network flatly denied the charges. Some broadcasters testified their stations had received better service when represented by webs.

Edward J. Noble, board chairman of ABC, said "negotiations have been terminated" with 20th Century-Fox. Film company sought to purchase ABC. . . . BMB's executive staff realigned to comply with suggestions offered by NAB board. Cort Langley, former field rep, named assistant to the president. Hugh Feltis remains as president and John Churchill as research director.

Jack Benny (for Lucky Strike) switching to CBS Jan. 2. CBS made no announcement as to whether it has bought or will buy Amusement Enterprises, Inc. No decision on who replaces Benny on NBC. . . . Edgar Bergen and Coca-Cola still awaiting government decision on their capital gains proposed deal. . . . FMA directors meeting in Chicago Dec. 10 to discuss threat of NAB to absorb the FM organization.

Herman Bess, manager of WLIB, New York, withdrew FCC application which sought to buy Arde Bulova's WOV, New York. Bess said that since he applied the "business situation in the radio field has changed substantially." Sole remaining bidder for WOV is application of Ralph Weil and Arnold Hartley. . . . BMI and Edward B. Marks Music Corp. signed new 10-year pact under which BMI continues to license performing rights to Marks music. This cancels BMI's option to buy out Marks.

CBS and Music Corporation of America bought 25 per cent interest each in Tournament of Champions, Inc., a group which pledges to stage major sporting events with emphasis on the television audience. Other two partners, all with one-quarter interest, are George Kletz, one of the original founders of T of C, and Allied Syndicates, Inc., public relations firm. . . . Ed Pauley's Southern California Television Co. filed competing bid to buy KLAC-TV, Dorothy Thackrey's Los Angeles station. Warner Brothers seeks TV station and two AM outlets in single package but Pauley wants TV only.

Recording can resume when Petrillo gives the okay, according to certain trade sources. It's reported that although Dept. of Justice declines to give ruling on royalty trusteeship it has indicated it will not prosecute either AFM or recording companies. . . . "Frontier Town" with movie cowboy Bill Elliott will be second program produced for Broadcasters Program Syndicate.

Operation is handled by Bruce Eells & Associates, Hollywood.

Ted Husing comes back to NBC for a one-shot on Jan. 1 when he does the Gator Bowl from Jacksonville, Fla. Web also will air the Harbor Bowl encounter in San Diego. . . . Jack Paige promoted to manager of program operations at MBS. He was formerly special events director. . . . FCC may be forced into a cutback of personnel. . . . National Biscuit Co. signed for three half-hour shows a week on Mutual starting Feb. 1. Billings amount to \$1,200,000.

NAB has its eye on TBA, in a consolidation move, but latter is expected to put up a fight to retain its autonomy. . . . CBS lining up stars for its two-hour Christmas Day show sponsored by Wrigley. . . . New Columbine regional network opened in Colorado with three hours of programming daily. General manager is Albert G. Meyer of Denver.

Robert F. Elder, Lever Brothers veepee widely known as a researcher in radio industry, appointed to newly created post of veepee in charge of affiliated companies. . . . Fatima cigarets will sponsor new dramatic show with Basil Rathbone over CBS starting Jan. 8. Rathbone also will read commercials. . . . RMA holding three-day meeting in New York, to discuss industry problems and prospects for next year, on Dec. 7-9.

Many stations going heavy for airing recorded telephone interviews. Move afoot by WOR, New York, to get FCC permission allowing broadcasters to drop the beep signal under certain conditions. . . . John T. Murphy of NBC station relations department will be general manager of WLW-D when the TV station opens in Dayton, Ohio next Spring. . . . Borden dropping "Your Song and Mine" on CBS. "County Fair" will move into the Wednesday night spot Jan. 5.

Quiz Kids Will Aid Diabetes Week Drive

In the interest of public health, radio time on the "Quiz Kids" and "News of The World" network programs has been arranged by the Ames Company of Elkhart, Indiana, to further the National Diabetes Week drive, December 6-12.

Ames, manufacturer of diagnostic preparations for the discovery and control of diabetes, is thus aiding the American Diabetes Association to reach the entire nation in its search for the million unknown diabetics.

The early discovery and control of diabetes is essential to the national welfare, and these broadcasts are dedicated to the American physician, whose close supervision of the diabetic can assure him a safe and healthy life.

17 Bands To Serenade New Year Over CBS

(Continued from Page 1)
show by Tex Beneke playing from the Palladium in Hollywood.

Entire line-up was supervised by Bob Ray, assistant program director for CBS. Most of the bands will be heard for a quarter-hour each.

The bands and their origination points, in the order in which they will be heard, are as follows:

Guy Lombardo, New York; Vaughn Monroe, Worcester, Mass.; Blue Barron, New York; Frankie Carle, New York; Sammy Kaye, Washington; Duke Ellington (origination not set); Jimmy Dorsey, Chicago; Elliott Lawrence, New Orleans; George Towne, Columbus, Ohio; Buddy Moreno, Atlanta; Chuck Foster, St. Louis; Jack Fina, Memphis; Buddy Clarke, Montreal; Leighton Noble, Chicago; Eddie Young, Denver; Woody Herman, San Francisco; Tex Beneke, Hollywood.

As the New Year chirps forth in various time zones across the nation, CBS will also broadcast "man-in-the-street" celebrations from various key cities. At midnight in New York the pickup will be from Times Square. There will be midnight street pickups from Chicago, Denver, Los Angeles and Portland, Oregon.

Thompson Assoc. Chief Of Operations In IBD

(Continued from Page 1)
directing the day to day operations and management of the division.

A native of Centerville, Alabama, Thompson graduated from Alabama Polytechnic Institute at Auburn in 1934. He then served as engineer for WAPI at Birmingham and WJBY at Gadsden, Alabama, and engaged in public utility communications and police radio work until the outbreak of the war. He joined the Navy early in 1942 as civilian head of the equipment branch, electronics division, Bureau of Ships, and received the Navy's meritorious civilian award.

He joined Raytheon in 1946, serving first in Washington and later as manager of Government contracts in the Boston office. He has been residing in Belmont, Massachusetts.

Adam J. Young Jr.
22 E. 40th St., New York, N.Y.
RADIO & TELEVISION REPRESENTATIVES
New York • Chicago • Los Angeles • San Francisco

TELEVISION DAILY

Daily section of RADIO DAILY, Monday, Dec. 6, 1948 — TELEVISION DAILY is fully protected by register and copyright

RECORD COVER FOR INAUGURAL

TELE TOPICS

ONE OF THE MOST OUTSTANDING of radio's countless phenomena for many years has been the afternoon program in which a lovable emcee cajoles unsuspecting women from the studio audience into making damfools of themselves. Listeners at home can't see these carryings-on, but for some unknown reason this doesn't prevent the shows from maintaining a rather high degree of popularity. . . . Now, as the saying goes, something new has been added. Exactly such a show, titled "Ladies Day," has been put together for CBS-TV, and with the visual element added, it makes for pleasant entertainment albeit nonetheless silly. . . . Warren Hull does an excellent job as the singing emcee who puts the ladies through their paces. He doesn't play down to them and is not above making a fool of himself when the occasion warrants. Aably assisting are singer-pianist Sunny Raye, ork pilot Andy Sanella and Tom (Moustache) Mahoney, former CBS flack, whose mugging was a comic high spot of Friday's show. Alex Leftwich directs. . . . Program originates from the old Maxine Elliott Theater, which, we suppose, is the reason boom mikes were not used, but we'd like to see the floor and hand mikes eliminated, even though they were employed in comparatively unobtrusive fashion.

"AMERICANA," the NBC quiz stanza, moves to the 9:30-10 slot tonite, when Arthur Godfrey's "Talent Scouts" bows in over CBS-TV in the 8:30-9 period. Coincidence? . . . Let's have some crowd dept.: They tell us now that the Philco Playhouse will keep its Sunday nite time, with Procter & Gamble's "I'd Like To See" moving to the 9 p.m. Tuesday slot on the 21st. . . . Pulse New York ratings give the Elgin-American Thanksgiving Day show over ABC 49.6, with 74.3 per cent share of audience and sets-in-use 66.8. . . . Wrigley gum will sponsor an hour-long variety show on CBS Christmas Day, and ABC is building a couple of holiday stanzas which it hopes to sell for the Yuletide and New Year's.

TV Flackery

San Antonio—Plans are being completed here for distribution to TV stations across the country of a publicity film on San Antonio by the local Chamber of Commerce. Cost of making 60 prints of such a film, which would highlight the city's tourist attractions, would run about \$10,000, the committee was told. Tom Conroy, chairman of the group, said stations "are crying for such films."

RCA Requests FCC To Lift TV 'Freeze'

Washington Bureau, RADIO DAILY
Washington—RCA on Friday asked the FCC to lift the current freeze order on television applications in view of its new system for synchronizing TV transmitters to cut down co-channel tropospheric interference. The details of the new system were offered at the Commission's engineering conference on tropospheric interference drew to a close.

It was reported here that Commission and other engineers are encouraged by the RCA development, but are doubtful that it is sufficient of a remedy to eliminate the need for greater separation. While the synchronizing is said to have excellent possibilities when employed to cut interference between two transmitters, for instance, in Chicago and Detroit they say it is yet to be proved that it will function with complete efficiency when synchronizing of more than two transmitters is required.

Sessions Highly Technical

As the highly technical sessions drew to a close, the engineer's took to the blackboard in the Department of Commerce auditorium to attempt to define the components of the "engineering agreement" they were seeking. It was recounted that the following factors must be considered in achieving such agreement—economic, terrain, political, height, legal error, captive area,

TV Box Score

On the air	46
CP's	78
Applications	310

Gen'l Mills Signs Steele For 10 Years

Singer Ted Steele landed what is probably the largest TV personality contract to date last week when he signed an exclusive ten-year pact with General Mills at \$150,000 per year. Beginning today, GM will sponsor Steele's daily half-hour show over WABD, 12:30-1 p.m. Firm's contract with the station, placed through Knox-Reeves agency, also is for a "long term," although the exact length was not announced.

Pact binds Steele to General Mills only for daytime TV; he may take on a night-time show with the sponsor's approval.

Products to be plugged on the WABD show are Bisquick, Wheaties, Betty Crocker Ginger Cake Mix and Betty Crocker Soups.

social, buttering, butcher, opinion, earthcurve K, program, troposphere, distribution, fading, isochronism, receiver, antennae and policy.

With all those factors included, the DuMont researcher, Dr. T. T. Goldsmith, wrote, the best that could be achieved was only a "Class C estimate."

The confusion is yet to be cleared up.

The Week In Television

Ascap Cancels Video Contracts

Ascap cancelled its contracts with tele, effective Jan. 1, and paved the way for negotiations with the industry on a scale of fees for performing rights. If no new pact is signed before Jan. 1, present contracts will be renewed automatically for 60 days, with all fees agreed upon to be retroactive to that date. . . . First survey of daytime viewing, made by Pulse for WABD, showed the station out-pulling competing radio fare in 23 of the 24 quarter-hour segs between noon and 6 p.m. Average quarter-hour sets-in-use was 24.1 for radio and 11.5 for video. . . . Removal of present 500-foot limit on antenna towers was urged by Dr. T. T. Goldsmith, of DuMont, before the FCC. . . . RMA set up an export promotion committee to aid adoption of U. S. standards and equipment abroad. . . . Immediate provision for color tele was urged by FCC Commissioner Robert T. Jones in a speech at Ohio Northern University. . . . WJZ-TV held a three-day experiment in point-of-sale impact with a special program picked up on four receivers installed in a Manhattan supermarket. . . . Staging of top sports events with emphasis on the TV audience is the aim of the expanded Tournament of Champions in which CBS holds a 25 per cent interest. . . . Competing bids by Ed Pauley and KFAC seen hampering transfer of KLCATV from Dorothy Thackrey to Warner Bros.

About 35 Stations To Carry 4-Web Pool Pickup

Plans for the coverage of the inauguration of President Harry S. Truman on Jan. 20 are shaping up as by far the greatest special event in TV history. Pickup will be handled on a pool basis by all four networks, with each participating in the camera work.

With the coaxial link between the Eastern and mid-Western networks scheduled to go into operation Jan. 12, the inauguration will be carried simultaneously by about 35 stations in both regions.

In addition to the complete inauguration ceremonies, which will last from 11:30 a.m. to about 5 p.m., plans are under way to scan the gala pre-inauguration show on the night of the 19th as well as the inaugural ball on the following night.

Web Committee Set

Arrangements are being handled by a committee representing the four major webs, including Ad Schneider, of NBC; Bob Bendick, CBS; Bob Jamieson, DuMont, and Tommy Velotta of ABC. Schneider is program coordinator, and Rodney Chipp, of DuMont, is engineering coordinator.

Cameras will be set up at five vantage points to cover both the ceremonies and the parade. Network assignments, chosen by lot, are as follows: ABC, White House and Standard Oil Building; CBS, Post Office; DuMont, Treasury Building; NBC, White House. Exact number of cameras to be used has not yet been determined, but probably will run between 15 and 20.

Name Tele-King Chairman

Louis J. Pokrass has been elected chairman of the board of Tele-King Corp., receiver manufacturers, it was announced yesterday, together with the appointment of H. Roy Penzell as president.

Competition

Buffalo, N. Y.—Finals in the Golden Gloves boxing tournament here will be scanned tonight by WBEN-TV under sponsorship of the local Admiral dealers. Sixteen bouts will be carried during the two-and-a-half hour pickup. What makes this news is the fact that WBEN-TV is owned by the Buffalo Evening News, while the fights are a promotion of the rival Courier-Express.

CBS Limits Spot Div., Meighan Tells FCC

(Continued from Page 1)

more in the foreseeable future. This commitment came during a long and sharp period of questioning, during which Meighan was grilled by William Fitts, attorney for the National Association of Radio Station Representatives.

It was apparently agreed upon prior to the testimony as a last-resort declaration, and was made only after Meighan had received the signal from CBS attorneys. It came shortly after Fitts had read into the record from a letter sent the FCC a week earlier by CBS that "we do not wish to make any representation or commitment to the Commission that Radio Sales will limit the number of stations which it will represent in connection with national spot advertising. We should like to point out, however, that it is our present belief that 15 is the approximate number of stations which can be served properly by Radio Sales. . . . It is our present intention to limit the number of stations represented by Radio Sales to 15."

Doubted Commission Authority

Meighan declared CBS had not wished to commit itself because it did not believe the Commission had any authority in the matter, but in view of the pressure from NARSR he was empowered by the network, he said, to pledge a limit to its expansion.

Earlier he had admitted under questioning by Fitts that there is a conflict of interest between CBS network sales division and its spot sales division.

Commissioner Frieda B. Henneck again questioned at length regarding program quality. She demanded to know to whom Meighan referred when he talked of Radio Sales "quality service." Did he mean "quality service" to the station, to the advertising agency or to the public? She said she was interested in seeing how the \$99 million "the public spends" on spot is spent. Does Radio Sales—or do other time-selling agencies—have an objective above that of making the public spend more money, she asked.

Cites Los Angeles Case

At one point she asked Meighan about a CBS exhibit which purported to show local live talent program on KNX. Los Angeles, pointing out that under the "local live talent" classification has been included news programs, disc jockey shows and recorded hillbilly music. She asked Meighan whether he would personally prefer a disc jockey to recorded symphonic music. When Meighan warned that broadcasters have to be careful not to rely too heavily upon their own preferences in evaluating programs, she interrupted, "that's a pity. I am sure it would help raise the level of programming."

She assumed he would prefer the symphonic program, but Meighan

COAST-TO-COAST

WVNJ Has Rumba Rendezvous

Newark, N. J.—Art "Pancho" Raymond, disc jockey, returns to the air on WVNJ sometime next week with a new show called Rumba Rendezvous to be heard Monday through Friday from 2:00 to 3:00 p.m. To inaugurate the series, Raymond has lined up guest stars who will speak and entertain via records and transcriptions.

Sigma Delta Chi On WSFA

Montgomery, Ala.—When Sigma Delta Chi, national journalistic Society's Committee on Historic Sites in Journalism, placed a plaque on the walls in memory of Grover C. Hall, Sr., editor from 1926 till 1941, WSFA broadcast the ceremonies from the Montgomery Advertiser newsroom. Staff announcers Bill Smith and Lee Gooch were in charge.

WNAX Starts Morning Program

Yankton-Sioux City, Ia.—Designed as a winter bulletin board of the air for early-rising farm listeners, WNAX has an early "Good Morning, Neighbor!" program heard 5:30 to 6:30 a.m. Monday through Friday. Smokey Ward is emcee and the show includes vocal as well as instrumental talent in addition to headline news and complete official weather report.

Covers Agriculture Meet

Minneapolis, Minn.—Columbia outlet WCCO provided listeners in the Northwest with a series of direct broadcasts from the "World Series" of Agriculture held in Chicago. Originating from special studios and from the amphitheater of the International Livestock show, coverage includes interviews with officials, visitors and representatives.

refused to answer, saying, "don't embarrass me!"

First witness Friday was the Radio Sales head, Carl Burkland, who left the stand after a few minutes with a nervous disorder. Burkland did not return, on the advice of his physician.

Burkland was followed to the stand by Gertrude Scanlan, Jr., account executive for BBD&O, who told under questioning by CBS Counsel Sam Rosenman of the different purposes of spot and network advertising. She spoke particularly about the Wildroot Hair Tonic show "Sam Spade, Detective," heard in a weekly half-hour broadcast over CBS. Live talent cost per week is between \$5,000 and \$8,000, she said, with the charge for network facilities in the neighborhood of \$600,000 annually. These figures were brought out to prove Rosenman's contention that the competition between spot and network salesmen was limited to those firms which could afford the million dollars a year, more or less, required for network time.

WNAC's Adventure Club

Boston, Mass.—"Betty's Adventure Club" a new show designed especially for children of the "peanut gallery" age bowed in over WNAC and the Yankee Network on Dec. 4th. Highlight of the program each week will be true life stories of famous people. Club president Betty Tyson acts as mistress of ceremonies.

Record For Children On WIL

St. Louis, Mo.—Ray Manning, disc jockey conductor of the "Platter Parade" aired on WIL, recently cut a record for retail sale. Especially aimed at the kiddie trade, Manning, in dramatized narration, features "T'was The Night Before Christmas" on one side, and "The Christmas Tree Song" on the other.

WJEF Has School Series

Grand Rapids, Mich.—A series of programs involving Grand Rapids High Schools, Board of Education and the Parent-Teacher Association is broadcast on WJEF every Saturday from 5:00 to 5:30 p.m. These programs are recorded in schools and rebroadcast at Saturday time. The series is titled "Our Schools in Action" and will feature musical, forum and classroom programs from a different high school each week.

WMPS Kitchen Studio

Memphis, Tenn.—Plans for a streamlined full scale model kitchen which will be housed in the new studios and offices of ABC affiliate WMPS are now under construction. The kitchen plus all the trimmings will be available to Memphis and mid-South housewives via the WMPS airlines. Daily cooking classes both over the air and special live audience groups are part of the arrangements which have been completed.

Miss Scanlan said factors of great importance in determining whether spot or network should be used would include the size of the overall advertising budget, the area of product distribution, and the kind of product. Anti-freeze, for instance, would benefit from spot sales, with time bought on stations farther and farther south as winter comes in.

Miss Scanlan said that, although when dealing with salesmen from Radio Sales she is aware she is dealing with CBS, Radio Sales has been "no less energetic" than other station representatives in trying to sell spot time to BBD&O. Her answer was in the negative, however, when Attorney Paul Spearman, representing the Edward Petry Co., asked, "has anybody from Radio Sales ever come to you with the suggestion that the amount of money spent by Columbia for time and talent on the network show called Sam Spade should be made available for spot advertising?"

The hearing will resume, with NBC witnesses to take the stand, January 3.

Xmas Shows Bar Lull In NBC-CBS Battle

(Continued from Page 1)

Melchior, Cass Daley, Danny Thomas, Red Ingle's Natural Seven, Sandra Bercova, and Robert Armbruster and his orchestra.

Don Ameche, the show's annual host, will be back again. He will be aided by Ken Carpenter who has been the announcer on every one of Elgin's "Two Hours of Stars" since it originated in 1942. Show started out as holiday entertainment for armed forces overseas.

The two hour Christmas Day show on CBS is sponsored by the William Wrigley, Jr., Company. Some talent has been announced but other stars are still being lined up.

Weaver Will Head Drive For Heart Fund Campaign

West Coast Bureau, RADIO DAILY

Hollywood—Sylvester L. ("Pat") Weaver, Jr., vice-president of Young & Rubicam advertising agency, has accepted the post of chairman of the Radio and Television Committee of the American Heart Association 1949 National Campaign, it was announced by William E. Cotter, Executive vice-chairman. The "heart" campaign, scheduled for next February 7-28, has a goal of \$5,000,000 for a program of research, education and community services in the fight against heart disease, the nation's leading cause of death.

Mr. Weaver is director of radio and television at Young & Rubicam and was formerly advertising manager of the American Tobacco Company. He entered radio in 1932 as a writer-producer with the Don Lee network. Prior to joining American Tobacco in 1938, he was manager of Young & Rubicam's radio department, and earlier was producer of the Fred Allen show.

On leave from American Tobacco from 1941 to 1945, Mr. Weaver was associate director of communications and the director of radio for the coordinator of Inter-American Affairs.

EQUIPMENT

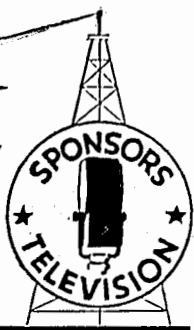
Expanding Market

The Fairchild Camera and Instrument Corporation of Jamaica, N. Y., is expanding its markets for its complete line of Fairchild high-fidelity professional sound recording equipment, and is seeking additional export market representation. The company is now offering for export sale studio, console and transportable recorders, transcription turntables, cutterheads, pickups, and a unitized amplifier system. New products, including a high-fidelity professional studio tape recorder, are scheduled to go into production shortly.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 45, NO. 45

NEW YORK, TUESDAY, DECEMBER 7, 1948

TEN CENTS

HARNESS COMMITTEE WORK IS ENDED

FMA Petitions NAB To Suppress Rumors

William Ware, president of the FM Association, petitioned Justin Miller, president of NAB, in a letter asking that the industry organization's spokesman put to rest rumors that NAB has designs on the membership of FMA. A. D. Willard, Jr., executive vice-president of NAB, is reported to have given Ware assurances that NAB does not covet the FMA group.

The prospect of NAB taking over FMA and the need for increasing the membership from 260 to an organization of 500 or more is expected.

(Continued on Page 5)

Langhoff Named V.P. Of Young & Rubicam, Inc.

Dr. Peter Langhoff has been named vice-president in charge of research for Young & Rubicam, Inc., Sigurd S. Larmon, president of the agency, announced yesterday. Dr. Langhoff was chief statistician of the Army Services Forces during World War II, and following the war was the first director of the Veterans' Administration research department. He joined Y. and R. as research director in May, 1947.

Westinghouse Party In Washington Today

Washington—Westinghouse Radio Stations, Inc. is marking formal opening of its expanded Washington (DC) office facilities today with a reception 5:30 p.m. at the Carlton Hotel. Hosts will include President Walter Evans, General Manager J. B. Conley and the WRS headquarters staff.

Time Salesman Uses Station For Serenade

Carroll Bagley, time salesman of WNEW, New York, went in for musical romancing the past week-end when a parody on "Buttons and Bows" titled "Benton and Bowles" was broadcast to agency listeners. Bagley persuaded the station's orchestra and singer, Peggy Ann Ellis, to present the musical tribute to Benton and Bowles.

Gilman Leaves Lever; Differences Reported

John R. Gilman, vice-president in charge of advertising for Lever Brothers who joined the company 30 years ago, has resigned. The resignation came suddenly over the weekend, with no announced explanation, although it's understood the reason was based on differences of opinion between Gilman and Charles Luckman, Lever president. No successor has been named for Gilman, the Lever official credited.

(Continued on Page 2)

Col. Affiliates Group To Meet In Los Angeles

The 9th district of the Columbia Affiliates Advisory Board will hold a two-day meeting at Columbia Square, Los Angeles, December 13 and 14, it was announced by Clyde F. Coombs, Ninth District Director and General Manager of KARM, Fresno, and KROY, Sacramento.

(Continued on Page 5)

House Group Investigating The FCC Will Hold No Further Hearings; Report Now In Preparation

Washington Bureau, RADIO DAILY

Washington—It is now official that there will be no further hearings by the Harness committee, the short-lived special House group set up last Summer to investigate the FCC. The staff is busy now preparing a report to the House, which is expected to go far beyond the subject matter.

(Continued on Page 3)

Autry Closing Deal For Purchase Of KTSA

San Antonio, Texas—Gene Autry, the cowboy singing star, is scheduled to arrive here this week to complete the purchase of KTSA. The price of the purchase is said to be \$450,000 and is subject to FCC approval.

O. L. (Ted) Taylor, representing the Howe and Snowden interests, and Edgar T. Bell, former business manager of the Oklahoma Publishing Co., were here last weekend.

(Continued on Page 5)

Sauter Named Chairman Of Inaugural Talent Com.

James Sauter, widely known in radio and theatrical circles, has been appointed chairman of the Talent Committee for the Inaugural of President Harry S. Truman, Melvin D. Hildreth, chairman of the

(Continued on Page 2)

Three NBC Programs Return On January 8

Chicago—Three important NBC programs return to the air on January 8. "Dr. I. Q. Jr.," sponsored by Mars, Inc., through the Grant

(Continued on Page 5)

Benny Replacement Still NBC Problem

Replacement for the Jack Benny program on NBC Sunday nights was still a mystery yesterday with prospects that either Red Skelton or Ralph Edwards' Truth or Consequences being moved into the 7 to 7:30 p.m. spot.

Network officials were reported in Cincinnati the past weekend discussed.

(Continued on Page 4)

Louella Parsons Renewed For 52 Weeks On ABC Net

The Andrew Jergens Company has renewed for an additional 52 weeks its sponsorship of the ABC broadcasts of The Jergens-Woodbury Journal with Louella Parsons.

The renewal which becomes effective December 25, 1948, was placed through Robert W. Orr & Associates, Inc.

Advance Guard Arriving For 4th TBA Conference

Advance guard of television broadcasters, engineers, agency executives and advertisers began arriving in New York yesterday for the one-day television clinic of the Television Broadcasters Association which will get under way tomorrow at the Waldorf Astoria Hotel. It is estimated that the registration will pass the 300 mark and a turnaway crowd is expected at the luncheon, which will feature an

address by Chairman Wayne Coy of the FCC.

Impact of the FCC "freeze" on TV station construction and the future of ultra high frequency transmission will be discussed by Chairman Coy at the luncheon meeting. Another feature of the luncheon will be TV entertainment furnished through the courtesy of ABC.

J. R. Poppele, president of TBA, (Continued on Page 3)

On Fire Again?
A report sizzling into New York from Hollywood yesterday said that 20th Century-Fox is warming up another offer to buy ABC. The new offer is expected to be larger than the previous one, which means the strategy of Edward J. Noble, ABC board chairman, may be successful. Noble said that Fox's original offer, "while substantial, was not acceptable."

Anniversary
Hartford, Conn.—Current week has been set aside in observance of the 26th anniversary of WDRC. The station was founded in 1922 by Franklin M. Doolittle, the station's president. Station Manager Walter Haase and Chief Engineer I. A. Martino are two employees who have been with the station during nearly all the years of its existence.



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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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Ralph Wilk, Manager
6425 Hollywood Blvd. Phone: Granite 6607
WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlonega Rd.
Phone: WI 5consin 3271
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg. 155 No. Clark St.
Phone: State 2332

Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(December 6)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8 1/8	8	8 1/8	— 1/8
Admiral Corp.	2 1/2	1 3/4	2 1/8	— 1/8
Am. Tel. & Tel.	15 1/2	15 1/8	15 1/8	— 1/8
CBS A	23 1/4	23	23	+ 1/2
CBS B	22 1/4	22 1/2	22 1/2	+ 1/2
Farnsworth T. & R.	6 3/4	6 1/2	6 3/4	+ 3/8
Gen. Electric	38 7/8	38 3/8	38 3/4	+ 1/4
Philco	40 1/2	40	40 3/8	+ 1 1/8
RCA Common	13 1/8	12 7/8	13	—
RCA 1st pfd.	68 3/4	68 1/2	68 1/2	— 1
Stewart-Warner	13 1/2	13 1/4	13 1/4	— 1/4
Westinghouse	25 1/4	24 7/8	25 1/4	—
Zenith Radio	30	29 3/4	29 3/4	— 1/2

NEW YORK CURB EXCHANGE

Hazeltine Corp.	11 1/8	11	11 1/8	+ 3/8
Nat. Union Radio	3	2 7/8	3	—

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	14	15
U. S. Television	1 5/8	2
WCAO (Baltimore)	23	27
WJR (Detroit)	7 1/2	8 1/2

Will Aid Boy Scouts

Tex McCrary and Jinx Falkenburg will serve as chairmen of the Radio Artists Committee of the Amusement Industry Division for the 1949 Finance Drive to raise \$2,000,000 for the Greater New York Councils, Boy Scouts of America.

1st IN SELLING KANSAS

Ben Ludy
General Manager

WIBW The Voice of Kansas TOPEKA

★ COMING AND GOING ★

FRANK MARX, vice-president of ABC in charge of general engineering, and JOHN PRESTON, chief allocations engineer for the network, are in Washington for the three-day conference of the North American Regional Broadcast Association.

JACK RYAN, director of press relations for the NBC Central division, Chicago, arrived in New York yesterday for a week of conferences on radio and TV.

NICK KEESELY, head of the radio department at Lennen & Mitchell advertising agency, is in Hollywood to survey the West Coast radio and television situation.

MIKE JABLONS and NATHAN M. RUDICH, of Gainsborough Associates, are back in New York following a short trip to Washington.

ROGER M. BAKER is here from WKBW, Buffalo, N. Y., for a tete-a-tete with the station's national reps.

LISA SERGIO, commentator on WOV, will leave today for Worcester, Mass., where she will fill a lecture engagement. Then she'll go on to Columbus, Ohio, to address the students and faculty of Ohio State University next Thursday.

FRED WEBER, executive vice-president of WDSU, New Orleans, paid a call yesterday to the headquarters of ABC, with which the station is affiliated.

GLENN MARSHALL, JR., commercial manager of WMBR, Jacksonville, Fla., was welcomed here yesterday by executives of the station's national representatives.

SIMON GOLDMAN, manager of WJTN, America network affiliate in Jamestown, N. Y., has joined the executive contingent currently in New York on business.

VICTOR M. RATNER, vice-president of CBS in charge of advertising and sales promotion, is expected back today from a business trip to the West Coast.

KLAUS LANDSBERG, West Coast director of Paramount's television activities, spending 10 days in New York huddling with Paul Raibour, Paramount Pictures viceee in charge of video.

DUDLEY TICHENOR, general manager of WNAO, American network outlet in Raleigh, N. C., is in town for confabs with web officials and his national representatives.

LEWIS S. FROST, assistant to the vice-president of NBC in charge of the Western division, is visiting in Gotham.

OLIVER DANIEL, producer of "Week-end With Music," intermission feature of the Philharmonic broadcasts on CBS, is back from a trip to the West Coast, during which he interviewed prospective participants on future stanzas of the program.

HOMER CANFIELD, program manager of NBC's Western division, is spending this week in New York.

JIM ROBERTSON, program manager of WTMJ-TV, the Milwaukee Journal television station, is in town. He plans to remain here for the rest of the week.

ROBERT V. BROWN is in town. He's the program manager of KNBH, Los Angeles television station of NBC.

BUDDY LESTER, comedian who opens Dec. 15 at the Paramount, arrived in New York yesterday from New Orleans. He's scheduled for a television guest shot tonight on the Milton Berle program.

WALLACE A. WALKER, general manager of WFCL, Providence, has arrived from Rhode Island for confabs with his national reps.

Gilman Leaves Lever; Differences Reported

(Continued from Page 1)

with launching Lux Radio Theater in 1934. It's reported that the new development, however, will have no effect upon the company's advertising accounts now spread among seven agencies.

Gilman joined Lever in 1918, answering a help - wanted ad in a newspaper. In 1920 he was named assistant to the management and in 1927 became associate advertising manager in charge of Lux Flakes and Lux Toilet Soap. He held this post until 1946 when he was promoted to vice-president in charge of advertising, the same year that Luckman became president of Lever Brothers. Gilman is responsible for originating the movie star testimonials for Lux soap.

Sauter Named Chairman Of Inaugural Talent Com.

(Continued from Page 1)

1949 Inaugural Committee, announced yesterday.

Will Plan Entire Week

Sauter's committee will make arrangement for appearances of stars of stage, radio and the concert and operatic stages for the special events in connection with Inaugural Week which will be held during the week of Jan. 17.



He Likes An Audience

Jo-jo, the 2-year old chimp in the picture, is unhappy. He loves bananas, but nobody's watching him eat this one. And without an audience, life just doesn't seem worth living to poor Jo-jo.

Radio advertisers are pretty much that way, too. Except that they want a BIG audience at a LOW cost.

Maybe that explains the phenomenal success of station W-I-T-H in Baltimore, the BIG independent with the BIG audience. For W-I-T-H delivers more listeners-per-dollar than any other station in town. It covers 92.3% of all the radio homes in the Baltimore area.

So if you're not using W-I-T-H now, and you want low-cost results, call in that Headley-Reed man today and get the whole wonderful story.

Harness Committee Completes Its Work

(Continued from Page 1)

ter of the two hearings held by the committee. An interim report on these two—the Port Huron decision on political time and the Scott decision of the right of atheists to air time—was released early this fall.

In addition, the committee has devoted considerable time to investigations in Puerto Rico of the Commission's action in licensing a Government-owned station there to compete with privately-owned stations for advertising dollars.

Personnel Policies Studied

Study has been devoted, too, to the Commission's personnel policies, its licensing policies in general and the extent to which political considerations dictate its actions.

Also covered in the report, it is believed, will be the circumstances of the Blue Book, how it came about and the extent to which it has put the FCC into the business of regulating programs, if at all.

Service To Italy Inaugurated By CBC

Montreal—Regular daily short-wave programs to Italy were officially inaugurated in a special Italian-language broadcast Sunday, it was announced by Ira Dilworth, general supervisor of the CBC international service.

"The opening of this news service," he said, "is in line with the CBC international service policy of increasing Canadian shortwave coverage in Europe." The addition of the Italian service to the CBC short-wave schedule will bring to 10 the number of areas in Europe reached daily by the "Voice of Canada."

★ AGENCY NEWSCAST ★

ADVERTISING FEDERATION OF AMERICA has elected to membership: Thos. Leeming & Co., Inc., New York; A. V. Grindie Advertising Agency and Caldwell, Larkin & Company, Inc., both of Indianapolis; Everybody's Daily, Buffalo; Torkel Gundel, advertising, Chicago, and Applegate Advertising Agency, Muncie, Indiana.

STRAZZULLA BROS. COMPANY of Boston and Fort Pierce, Fla., growers and packers of Diamond Brand Tomatoes and Diamond Brand Pre-Washed Spinach announce the appointment of John C. Dowd, Inc., as their advertising agency.

BISHTON - WHEELER INC., manufacturers of Millar Retractable Ball Point Fountain Pens, have appointed the Fred Gardner Company, Inc., as their advertising agency. Radio, newspapers, trade papers, and direct mail will be used at present.

MASON AU and MAGENHEIMER CONF. MFG. CO. of Brooklyn, N. Y. will promote the sale of their Mason Coconut Bar in the metropolitan New York area with spots on WINS' "Listen to Lacey." "Kiernan's Corner" will also be used. Television, too will come in for its share with the sponsorship of Bob Smith's "Howdy Doody" show on WNBC. Moore and Hamm, Inc. is the agency.

HENRY J. KAUFMAN & ASSOCIATES, Washington agency, has been appointed to handle all advertising for Christian Heurich Brewing Co., according to an announcement by Albert J. Bates, new general manager of the Washington firm, brewers of Senate beer and ale. Regis C. O'Donnell has been named account executive. Neither agency nor company has yet announced proposed media or plans for 1949. In the past, the company has used newspaper and radio extensively in the Capital area, together with outdoor and car cards.

KENYON & ECKHARDT has been appointed to handle export advertising of all divisions of John B. Stetson Co. K & E already handles all domestic advertising for Stetson with the exception of Canadian domestic advertising.

CECIL & PRESBREY, INC., announces the appointment of Miss Virginia Jones as art buyer.

COMMDR. MORTIMER W. LOEWI, executive assistant to Allen B. DuMont and a member of the New York Stock Exchange, has joined the investment firm of Van Alstyne, Noel & Co. as a limited partner.

Advance Guard Here For TBA Conference

(Continued from Page 1)

will be toastmaster at the luncheon session while E. P. H. James, vice-president of Mutual, as chairman of the clinic, will conduct the morning and afternoon sessions.

Members of the TBA board are slated to hold their annual meeting and election of officers following the luncheon. The board is expected to discuss the proposal of NAB calling for a merger of TBA with the industry organization. This proposal, according to reports, will be turned down by the TBA board.

Heavy Press Coverage

At least 30 trade and daily newspapers will have reporters and editors covering the TBA Television Clinic at the Waldorf-Astoria today. Interest in video among publications is as great as among broadcasters, observes Will Baltin, TBA secretary and public relations man.

Sevareid Hospitalized

Eric Sevareid, CBS Washington newsman, is in Arlington Hospital, Arlington, Va., suffering from double pneumonia. Sevareid returned only a few days ago following a ten-day flying assignment to Paris and Berlin.

WMCA Offers Syndication Plan For Israel Series

WMCA, New York, in a move to make its daily "Report From Israel" available to other stations, has arranged with a national advertiser to pay production costs in return for a single spot announcement preceding each program. Any station taking the package under this plan may still sell sponsorship to a local advertiser. The national advertiser has not yet been identified publicly. "Report From Israel" is a short-waved on-the-spot commentary from the new state aired nightly by Arthur D. Holzman over WMCA from 6:05-6:15 p.m. Other stations also may purchase the complete package by the week.

NBC Brings Myers To N. Y.

Lorin S. Myers, former promotion manager of NBC's stations in Washington—WRC, WRC-FM and WNBW—has been transferred to the NBC advertising and promotion department as assistant to George Wallace, network sales promotion manager, it was announced Friday by James H. Nelson, director of advertising and promotion.

Previous to his work for NBC in Washington, Myers was promotion manager of NBC affiliate WSB, Atlanta, for more than three years. He was in the Army for three years in counter intelligence work and he was discharged as 2nd lieutenant.

For Profitable Selling—Investigate

WDEL

WILMINGTON DELA.

WGAL

LANCASTER PENNA.

WKBO

HARRISBURG PENNA.

WRWA

READING PENNA.

WORK

YORK PENNA.

WEST

EASTON PENNA.



STEINMAN STATIONS

Clair R. McCollough, Managing Director

Represented by **ROBERT MEEKER ASSOCIATES**

Chicago San Francisco New York Los Angeles

IN LOS ANGELES

GET ON THE BEAM!

Direct to the 1,000,000 "SPECIALIZED GROUP" within the Los Angeles Market.

YIDDISH 250,000
 NEGRO 300,000
 GERMAN 100,000
 SPANISH 250,000
 ITALIAN 100,000
 SCANDINAVIAN 30,000

6 RESPONSIVE AUDIENCES IN ADDITION TO 3 MILLION ENGLISH SPEAKING LISTENERS

KOWL 5000 WATTS CLEAR CHANNEL

Owned and Operated by **ART CROGHAN & GENE AUTRY**

CHICAGO

By NAT GREEN

HAROLD GINGRICH, radio director of the W. E. Long Co., Chicago, was on hand for the 1,000th broadcast of "Telephone Quiz" on WISN, Milwaukee, Thursday night. Milt Brandl, who has handled the emcee job on the program since its inception, has helped to make it one of WISN's most popular shows. Program is sponsored by the Carpenter Baking Co.

A Chicago Junior Achievement group recently tied for first place in the competition conducted by CBS' "County Fair" and the achievement organization, and the program will be broadcast from Chicago over WBBM some time in January.

Ed Cooper, quizmaster of WGN's "Telephone Quiz," is resting at his home, recovering from a recent operation. He expects to be back on the job in a week or two. Lee Bennett is pinch-hitting for him.

Visitors at Mutual's midwest offices last week included Gus Swanson, farm editor of KFEL, Denver; John Printup, manager of WKOW, Madison, Wis.; Walter Lurie, MBS director of new program development, on his way from Hollywood to New York; Bob Schmid, Mutual v-p in charge of station relations, and Dick Puff, MBS director of research.

Reinald Werrenrath, Jr., director of field operations of the NBC central division department, spoke before the International Association of Fairs and Expositions, last Wednesday, on "The Future of Television at Fairs."

Hal Tate Radio Productions, package firm syndicating the "Who's Talking?" quiz program, announces that Guild Radio Features, Ltd., of Toronto, has been appointed sales rep of "Who's Talking?" in Canada. First "Who's Talking?" sale in Canada has been consummated with CJCH, Halifax, N. S., by R. E. McGuier, general sales manager of Guild Radio Features.

Stork News

A five-pound daughter was born November 21 to Mr. and Mrs. Jay Faraghan at Evanston Hospital, Evanston, Ill. The father is program director of WGN-TV.

THE ART SCANLON SHOW
LAUGHTER FUN!
1010 ON YOUR DIAL
WINS 6:30-8:15 A.M.
7:00 • WORLD NEWS • 8:15
CROSBY BROADCASTING CORPORATION



Mainly About Manhattan. . . !

● ● ● **AROUND TOWN:** American Tobacco looking over presentations from various agencies. (This doesn't mean, however, that it has decided to switch from BBD&O). . . Look magazine considering a television editor. . . According to the World-Telly's Frank Farrell, a theatergoer walked into a N.Y. ticket agency, slammed down a Bible on the counter and said: "Now swear you don't have tickets to 'Mr. Roberts!'" . . . CBS' grabbing of Jack Benny is not the first time the web has latched on to the comic. Back in '33, they grabbed him away from what is today known as ABC when they took over his first commercial for Canada Dry. . . Aside to Alice Buchanan, of the Des Moines Shoppers Guide: We're still blushing from those kind words you printed. Thank you very much, ma'am. . . Don Cordray (whom we haven't seen since he was a GI and brought back a luscious British bride) writes from WJR, Detroit, where he's the all-nite newscaster, that it's a baby girl at the Cordray homestead. . . Monica Lewis set for the Mocambo, H'wood's top nitery Jan. 9th. In Feb., she's due at the Paramount here. . . Seems to Dick (Boston Blackie) Kollmar that many radio artists are more interested in capital gains these days than Hooper gains. . . Add IMPressions: Jack Benny: Fiddle fuddle. . . Radio Theater: Lux-urious. . . My Friend Irma: Dame Misfortune.

★ ★ ★ ★

● ● ● Les Tremayne is almost convinced that fate reads his scripts. On Mutual's "Thin Man," the script calls for him to lose his car as part of a giveaway gimmick from his Kaiser-Frazer bankroller. After leaving the studio the other night, he found his own car missing. (It turned out okay, however. Seems his press agent was in a joyriding mood and had merely 'borrowed' it).

★ ★ ★ ★

● ● ● Johnny Hymes (ass't manager at WLAN, Lancaster, Pa.) is justifiably proud of his disc jockey, Bob Harnish, who came up with the winner on the RCA-Victor "lonestomest gal in town" contest. RCA had tied up the contest with Sammy Kaye's platter of "Lonesome" and disc jocks from all over the country were invited to ask their listeners to write a letter stating why they considered themselves to be the "lonestomest." Harnish submitted the entry of Miss Jean Hershey, of Lancaster, which was adjudged national winner. (We just took a gander at Miss Hershey, Johnny, and don't believe for a minute that she's lonestome!)

★ ★ ★ ★

● ● ● One of radio's staunchest sponsors, Sterling Drug Co., has announced its intention to curtail some of its radio spending in favor of television and has wrapped up a deal to bankroll Dennis James' "Okay, Mother" on WABD. Needless to say, this is another body blow to radio because the sponsor has one of the heaviest schedules in AM, including "Backstage Wife," "Lorenzo Jones," "Young Widder Brown," "American Album of Familiar Music," "Manhattan Merry-Go-Round," among others. It must be stressed that no statement has been forthcoming about shelving that lineup—but it looks like the hand-writing is on the wall for at least a few of them.

★ ★ ★ ★

● ● ● **SMALL TALK:** "Writers and Their Psychological Problems" will be discussed by psychiatrist Dr. Edmund Bergler, Paul Gallico and a panel of outstanding writers sponsored by the Pulp Writers' Section of the Authors League of America tomorrow nite at Carnegie Hall. Admission is free and all writers interested in the discussion are invited to attend. . . Guy Lebow's "Meet the Coach" series bows in tonite over WPIX.

LOS ANGELES

By RALPH WILK

THE following members of the American Employees Association were elected to serve for the ensuing year: Dresser Dahlstead, president (ABC chief announcer); Lefty Lefter, vice-president (ABC sales service-recording manager); Jock Fearnhead, treasurer (ABC sales service - recording assistant manager), and Kay Calvert, secretary (ABC continuity acceptance). The three-year-old Association will hold its first social event during Christmas Week, under the new regime.

Following his policy and belief that FM needs more live shows, KMG M manager, Bill MacCrystall announced a new series of programs titled "You" featuring Lois Collier. First in the series started Monday, December 6th.

Artie Wayne and his Skylarks will take the guest spot on Bill Leyden's "Show-Biz-Quiz" on the Friday, December 13th airing of KFVB audience participation show. Dion Romandy will conduct the Warner Bros. orchestra.

Don L. Davis, director of advertising and public relations for the Gadget-of-the-Month Club, Inc., has been invited to address the San Diego and Santa Barbara Advertising Clubs. His subject will be "Advertising — Sales Aid or Slot Machine?"

Bank of America, the world's largest non-government bank, made its first bow on television over station KFI-TV, Los Angeles, Sunday night at 8:50 p.m. with a ten-minute show "A Family Quiz" featuring Sam Hayes, noted news commentator. The show will thereafter appear each Sunday night at the same time, same station. Each weekly program will be filmed in 16 millimeter for later release. Bank of America officials state it is contemplated the same show will be made available over a San Francisco station in the near future.

Eddie Cantor was guest of Anne Roosevelt, Friday, on the "Eleanor and Anne Roosevelt" show, over ABC.

Benny Replacement Still NBC Problem

(Continued from Page 1)

cussing the matter with Procter and Gamble officials while Louis Titterton, vice-president of the Compton agency is on the west coast conferring with both Skelton and Edwards.

Another rumor current yesterday was that the Benny spot will be taken over by a new comedian who is known to the theater and moviegoers.

While the Benny replacement is being mulled at NBC, the CBS press department under George Crandall is beginning to grind out yarns on the comic. Benny is slated to move over to the CBS web on Sunday, Jan. 2.

Autry Closing Deal For Purchase Of KTSA

(Continued from Page 1)
Working out the details of the transaction. Bell becomes manager of the outlet, replacing George W. Johnson, who will remain to show Bell the operational procedures until Jan. 1 at which time he plans on retiring from the radio field to enter private business.

In buying KTSA, Autry is said to plan to offer a portion of the stock of the outlet to its employees. At present Autry owns and operates KOOL, Phoenix, Ariz.; has 50 per cent of the stock in KOWL, Santa Monica, Calif. and has 400 shares of stock in KOPO, Tucson.

Autry is purchasing the local outlet principally from Gene A. Howe, publisher of the Amarillo Globe, and T. E. Snowden. Taylor, who has been representing the Howe & Snowden interests since 1938, is transacting business for the partners.

KTSA operates full time on 550 kilocycles with 5,000 watts day and 1,000 watts nights and is local CBS outlet as well as Lone Star Network affiliate.

Col. Affiliates Group To Meet In Los Angeles

(Continued from Page 1)
Both affiliates of the Columbia web. Some 29 executives from 22 CBS affiliates in 10 western states will attend the meetings. On Dec. 14 the group will inspect the facilities of KTTV, CBS-Los Angeles Times television station in Los Angeles.

Attending the meetings from CBS, New York, will be Joseph H. Ream, executive vice-president; Herbert V. Akerberg, vice-president in charge of station relations; William B. Lodge, vice-president in charge of general engineering, and John J. Karol, sales manager.

Representing KNX and CBS, Hollywood, at the meetings will be D. W. Thornburgh, vice-president in charge of western division and general manager of KNX; A. E. Joscelyn, KNX-Columbia Pacific network director of operations; E. W. Buckalew, western division station relations field manager, and Harry Ackerman, director of network programs, Hollywood.

FMA Petitions NAB To Suppress Rumors

(Continued from Page 1)
To be discussed by the FMA board at its meeting this weekend in Chicago. It is known that the revenue from FMA membership dues has not been enough to sustain the organization and as a result their prestige as an organization has declined.

Knickerbocker Time Shift

H. R. Knickerbocker, commentator heard weekly on WOR, New York, will switch his broadcast time from Wednesday to Saturday, 7:30-7:45 p.m., starting Dec. 18. His last Wednesday broadcast will be Dec. 8.

Stalemate

No jurisdictional battle is in sight, but James Potrillo, AFM president, learned in Cincinnati that some musicians belong to another union. On a street corner, Potrillo saw a Salvation Army band and dropped \$5 in the box. "Do you guys belong to the union?" Jimmy asked. "Yes sir," came the reply. "The union for God." Said Potrillo: "It stopped me."

Three NBC Programs Return On January 8

(Continued from Page 1)
Agency, will be heard at 4:30 p.m. CST on the full network and will originate in various cities throughout the country. "R. F. D. America," a Louis G. Cowan production, will return with Ed Bottscher, Alabama farmer, as emcee, and will broadcast from the Chicago studios of NBC from 12:30 to 1 p.m., following the completion of the "National Farm and Home Hour."

The American Medical Association series, titled "Your Health Today," is produced by NBC in Chicago in cooperation with the AMA. Time period has not yet been selected. Dramatic scripts for the program will be written by William Murphy, script editor of the NBC central division, and M. P. (Bob) Wamboldt will direct.

Gillette Sponsors Blue-Gray Game Xmas On MBS

Annual Blue-Gray football game, featuring college players from the North against college representatives from the South, will be broadcast Christmas Day from Montgomery, Ala., via MBS under sponsorship of Gillette. Starting at 2:45 p.m., EST, Harry Wismer will call play-by-play while Mel Allen will handle statistics and color. Gillette's agency is Maxon, Inc.

Christmas Songs

ALL AROUND THE CHRISTMAS TREE (Stuart)
CHRISTMAS IS HERE (Real)
COUNTING THE DAYS UNTIL CHRISTMAS (Marks)
COWBOY SANTA CLAUS (Howard)
I REMEMBER A CHRISTMAS TREE (Winthrop)
I'M SENDING MY LOVE FOR CHRISTMAS (BMI)
IT'S DECEMBER AGAIN (Steven)
JOLLY PETER (Marks)
LET'S LIGHT THE CHRISTMAS TREE (BMI)
ON THE SANTA CLAUS EXPRESS (Encore)
PARADE OF THE WOODEN SOLDIERS (Marks)
YOU'RE ALL I WANT FOR CHRISTMAS (Porgie)

BMI Pick-up Sheet

HIT TUNES FOR DECEMBER

AM I ALL OF YOUR FUTURE (Fremart)
The Cabosers—Astor 503 Ted Martin—DeLuxe 1182
Harmonica Gentlemen—Castle 1455 Alan Foster—Regent 138

BOUQUET OF ROSES (Hill & Ronge)
Dick Haymes—Dec. 24506 Eddy Arnold—Vic. 20-2806
Rex Turner—Varsity 8001

CITY CALLED HEAVEN (Warren)
WORLD—Frankie Masters ASSOCIATED—Joan Edwards
STANDARD—Walt Schumann NBC THESAURUS—Shep Fields
LANG-WORTH—Ruby Elzy

COOL WATER (American)
CAPITOL—Tex Williams STANDARD—Texas Jim Lewis
CAPITOL—Shug Fisher NBC THESAURUS—Slim Bryant
LANG-WORTH—Cote Glee Club

CORNBELT SYMPHONY (Mellin)
Jack Smith—Cap. 15280 Cyril Stapleton—Lon. 282
Nev Simons—MGM 10257 Fred Gray—Apollo 1132
Jack Emerson—Metrotone 3014 Bob Stewart—Mero 7469
Jack Lathrop—Vic. 20-3119

CUANTO LE GUSTA (Peer)
Andrews Sisters—Carmen Miranda—Dec. 24479
Xavier Cugat—Col. 38239 Eve Young—Vic. 20-3077
Jack Smith—Cap. 15280 Barbara Brown—Varsity 116

I LOVE YOU SO MUCH IT HURTS (Melody Lane)
Keggie Goff—Lon. 312 Floyd Tillman—Col. 20430
Frontiersmen—Vic. 20-3188 Shorty Long—Dec. 46139
Jimmy Wakely—Cap. 15243

I WISH SOMEBODY CARED ENOUGH TO CRY (London)
Don Russell—Metrotone 3019

IN MY DREAMS (Wizell)
Vaughn Monroe—Vic. 20-3133 Ella Fitzgerald—Dec. 24529

LONESOME (Republic)
Sammy Kaye—Vic. 20-3025

PLAY THE PLAYERA (Marks)
NBC THESAURUS—Carlos Molina STANDARD—Paul Carson
WORLD—Jose Morand WORLD—Jules Lande

RENDEZVOUS WITH A ROSE (Jay-Dee)
Buddy Clark—Col. 38314 Bob Eberly—Dec. 24491
Pepper Neely—Bullet 1056 Pied Pipers—Cap. 15216
Snooky Lanson—Merc. 5188 Fred Gray—Apollo 1131
Don Rodney—MGM 10272 Dick Wong—D & D 45-1903

SUNDAY IN OLD SANTA FE (Pomora)
Jose Morand—Vic. 26-9034 Anay Russell—Cap. 15158
Xavier Cugat—Col. 38327

WALKIN' WITH MY SHADOW (Johnstone-Monte)
CAPITOL—Hal Derwin and ASSOCIATED—Jerry Sears
Frank Devo
LANG-WORTH—Four Knights STANDARD—Lawrence Welk

WITH A TWIST OF THE WRIST (Patmar)
ASSOCIATED—Blue Barron STANDARD—Alvino Rey
MacGREGOR—Henry King NBC THESAURUS—Cy Walter
MacGREGOR—The Tomboys WORLD—Floyd Sherman

YOU STARTED SOMETHING (BMI)
WORLD—Kay Little

YOU WALK BY (Cavalier)
NBC THESAURUS—Vincent Lopez LANG-WORTH—Charlie Barnet
CAPITOL—Jan Garber STANDARD—Henry Busse
ASSOCIATED—Helen Daniels WORLD—Floyd Sherman
MacGREGOR—Two Kings & A Queen

YOU WERE ONLY FOOLIN' (Barron & Shapiro-Bernstein)
Blue Barron—MGM 10185 Ink Spots—Dec. 24507
Kay Star—Cap. 15226 Eric Whitely—Col. 38323

YOU, YOU, YOU ARE THE ONE (Campbell-Colonial)
Johnny Eager—Grand 25010 Ames Brothers—Coral 60015

SOUTHWEST

CHARLES D. LUTZ, manager of KYFM, San Antonio, leaves this week on a 10 day trip which will include a stop at Chicago where he will attend the FMA convention. He is a member of the FMA Board of Directors.

Talley Enterprises, operator of a circuit of theaters in South Texas, will, starting on Jan. 3, sponsor the last 10 minutes of the KABC, San Antonio "Money For Music" program which is heard Monday through Friday. Three unnamed tunes are played during each quarter hour and then two phone calls are made the final quarter hour. The jackpot starts at \$50 and increases \$5 each day it goes unanswered.

Forrest Wallace, general manager of KWBC, Fort Worth, has returned to his desk following a station business trip he made to Los Angeles and Riverside, Calif.

"Opera Once Over Lightly" will resume its broadcast with the return of the Met. Opera Broadcasts to WFAA, Dallas. Program is emceed by R. A. Bradford and gives the light touch to the opera to be presented the coming Saturday. Bradford tries to prove that the medium is not for the highbrows alone, but both its serious and lighter phases can be enjoyed by all. He makes no attempt to tamper with the music, but in his commentary asides and introductions he doesn't spare the librettos in applying the flip quips.

Lou Emerson, WOAI, San Antonio, folk ballad singer, will play the role of Santa and entertain youngsters at a Christmas Eve party at the Comfort Theater at Comfort. Emerson will dress as Santa and dispense the presents for the youngsters and then will change costumes and put on a show for the children. The Christmas Party is an annual entertainment staged by Henry Zimmerman of the theater.

The Brazos Broadcasting Co., at Bryan, has been authorized a new standard broadcast station to operate with 500 watts on 1440 kilocycles with daytime hours of operation.

P. W. Parker, Jr., has become an account executive for KATL, Houston. He formerly was with Wallace-Davis, and Frank Stewart & Co. there.

Dinah Shore Guesting

Dinah Shore has been engaged for a series of guest appearances on the Jack Smith Show, CBS 7:15-7:30 EST, starting January 4, 1949, to appear three times weekly with Jack Smith on Tuesdays, Wednesday, and Thursdays. Martha Tilton will continue to guest with Smith twice weekly, but as of the new year, on Mondays and Fridays.

Joins Bourne, Inc.

Bourne, Inc., music publisher, announces that Kermit A. Walker has joined the staff as educational director. Walker formerly was associated with the houses of Carl Fischer and Boosey and Hawkes.

NETWORK SONG FAVORITES

The top 30 songs of the week (more in case of ties), based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast over Radio Networks. Published by the Office of Research, Inc., Dr. John G. Peatman, Director. Survey Week of November 26-December 2, 1948

TITLE	PUBLISHER
A Little Bird Told Me.....	Bourne
A Tree In The Meadow.....	Shapiro-Bernstein
Beyond The Purple Hills.....	Goldmine
Bouquet Of Roses.....	Hill and Range
Buttons And Bows.....	Famous
By The Way.....	Bregman-Vocco-Conn
Cuanto Le Gusta.....	Southern
Far Away Places.....	Laurel
For You.....	Witmark
Hair Of Gold, Eyes Of Blue.....	Robert
Here I'll Stay.....	Chappell
I Got Lucky In The Rain.....	Sam Fox
In My Dreams.....	Murray-Wizell
It's Magic.....	Witmark
Lavender Blue.....	Santly-Joy
Maybe You'll Be There.....	Triangle
Money Song.....	Crawford
My Darling, My Darling.....	E. H. Morris
Night Has A Thousand Eyes.....	Paramount
On A Slow Boat To China.....	Melrose
One Has My Name The Other Has My Heart.....	Southern
One Sunday Afternoon.....	Remick
Pussy Cat Song.....	Leeds
Say It Isn't So.....	Berlin
Say Something Sweet To Your Sweetheart.....	Mills
That Certain Party.....	Bourne
Until.....	Dorsey Bros.
What Did I Do.....	Triangle
When The Red Red Robbin Comes Bob Bob Bobbin' Along.....	Bourne
You Call Everybody Darling.....	Mayfair
You Started Something.....	Broadcast Music
You Were Only Fooling.....	Shapiro-Bernstein

Second Group

TITLE	PUBLISHER
A Bluebird Singing In My Heart.....	Advanced
Again.....	Robbins
Ah But It Happens.....	Bourne
Am I All Of Your Future Or Part Of Your Past.....	Fremart
Behavin' Myself For You.....	Beacon Music
Bella Bella Marie.....	Leeds
Down Among The Sheltering Palms.....	Miller
I Love You So Much It Hurts.....	Melody Lane
Isn't It Romantic.....	Famous
Just For Now.....	Advanced
Lillette.....	Jefferson
Lonesome.....	Republic
My Own True Love.....	Paramount
Powder Your Face With Sunshine.....	Lombardo
Rambling Rose.....	Laurel
Rendezvous With A Rose.....	Jay-Dee
This Is The Moment.....	Miller
Too Much Love.....	Harms
Twelfth Street Rag.....	Shapiro-Bernstein
You Walk By.....	Cavaller

NOTE: "White Christmas," published by Irving Berlin, Inc. is number one and "Santa Claus Is Comin' To Town," published by Feist is number nine this week on our list of "Favorite Standards of the Week."

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SAN FRANCISCO

A PET project which KFRC manager William B. Pabst has been working on for some time will hit the air waves next week in the form of a new KFRC program titled "Youth Forum." Representative high school students from San Francisco schools will conduct a round table discussion of kid problems on Saturday mornings from 11:00 to 11:30. Under the direction of the Youth Activities Committee with Thomas A. Rowe acting as moderator and program head, high school students will present for discussion problems of every kind which they are facing and which will be of interest to high school students everywhere. Typical of these is the first subject slated for discussion "Use of the Family Car."

Another new youth program of a little different type is KGO's "Bringing Up Junior" in which parents, teachers and students will participate on a weekly quarter-hour roundtable on Thursdays at 6:45 p.m. Presented in cooperation with the San Francisco Second District of PIA, the program runs for 13 weeks to bring listeners an analysis and discussion of trends, techniques and problems existing in the schools.

KROW has a novelty Christmas program "Let's Talk To Santa," 5 days a week at 6:30 p.m. Kiddies who want to talk to Santa leave their name and phone number on a call card at the sponsor's store (Maxwell Hardware Co.) and during the program Santa Claus phones them at their homes about their Christmas wants. He also asks a quiz question with awards for correct answers. Agency for the account is Brooke, Small & Gautreaux of Oakland.

A young man walked up to Dean Maddox's KFRC Sidewalk Reporter program and offered to sell an eye in return for medical aid for his sick wife and daughter. He was out of work because of a strike. Standard Oil officials who heard the broadcast arranged for the necessary assistance without the man having to lose his eye.

Fourth Year For Poppele

Jack R. Poppele of WOR will round out his fourth year as president of the Television Broadcasters Association, when the trade group holds its annual meeting at the Waldorf-Astoria today. Being a veteran in the business is no novelty for Jack. He put Station WOR on the air in 1922 and is the only original member of that station's staff still active at Bamberger Broadcasting Service.

Gay Nineties Touch

Fetching Genevieve Rowe, night club singer and star of Joe Howard's "Gay Nineties Revue" on WJZ-TV, will entertain guests at the TBA Television Clinic during the luncheon session in the Waldorf's Astor Gallery at noon today.

TELEVISION DAILY

Daily section of RADIO DAILY, Tuesday, Dec. 7, 1948 — TELEVISION DAILY is fully protected by register and copyright

PREDICTS U. K. TELE-MOVIE CO-OP

TELE TOPICS

AN OUTSTANDING Sunday nite dramatic series too often overlooked in the squeeze between Philco Playhouse, Ford Theater and Studio One is World Video's "Actors' Studio" on ABC at 8:30 p.m. Because it is a sustainer and a half-hour seg, the program can't go in for the lavish production often seen on the more expensive packages, but more than makes up for it through the use of fresh material and imaginative camera and stage direction. . . . The play this week was James Thurber's "The Night The Ghost Got In," adapted by Howard Rodman. It's been said that there is no middle-of-the-road opinion on Thurber—either you like his work or you don't. Well, we like him, and we thought that "Actors' Studio" did an excellent job in applying the story to tele. . . . The entire cast turned in a fine job, especially Nydia Westman as the mother obsessed with the thought of impending tragedy; Russ Collins as grandfather in nightshirt and boots, still fighting the Civil War, and Clifford Tatum and Donald Rose as the two young sons. Donald Davis produces for World, with stage direction by Daniel Mann and video direction by Ralph Warren.

A HAND-OPERATED animation device for cartoon commercials will be demonstrated at the TBA meet tomorrow by Walter J. Damm, general manager of WTMJ-TV, Milwaukee. Gadget was developed by the station's staff. . . . The RCA Victor Exhibit Hall, where see-yourself-on-television is the most popular feature, is now one of the top half-dozen tourist attractions in the city. . . . Elsbeth Hofmann and Don Gibson (Mr. and Mrs. G. away from the icks) have joined the program department of WSB-TV, Atlanta, and are collaborating on the women's feature "At Home With Elsbeth." . . . Seventeen commercial films are in the works at the new Princeton Film Center, with sponsors including Yale & Towne, McDonnell Aircraft and the Film Action Committee of the Venezuela Petroleum Industry. . . . Take it from a man who knows: TV "provides a combination that is unbeatable for realism," according to C. J. French, Chevrolet ad manager. "This 'third dimension' in advertising obtainable only with television," he said, "is a great step forward in showing our product to the customer, and a tremendous aid in drawing the customer to the dealer."

Barbasol Buys CBS Reel

The weekly CBS newsreel stanza, "Week In Review," will be sponsored on the web's East Coast hook-up by The Barbasol Co., through Erwin Wasey agency, beginning Jan. 2. Currently aired from 7 to 7:15 p.m. Sundays, program switches to the 10 p.m. slot when it goes commercial.

Minor Leagues Urge Ban On Nite Pickups

Increasing possibility of a ban on TV pickups of night baseball in the minor leagues was seen in sports circles yesterday following release of a report by a special investigating committee of the National Association of Baseball Leagues, which represents 58 minor circuits.

Frank Shaughnessy, president of the International League and chairman of the committee, said that "ball clubs should not permit night games to be televised." He added that pickups of "afternoon games will help us, as it will interest the ladies and kids and bring baseball into the homes. But the night game attendance will soon be hurt badly because televising these games is simply advising the fans seeking and having time for recreation to get it at home without cost."

Cite I. L. Decrease

Blaming a drop in attendance last year at International League parks in the metropolitan New York area on scanning of major league contests, Shaughnessy said, "It is my hope that major league clubs will refuse to televise."

Despite this, all three New York major league clubs will again be scanned next season. Brooklyn Dodgers will be sponsored on WCBS-TV by Old Gold and, perhaps, another bankroller; New York Yankees on WABD by Ballantine and White Owl, and New York Giants on WPIX by Chesterfield.

Hourly Rate Is \$250 On First KPIX Card

San Francisco—KPIX, slated to be the first TV outlet in the Bay Area when it makes a mid-December debut, last week announced its first rate card. A base advertising rate of \$250 for one hour of Class A time is provided, Class A time consisting of every evening and Saturday and Sunday afternoons.

Hourly rate for Class B time, weekday late afternoons, is \$187.50, and the charge for 60 minutes of Class C time, all other hours, is \$125.00. One minute of film or slides will cost, for Class A, \$37; Class B, \$28.50; and Class C, \$19.00.

Card makes provision for allowing advertisers who use KSFO (AM) in the amount of 50 per cent or more of the KPIX billing, a discount of 10 per cent on TV time charges.

KPIX expects to start programming about the middle or shortly after the middle of the month, according to vice-president and general manager Philip G. Lasky. First program highlight will be the annual Shrine East-West football classic on New Year's Day.

WOIC Skeds First Show

Washington—Arrangements have been completed for WOIC to feed to the CBS net the International Children's Christmas Party scheduled to be held Dec. 19, at the Shoreham Hotel in the Nation's Capital. This will be the first program to originate through WOIC.

Industry Two Years Ahead Of Forecasts, Folsom Says

Boston—The television industry is two years ahead of the most optimistic postwar forecasts and "one of the greatest beehives of activity in American industry," Frank M. Folsom, president of RCA, said over the week-end in an address before the Clover Club of Boston.

"If the returns from television broadcasting and the allied program activities are added to the income produced by television manufacturing, this new art should add \$8,000,000,000 a year to the national economy five years hence. That amount would place the radio-television industry among the ten largest industries in the United States."

Despite estimated production of 850,000 receivers this year, and an

additional 1,600,000 in 1949, Folsom said, it is physically impossible for the industry to produce enough sets to meet the current demand. This condition will continue through next year, he added.

Looking into the future, Folsom said: "The day will come when Harvard will be seen at Oxford, and Oxford will be seen at Harvard. In fact—believe it or not—we may expect to watch transoceanic debates and interviews in which the participants will appear on your screens as if they were talking face-to-face in the same narrow room, although in reality they will be separated by the broad Atlantic. This will be made possible by two-way television."

Pix Execs. Urged To Develop TV, Says Collins

Prediction of a growing and developing co-operation in the field of television between the British Broadcasting Corp. and the motion picture industry of England, was voiced here yesterday by Norman Collins, controller of BBC, at an interview held for industry and metropolitan press representatives.

"Competition," in the generally-accepted sense of that term, will be absent, said Collins. The BBC, he added, is encouraging the British film executives to utilize the new techniques developed for the video medium.

In discussing competition and co-operation, Collins said that, whereas a somewhat reluctant attitude had manifested itself among film executives when the subject of co-operation was originally broached, there had been "a very noticeable improvement in relations" and that an agreement in principle had been reached between the two arts for an exchange of product. Under the agreement, which is expected to be concluded upon Collins' return to England, Britain's theaters will be permitted to televise sporting and national events on their screens, in return for which BBC television will obtain approximately 30 pictures annually for program purposes.

Plays Most Popular

Plays are the most popular tele entertainment in England, Collins revealed. More than 90 per cent of the audience prefer dramatic fare, he said, and BBC has responded with quality productions among which have been "King Lear," "Pygmalion" and "Balalaika."

Harold Bishop, BBC chief engineer, told the press that current production of receiving sets in England was about 5,000 per month and mounting. The sole station now in operation is that in London, he said, but another outlet servicing the Midlands will be on the air sometime next year. Both coaxial cable and the relay systems will be used to connect the London and Birmingham stations.

Sponsor Masked Spooner

Hollywood — "The Masked Spooner," a Jacke Rourke package show, has been set for a television 10-minute spot over Don Lee Television Station KTSL on Tuesdays and Thursdays for a total number of 8 times, sponsored by Moto-Sales of America, Division of Kaiser-Frazer, starting Dec. 14.

COAST-TO-COAST

Broadcasts From Hospital

St. Paul, Minn.—KSTP's early morning "Clock Watcher" Roch Ulmer is confined to the hospital and his 8:00 to 9:00 a.m. feature is broadcast directly from his bedside via special remote installation. The records used on the "Clock Watcher" are played from the studios and Ulmer gets his cues from a panel of gadgets at his bedside.

Staff Additions At WCAE

Pittsburgh, Pa.—Warren Dana has been added to the staff of WCAE as assistant to production manager. Formerly with WTOL, Toledo, Betty Anderson joined the station as music librarian, and the newest addition to the WCAE continuity department is Mary Reis.

KROW Plans Xmas Program

Oakland, Calif.—"Let's Talk to Santa," is the Christmas program scheduled on KROW from 6:30 to 7:00 p.m. each Monday through Friday until December 23rd. During the program Santa Claus telephones children who have left their name and phone number on a "call card" obtained at sponsor's store and chats with them about their wants for Christmas. The talks are relayed from recordings over the air via two-way telephone conversation, recent innovation at KROW.

Road Builders On WMAW

Milwaukee, Wisc.—A 15-minute weekly radio program to continue for 26 consecutive weeks will be aired on WMAW every Sunday at 1:15 p.m. The program "Highways of Harmony" is designed as a public relations activity to acquaint people of Wisconsin with the history and development of good roads, in the state and their significance to the economy of Wisconsin.

Basketball Coverage

Des Moines, Ia.—It has been announced that KIOA has scheduled sixty-two Iowa basketball games this season for complete coverage. Don O'Brien, sports director, and Lee Harris, associate sports editor, of KIOA will broadcast the play-by-play reports of local, state, tournament and conference games.

Fordham "U" Series

Bronx, N. Y.—"What is the truth about China" was the question under discussion when the Fordham University Radio Forum presented the sixth in its series of weekly discussions over WFUV, Fordham University's Voice. Moderator, Professor James J. Flynn, presented guest speakers, among whom were William J. Goodwin, Public Relations Counsel for the National Resources Commission of China and Alfred Kohlberg, importer and exporter, both recently returned from the Far East who gave the panel first hand reports on the Chinese situation.

WPAY Football Award

Portsmouth, Ohio—Station Manager Gerald F. Boyd presented the WPAY trophy for the most valuable football player in the Greater Portsmouth Area to Dave Gambill of Portsmouth High School. The award was presented at the fourth annual WPAY football award banquet where over 100 people, including city officials, football players, high school coaches and principals were guests of station WPAY.

WRC Doll House

Washington, D. C.—Arrangements between a local department store and WRC have been completed for the 13th year installation of Bill Herson's WRC Doll House, headquarters of the drive to collect toys for Christmas distribution to the needy children of Washington. Herson will broadcast his WRC Time-keeper program from the Doll House Monday through Friday 6:00-9:30 a.m. and 1:45-2:00 p.m. interviewing people who stop to contribute toys.

Getting Power Increase

Muskogee, Okla.—It has been announced that KMUS-FM left the air on December 6th and returns on December 20th with increased power. The increase was granted by the FCC with permission to change the location of the transmitter from the studio to the AM transmitter location, one and one-half miles north of the city.

Variety Show On WBBM

Chicago, Ill.—CBS affiliate WBBM is presenting a variety show "Music, Please" aired Monday through Friday from 11:00 to 12:00 midnight. The full hour program emphasizes a maximum of music and a minimum of chatter. Each evening the show offers varieties of 21 solos, duets and instrumental interludes together with special arrangements of rhythm tunes.

Plan Community Service Program

Columbus, Ind.—Arrangements with four of southern Indiana's largest Chamber of Commerce offices have been completed for participation in WCSI's new community service program "Your Musical Calendar." Latest social and civic notes of interest in each community are featured on the program sponsored on a participating basis by merchants in each of the towns being honored. The show is aired at 8:00 p.m. each evening for 25 minutes.

Nutrition Talks On KECA

Hollywood, Calif.—"Chemists in Action" a series of talks on the general topic of nutrition presented a second talk of Professor H. J. Dueeel, Jr., on "Fats in Nutrition." The station plans to continue this series of talks into January and present many of Southern California's outstanding scientists discussing the many aspects of the subject.



"Drop dead," one of his listeners wired

Like most election prognosticators, he had a slight touch of foot-in-mouth disease about the results. Some of his listeners supplied a variety of comments on his commentaries, the most unflattering of which he quoted on his first post-election broadcast.

It's this combination of good sportsmanship and good showmanship that keeps the Fulton Lewis, Jr. program very much alive. For every listener who recommends his early demise, there are a hundred who register violent approval . . . but whether they tell him to crawl back in the woodwork or nominate him for president, they listen to his program night after night.

Currently sponsored on more than 300 stations, the Fulton Lewis, Jr., program commands a vast and loyal audience. It affords local advertisers network prestige at local time cost, with pro-rated talent cost.

Since there are more than 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your local Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System**, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 45, NO. 46

NEW YORK, WEDNESDAY, DECEMBER 8, 1948

TEN CENTS

CHURCH GROUP SEEKS LOW POWER FM

"Radio Every Room" Drive Zooms Sales

Radio receiver sales in some cities far more than doubled during "Radio-in-Every-Room" campaigns conducted during October and November, it was reported yesterday as the Radio Manufacturers Association opened a three-day meeting in New York. Results of the campaign—tied in with National Radio Week—were revealed by the RMA's advertising committee, headed by Stanley H. Manson of Stromberg-Carlson.

In Salt Lake City, special mer-
(Continued on Page 4)

NBC Announcers Get H. P. Davis Awards

Staff announcer Howard Reig of WGY, Schenectady, N. Y., has been named national winner of the H. P. Davis National Memorial Announcers' Award for 1949. The award, plus others in four different station categories, is a means by which announcers at NBC affiliates are singled out and honored annually on the basis of personality, diction, voice, versatility and maintenance of a high announcing standard.

Reig, whose versatility includes
(Continued on Page 20)

Collingwood Will Cover White House For CBS

Charles Collingwood, CBS newsman whose record as a war correspondent won him the Peabody Award, will become White House correspondent for the CBS shortly after the Presidential inaugural in January, 1949, which he will cover
(Continued on Page 17)

Price Cutting

Pre-holiday price cutting on radio and television receivers by dealers is causing manufacturers concern and restrictions are being placed on the price quotations for receivers carried in newspaper ads. Major manufacturers are reported threatening to cancel dealer franchises unless their established retail prices on radio and TV are maintained.

Debut

Bing Crosby will make his debut on television singing "Silent Night" with the Bob Mitchell choir as background on the Philco Television Theater on Sunday night, December 19. Crosby's portion of the program will be on film. Dennis King, reciting Dickens Christmas Carol, will be heard live from the NBC studios in New York. Kinescope recordings of the program, sponsored by Philco, will be shown on 20 other TV stations throughout the country on Dec. 26.

Adams Joins Denny As Assistant At NBC

David C. Adams, vice-president and general attorney of RCA Communications, Inc., has resigned to become assistant to Charles R. Denny, executive vice-president of National Broadcasting Company, effective Dec. 31. Howard R. Hawkins has been appointed general attorney of RCA Communications succeeding Adams.

Adams, former assistant general
(Continued on Page 19)

Seth Appointed Director Of Muzak Adv. Dept.

William R. Seth, former advertising and promotion manager of the spot sales division of NBC and most recently media promotion director of the W. B. Doner Advertising Agency, has joined the Muzak Corporation to head up the com-
(Continued on Page 17)

Pres. Truman Praises Radio For Highway Safety Series

Crediting radio with being a "vital factor" in the successful fight waged against traffic accidents the past two years, President Harry S. Truman in a letter to Alfred P. Sloan, Jr., chairman of the Alfred P. Sloan Foundation, commended the organization for the proposed awards to broadcasters for outstanding accomplishment in this public service activity.

Texas Baptists Petitioning Commission For 170 Pulpit FM Transmitters In Southwestern Territory

Sponsors Renew Four Top CBS Shows

Renewal of four CBS programs—"Give and Take," "Stars Over Hollywood," "Lum 'n Abner" and "My Friend Irma"—was announced yesterday by William C. Gittinger, CBS vice-president in charge of sales.

"Give and Take," popular audience participation series with John Reed King as emcee, is aired Sat-
(Continued on Page 2)

Wallen Replaces Swezey On Directorate Of BMI

James E. Wallen, treasurer, controller and assistant secretary of Mutual Broadcasting System, was elected to the board of directors of Broadcast Music, Inc., at that body's regular quarterly meeting held Tuesday Dec. 7. Wallen replaces on
(Continued on Page 17)

Sub-Committees Named For NARBA Conference

Washington Bureau, RADIO DAILY Washington—The FCC's engineering meet on preparation for the forthcoming NARBA conference got under way yesterday with the selec-
(Continued on Page 2)

Washington Bureau, RADIO DAILY Washington—The Baptist General Convention of Texas will ask the FCC this week to allow churches to operate low power radio stations on a band now restricted to use by educational institutions. Dr. R. Alton Reed, director of radio activities for the convention, is expected to show the FCC
(Continued on Page 19)

Seven MBS Programs Renewed by Sponsors

Seven Mutual network sponsored programs have renewed their contracts, Jess Barnes, MBS vice-president in charge of sales, announced yesterday. The time commitments total 2 hours and 50 minutes of weekly programming fare.

The programs and their sponsors are:
Queen for A Day through Wade
(Continued on Page 2)

Demonstrate Radiovoter To Measure Audiences

An electronic method of automatically determining the size of listening audiences, with the added feature of a means by which listeners can simultaneously vote on any given question, was demonstrated
(Continued on Page 19)

Secret Patent

U. S. Patent No. 2,455,443, covering a secret signalling system by which ordinary messages are converted to a succession of arbitrary symbols and transmitted by facsimile or television to a receiving and decoding terminal, has been issued to Brig. General David Sarnoff, president and chairman of the board of the Radio Corporation of America,



Vol. 45, No. 46 - Wed., Dec. 8, 1948 10 Cts.

JOHN W. ALICOATE : : Publisher
FRANK BURKE : : : : Editor
MARVIN KIRSCH : Business Manager

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Phone: Wisconsin 3271
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Nat Green
1417 Ashland Bldg. 155 No. Clark St.
Phone: State 2332

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FINANCIAL

(December 7)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Lists various stocks like ABC, Admiral Corp., Am. Tel. & Tel., etc.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Lists DuMont Lab., etc.

WNYC Airs ATW Ceremonies

American Theater Wing ceremonies attending the unveiling of a plaque marking the site of the wartime Stage Door Canteen were carried yesterday by WNYC. Participants included Helen Hayes, James Sauter, Deputy Mayor John J. Bennett, Madeleine Carroll, Arthur Hays Sulzberger and John Golden.

INS has served



COMING AND GOING

J. HAROLD RYAN, vice-president and treasurer of the Fort Industry stations, left New York following the BMI board meeting yesterday and now is in Atlanta, Ga., for the Fort Industry managers confab.

WILLIAM B. LODGE, vice-president of CBS in charge of general engineering, leaves today for Washington on a short business trip.

J. F. CROSSIN, director of national sales for United States Television Mfg. Corp., is touring the Midwest.

ED MARSHALL, producer at BBD&O, who has been on tour with Fred Waring, now is back at his New York office.

SPENCER HARE, publicist, is back from Boston, where he attended Tommy Morton's opening in "Lend An Ear."

GEORGE M. BURBACK, general manager of KSD, St. Louis, is here for conferences at the offices of NBC, with which the station is affiliated.

BILL DAVIDSON, of the ABC station relations department, is on a two-week business trip to affiliates in Pennsylvania and Ohio. He'll be back some time Friday.

BOB HAWK, Columbia network quizmaster, left yesterday by plane for Miami, where he'll participate in the Winter National Bridge Tourney held at the Roney Plaza Hotel.

PIER CHERICI, of the CBS construction department, leaves today for Boston on business.

WELLS CHURCH, director of news broadcasts at CBS, is in Washington. He'll be back tomorrow.

Sponsors Renewing Four Top CBS Shows

(Continued from Page 1) urdays, 1:30-2:00 p.m. under sponsorship of The Toni Company.

"Stars Over Hollywood," dramatic series featuring top film stars, is presented Saturdays, 2:00-2:30 p.m., EST, by Armour & Company, Chicago. Beginning January 1, the program will be heard at a new Saturday time, 1:00-1:30 p.m., EST.

"Lum 'n Abner," top comedy program, is sponsored by General Motors Corp. (Frigidaire Division) on Sundays, 10:00-10:30 p.m., EST. "My Friend Irma," CBS comedy package starring Marie Wilson in the title role, is presented by Lever Brothers Company on Mondays, 10:00-10:30 p.m., EST.

Foote, Cone & Belding, Inc. is the agency for all four programs.

Sub-Committees Named For NARBA Conference

(Continued from Page 1) tion of members for four sub-committees, on standards, coverage, legal and administrative provisions and new and novel proposals. These groups will meet here today.

Heading the four sub-committees are the following FCC officials: Edgar F. Vandiver, Ralph J. Renton, Dee W. Pincock and Bruce S. Longfellow. NAB and network members are included on each of the four.

10 YEARS AGO TODAY

From the Files of Radio Daily The British Government's Television Committee will shortly present its report on their plans for big television developments which will bring the service to the whole of Great Britain in the near future. Engineers employed by the Post Office and the leading television companies have now produced two systems whereby the range of television can be extended to cover the entire country. It is probable that the extended service will be used by the Defense Departments.

Seven MBS Programs Renewed By Sponsors

(Continued from Page 1) Advertising Agency for Miles Laboratories, Inc., (15 minutes daily)—effective Dec. 27th.

Mayor of the Town (replacing Behind the Front Page), renewal effective January 9, by Mutual Benefit Health and Accident Assn. of Omaha through Ruthrauff and Ryan, of New York.

Mail Pouch Tobacco Co. for Fishing and Hunting Club through Walker and Downing Advertising, effective December 20. This show will also add stations with the renewal.

Juvenile Jury for General Foods Corporation through Benton and Bowles effective January 2, 1949.

William Shirer news program for Piedmont Shirt Co. through Wm. Weintraub, effective January 16, 1949.

Radio Bible Class for Radio Bible Class through Stanley G. Boynton Agency, effective December 26.

Christian Reform Church for Back To God Hour through Evans Associates, effective December 5.

WBNJ Began Broadcasting In Newark Yesterday

WBNJ, Newark, New Jersey, went on the air as of 1:00 p.m. yesterday after receiving permission from the FCC at 12:15 p.m. WBNJ is Newark's most powerful station and operates on 5,000 watts. Servicing Bergen, Passaic, Essex, Hudson and Union County and Metropolitan New York, studios are located in Newark and the five tower directional array transmitter in Livingstone, N. J.

The station's schedule today will be from 6:00 a.m. until 1:00 a.m. the following morning.

Featured performers on WBNJ include disc jockeys Hal Tunis and Eddie Newman. Bob Harris, station newsman, formerly with WMCA in New York. The program format includes variety, music, news and sports and the entire supervision of the station's operations is in charge of Ivon Newman, vice-president and general manager, formerly general manager of WBMS, Boston, Mass.



Who Killed Cock Robin?

Looks very much as if he killed himself. He got all tangled up in a piece of string he was carrying to his nest, and hanged himself before anyone noticed it.

There's no need for time-buyers to get all snarled up trying to pick the best radio buy in Baltimore. It's simple—it's W-I-T-H, the BIG independent with the BIG audience.

And here's why: dollar for dollar, W-I-T-H delivers more listeners than any station in town. It covers 92.3% of all the radio homes in the Baltimore area.

Sure, there are some larger stations in town. But in this rich market—6th largest in the U. S.—W-I-T-H produces more results at a lower cost than any other station.

Smart time-buyers know this. They put—and keep—W-I-T-H at the top of their schedules. Do you know the W-I-T-H story? If not, call in your Headley-Reed man and get it today!



W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President

Represented by Headley-Reed

Where else in America?



Not the north — not the south! Not the busy industrial east nor the farm-rich middle west can really mirror our land in all its varied aspects. But there is one area, embracing parts of all these places, which does. It's WLW-Land—a true cross section of the country.

Where else in America could you hope to find so perfect a proving ground for new products and new ideas?

In WLW's Merchandise-Able Area are 330 counties comprising parts of seven states. Nearly 14 million people live here. Some are wealthy, some are poor. Some live in great cities, some in tiny villages. Some work in factories, some own farms. When you know how these people will react to your product, your package, your selling appeal — you'll have a good idea how consumers everywhere will respond.

And you CAN know through WLW, for this great radio station covers the area as a network covers the nation. It dominates most cities but not every city. It reaches most farms but not every farm. You'll face this same condition else-

where throughout the country, no matter what medium or combination of media you choose. But by using WLW first, you can learn the answers in advance.

WLW is particularly well equipped to help you get the answers. Besides one of the nation's largest and most loyal listening audiences, WLW offers facilities not equalled by any other station. It can help you study the market—get distribution—win dealer cooperation. It can help you learn what consumers really think about your product — your price — your package. With manpower to do the job, and a "know-how" peculiar to its territory, The Nation's Station stands ready to serve you in the proving ground for America!



THE NATION'S MOST MERCHANDISE-ABLE STATION

Crosley Broadcasting Corporation

LOS ANGELES

By RALPH WILK

BILL WATTERS has been appointed by Bernard L. Schubert of Radio Artists Corp., to handle the publicity on the Don Ameche show, "Your Lucky Strike" which will be heard on CBS five days a week, starting Monday, December 6th. Watters was formerly with Paramount Pictures, and Edward Small Productions.

One of the busiest radio personalities in Hollywood is CBS' Jack Gregson, emcee five days a week on "Your Stand-In" and disc jockey two days a week on "GE Platter Party."

KHJ-Mutual Don Lee's "The Roy Rogers Show," whose dramatic adventures are set in the historic West, is now being broadcast to Europe via the "Voice of America" short-wave.

Two top networks are vying for the first rights to Arnold Marquis' continental variety show, "La Parisienne," which is being readied for video.

Frances Scully, Jay Stewart and Hank Weaver are among the radio stars who will present awards to winners of the CYO Boxing Championships at the Hollywood Legion Stadium Dec. 9 and 11.

"Radio Every Room" Drive Zooms Sales

(Continued from Page 1)

chandising sent radio sales skyrocketing 128 per cent above the normal volume. In Trenton, N. J., sales were up 110 per cent while dealers in Indianapolis reported the "Radio-In-Every-Room" campaign paid off 50 per cent above usual sales.

RMA's advertising committee has recommended a continuation of the campaign. The RMA board will act on the resolution when it holds its session scheduled for tomorrow, Thursday.

During their meeting RMA execs are expected to recommend methods for improving servicing of TV and radio receivers and the promotion of more widespread use of apartment house TV antenna system. The various executive committees will hold sessions today.

1906 *Henri* 1948

Henri
CONFISEUR

FRENCH RESTAURANT
LUNCHEON from \$2.00
DINNER from \$3.00
COCKTAIL BAR

Famous French Candies
15 East 52nd St.
AIR CONDITIONED



Mainly About Manhattan. . . !

● ● ● Jack Benny's switchover to CBS involves far more than just the loss of one entertainer to the web. (Now we understand that two or three national accounts have cancelled out their spots on the chain breaks around Benny's time). . . Big name performers on the coast being pressured to take their programs east so that they can be televised where the bankrollers are interested. . . Last night's transcription of WOR's "Share the Wealth" a collector's item. . . That story about Mrs. Calvin Coolidge correcting Phila. Athletics pitcher, Joe Coleman, at a sports dinner was told on Bill Stern's airer and four other shows within 48 hours—all of whom figured they had an "exclusive." . . Ted Steele prob'ly won't reorganize his band now due to his new long-termer with DuMont. . . Record collectors offering a fat fee for a 1930 Harmony platter with vocal by Ruth Brown (who is none other than Kate Smith). . . Mark (Stop the Music) Goodson having trouble with his 3-year-old son who wants a giraffe for Christmas. (Seems somebody told the kid that pop could get anything). . . Plenty of fur expected to fly between newsreels and video lads re choice coverage lens-wise of the President's inauguration. . . Anybody call the video debut of the Met.: Otellovision?

☆ ☆ ☆ ☆

● ● ● IT'LL BE MUSIC TO MY EARS WHEN: A radio host is introduced as something besides "genial." . . All the crime hunters stalking the airwaves take time out to marry their lovelorn femme assistants. . . Quiz masters choke on the word "wonderful" just like they make us listeners do. . . When someone comes up with a more original introduction-to-an-introduction than "and now . . ." . . Disc jocks switch from talking about themselves to playing some records. . . The radio "theaters" recognize that they are in radio by dropping the studio applause that merely breaks the mood they spend so much time, talent and money building up.

☆ ☆ ☆ ☆

● ● ● If Milton Berle, "Shmoos" and \$5,000 worth of prizes will help, the Radio Writers' Guild annual cocktail party at the Astor Friday should wind up as the top affair in radio circles in many a day. The writers, long given to small, intimate, sedate and highbrow affairs, have pulled out all stops this time and in addition to grabbing off Milton Berle as emcee, they've dubbed the thing a "Shmoo Party," with Al Capp, creator of Li'l Abner and the much publicized Shmoos, as guest of honor. Over 200 prizes will be raffled off—but the one that intrigues us the most is the prize of one-shot acting jobs. The Guild has promises from top network shows to use the person winning the raffle even if special parts have to be written in to fit the winner's talents. (All genuine Shmoos will be admitted to the shindig free of charge).

☆ ☆ ☆ ☆

● ● ● Bill Slater took another step forward toward becoming the busiest and best radio emcee. Monday night he scored again, this time as host of the new CBS-TV "Prize Party," a gay, fun-packed half-hour of party games. Producer is Marlo Lewis, who has under his wing such shows as Ed Sullivan's "Toast of the Town" and Mutual's "Luncheon at Sardi's."

☆ ☆ ☆ ☆

● ● ● SMALL TALK: WOR's Norm Livingston in the hospital getting his tonsils taken out. (Guess the guy ain't as old as he looks). . . Tommy Morton readying his own song-and-dance tele show. . . Send a note of condolence to Les Tremayne. Just lost his Dad in an auto accident on the coast. . . Jane Carol Lewis and Ephraim Myron Abramson, TV engineer at WPIX, tied the well-known knot this week.

NEW BUSINESS

WCBS, New York: General Baking Co. for Bond Bread purchased participations in the "This Is New York—Bill Leonard Reporting" program, Monday, Tuesday and Saturday, 9:15-9:45 a.m., EST, through BBD&O. Five participations per week, Monday through Friday, were purchased by Colgate-Palmolive-Peet Company for Fab, in the 5:00-5:30 p.m. "Hits and Misses" program, and Saturdays, 8:15-8:30 a.m., in the Phil Cook program. Agency is William Esty & Company, Inc. Honor Brand Frozen Foods contracted for three participations per week, Monday, Wednesday and Saturday in the 8:30-9:00 a.m. Margaret Arlen program thru Kelso Norman Agency.

Full participations, Monday thru Saturday, were purchased in the Housewives Protective League—Starlight Salute combination (5:00-5:30 p.m. and 11:30 p.m.-12:30 a.m.) by Yeckes-Eichenbaum, Inc. for Leonard Brothers Grapes, and by Omnibook, Inc. thru their respective agencies, Samuel Croot Company, Inc. and Huber Hoge & Sons. The New York Telephone Company signed for Monday, Wednesday and Friday participations in the 6:00-7:45 a.m. Jack Sterling program thru BBD&O.

Stork News

Pensacola, Fla.—Larry Wayne, WCOA staff announcer, is the father of a baby girl, Alexandra Kay. Mrs. Wayne is the former Betty Calvin, fashion model. Wayne was formerly with WTAQ, Green Bay, Wis., and WSAU, Wausau, Wis., and writer for the Jim Ameche Story Telling series, transcribed in Chicago by Tele-Radio Creations.

Seven-pound 6-ounce daughter, Linda, was born to Mr. & Mrs. N. C. Rorabaugh, Nov. 30th. Rorabaugh is the publisher of Selective Radio Advertising and Television Advertising Reports.

RADIO-TELEVISION PRODUCERS

for PRIZES

PRIZES

and

PRIZES . . .

CONTACT:

ADELE M. PURCELL
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TELEVISION DAILY

Section of RADIO DAILY, Wednesday, December 8, 1948—TELEVISION DAILY is fully protected by register and copyright

FIRST TV EDITORS' POLL CONDUCTED

300 Gather for 4th Annual TBA Conference

Heavy Agenda Set For One Day Meeting

By IRWIN ROSTEN
Staff Writer, Television Daily
With a year of growth unprecedented in the annals of American industry behind them and an even more promising twelve months in prospect, almost 300 video executives will convene in the Waldorf-Astoria at 10 o'clock this morning for the fourth annual meeting of the Television Broadcasters Association.

Proceedings will get under way with a closed session for members only in the Astor Gallery, at which president J. R. Poppele will deliver his annual report. Three directors

(Continued on Page 7)

Pic Execs. Announce New TV Prod. Co.

Formation of a new company for production and distribution of television films was announced yesterday by six leading executives of the motion picture industry. Known as Lion Television Pictures Corp., the new organization is headed by President Earle W. Hammons, founder of Educational Pictures, Inc.

Other officers are Jules Levey, United Artists producer and former RKO veepee; Neil F. Agnew, president of Motion Picture Sales Corp., and former prexy of Selznick Re-

(Continued on Page 14)

What's Wrong With Tele?

Radio and TV editors on the East Coast who are within the range of local stations and also view network programs were asked "What's Wrong With Television?" as one of the questions in the first TV editors survey conducted by Television Daily. Some of their answers are printed below:

"It is following the same old radio tragedy; sponsor holding the reins, networks abandoning their responsibilities, public getting adolescent entertainment, little adult fare, and almost no intelligent public service programming. Trouble is radio and TV are still considered 'show business' and nothing more."—James S. Gratton, Evening Gazette, Worcester, Mass.

"Television is still groping in the dark. Tough job to compete with the mystery and imagery that can be concocted with words alone. Seeing the thing destroys all the illusion. Must be a wedding (Continued on Page 7)

Stewart Named Mgr. Of WDTV, Pittsburgh

Appointment of Donald A. Stewart as manager of WDTV, DuMont owned and operated station due to go on the air in Pittsburgh Jan. 11,

(Continued on Page 7)

New Memphis Station To Open Saturday

Memphis—WMCT, The Commercial Appeal Television Station, Memphis, Tennessee, will go on the air next Sunday. This is the first

(Continued on Page 14)

Editors Appraisal Of Programming Revealed

Milton Berle's Texaco Star Theater presented Tuesday nights on WNBTV, New York, and NBC television network, ranks first by a wide margin in a poll of East Coast television and radio editors to determine "Your Favorite TV Program," and obtain an appraisal of their thinking on TV programming. The questionnaire poll conducted by TELEVISION DAILY marks the first survey of its kind among the TV editors and was directed to 50 newspapermen in cities on the East Coast served by television stations.

While Berle romped away with the popularity honors, votes were also cast for "Studio One" seen and heard on CBS, and for Philco Television Theater which is presented Sunday nights on the NBC network;

(Continued on Page 7)

Frank Discussions Of Video Problems Aim Of TBA Meet

By E. P. H. JAMES, Chairman, TBA Clinic

The TBA 1948 Clinic, being held today at the Waldorf-Astoria, has been billed as a "down-to-earth, problem-airing session." We have asked all of our speakers to mince no words and to speak frankly on the topics to which they have been assigned. As the speakers' list clearly indicates, we have made a special effort to have each topic covered by a man who is well qualified to speak on it by experience and accomplishment.

Television meetings have never lacked enthusiasm. We hope

to keep up this tradition, and at the same time blend this enthusiasm with a liberal seasoning of the know-how gained in increasingly competitive commercial operations.

During the past year, television has run up against the usual quota of routine problems, including quite a number of more formidable obstacles. One by one these situations are being met and conquered, but there are some which the industry is still in process of sizing-up. Perhaps some of these obstacles are "one-time shots." But others have all the earmarks of recurring problems, the sort of thing which broadcasters have been meeting and solving for many years past both in radio and television.

It is these as-yet-unsolved problems and obstacles which we hope to tackle at this year's TBA clinic;

(Continued on Page 7)



JAMES

Pro Grid Playoffs Sponsored On ABC-TV

National Football League championship game between the Philadelphia Eagles and the winner of the Bears-Cardinals playoff this Sunday will be scanned by ABC, Dec. 19, from Shibe Park, Philadelphia, under sponsorship, on both AM and TV, of General Mills and Wilson Sporting Goods Co.

Harry Wismer will call play-by-play (Continued on Page 14)

Gang's All There

Every facet of the television industry will be represented at today's TBA Television Clinic at the Waldorf-Astoria. The speaker program is comprised of representatives of TV broadcasting stations, newspapers, motion picture companies, advertising agencies and station representation.

'Strictly Business'

The TBA Television Clinic at the Waldorf-Astoria today will have one unusual twist—unusual for television, that is. Engineers will be merely observers. Not an engineer is listed on the program, which is to be devoted to the business end of station operations.

**IN TV, TOO...
IT PAYS TO BUY
THE BEST!**

*Top-Flight
Sponsors Buy*

INS-TELENEWS

In These Major Markets:

ATLANTA
BALTIMORE
BOSTON
BUFFALO
CHICAGO
CINCINNATI

DETROIT
LOS ANGELES
MILWAUKEE
NEW HAVEN
NEW ORLEANS
NEW YORK
PHILADELPHIA

PITTSBURGH
ST. LOUIS
SCHENECTADY
SEATTLE
TOLEDO
WASHINGTON

**DAILY NEWSREEL • WEEKLY NEWSREEL
SPOT NEWS AND FEATURE PHOTO PACKAGES
INS VIDEO NEWS TAPE**

*Sponsors buying one or more elements
of INS-Telenews TV coverage include:*

Chevrolet, National Shawmut Bank, Philco, Gimbel Brothers,
Howard Johnson's, Packard-Willys, Motorola, Frederick &
Nelson, Dixie Brewing Co., Esslinger's, Hill Stores, Hudepohl
Brewery, Morrison Company, Time Watches, Inc., Andrea Radio.

CHECK RATES FOR YOUR STATION NOW!

**INTERNATIONAL
NEWS SERVICE**

**TELENEWS
PRODUCTIONS, INC.**

**INTERNATIONAL
NEWS PHOTOS**

Television Sales Manager: Robert H. Reid • 235 East 45th Street, New York 17, N. Y.

Record Crowd Here For One-Day Clinic

(Continued from Page 5)

are to be elected and three additional vacancies caused by resignations and temporary appointments also will be filled.

E. P. H. James, of MBS, chairman of the clinic, takes over at 11 a.m. when he presides at a panel discussion based on "Selling Television Time."



POPPELE

Advertising Showmanship," and will show kine-scope recordings of the "Texaco Star Theater."

An overflow crowd is expected at the luncheon session to hear FCC Chairman Wayne Coy clarify the Commission's freeze on applications. Coy is expected also to discuss the future of ultra high frequency transmission, and may comment on Commissioner Robert Jones' recent speech which urged prompt provision for color TV.

The afternoon session of the clinic will get under way at 2:45 in the Jade Room, and will cover legal problems, reception, management, research and daytime operation. Speakers include Robert P. Myers, NBC; Robert L. Coe, WPIX; George M. Burbach, KSD-TV; Hugh M. Beville, NBC, and Leonard H. Hole, WABD.

Stewart Named Mgr. Of WDTV, Pittsburgh

(Continued from Page 5)

was announced yesterday by Lawrence Phillips, director of the network.

Stewart has been with Allen B. DuMont Laboratories for the past four-and-a-half years, most recently as manager of the northern division. During the last war he directed camp and hospital movie theaters for the Red Cross, and previously was general manager of Television and Motion Picture Associates.

A native of Wyoming, Stewart has owned and operated movie and vaudeville circuits in Florida, Montana, Colorado, New Mexico and Texas. He saw two years of Army service during World War I.

WDTV will be the first station in Pittsburgh, the connecting point between the eastern and mid-western coaxial networks. It is DuMont's third o. & o. outlet—the others being WABD, New York and WTTG, Washington.

What's Wrong With Tele?

(Continued from Page 5)

of the two. Variety shows are not the answer, unless intimate and staged in emcee's home. Variety killed vaudeville and will do the same to television."—Nick A. Kenny, *Daily Mirror, New York City*.

"Everything that is wrong with television now is largely because it's in adaptive stage of development. When it gets films and entertainment fashioned to its peculiar demands then television will become itself."—Boston editor.

"Too often, it's only radio with cameras in front of it. The films are old; the prints are sometimes bad; the editing is poor. Not enough art work is used in announcements, introductions, etc., and few TV programs establish a definite mood or personality. Too many programs have that bare, studio background."—Paul Denis, *New York Post and Home News*.

"Some of the movies are too dark . . . feature films break down and you see only half the picture . . . programs are not fully and accurately listed in advance. . . . If old films are necessary, run real old films. Some films and featurettes are run over and over, I've seen certain shorts five or six times."—Abe J. Greene, *Evening News, Paterson, N. J.*

"The flicker in television and the cost of a worthwhile set—these are the draw backs—plus the fact that I hesitate to own one because I'm aware they are frequently out of order and the repairmen don't seem to be able to do a good job."—Jerry Berwick, *Home News, Baltimore, Maryland*.

"Bad camera technique. Even programs which show good TV sense (well chosen material, etc.) often lose out because camera technique doesn't show to full advantage."—Washington radio editor.

"Television reminds me of the very poor early home movies."—J. P. Stratton, *News Leader, Richmond, Va.*

"Writers, writers, writers! Budgets for shows must include premium prices for writers to attract them from other fields. Look what Hollywood has done with mediocre talent—thanks to writers. Directors are important too—obviously—but they've got to have something to work with."—Merrill Panitt—*Philadelphia Inquirer—Phila., Pa.*

Frank Discussions Planned

(Continued from Page 5)

we do not expect to come up with the complete solutions at such a brief meeting, but we do hope to be able to throw some light in the dark corners and to bring into the open a number of considerations which the speakers have developed. However deeply immersed in television you may have been for the past year or more, we hope you will get some pointers and helpful ideas from these talks and discussions. If you are among those about to enter the field, or if you have not yet run up against some of the problems which come out in our sessions, we hope you will find the Clinic helpful as a preparation for "things to come."

Most of our speakers are already recognized as members of television's "advance guard." They are old hands at solving problems, at figuring out the angles, clarifying obscure situations, appraising and simplifying complicated issues, and arriving at fair and workable solutions.

In their work along these lines,

they have met and had dealings with many others whose interests may not be completely in harmony with their own, but whose points of view have every right to be fully considered. We hope that some of these people will be present in the audience and will take part in the discussion-periods which follow each speaker's presentation. We shall welcome outspoken criticism, so long as it is constructive and has the best interests of television's future at heart.

We realize that we have left uncovered a number of subjects which might easily have been included in our agenda. However, one day is all too short to line up a complete review of all the important problems of television management, operation and development which concern so many of the TBA members and guests assembled at the Waldorf today. We have tried to use our best judgment in selecting a representative group of topics, and we shall very sincerely welcome any suggestions for new topics to be considered at future Clinics.

TV Editors Views Given on Programs

(Continued from Page 5)

when asked their favorite type of program, almost everyone of the editors choose variety program as first. Dramatic presentations ranked second and sports third with forum, quiz and children's programs garnering a number of votes.

The editors were asked to designate the most convincing commercials in television. Some voted for one sponsor, others for more than one, and some did not list any. The commercials noted included Old Gold, Texaco, Lucky Strike, Bulova, Maxwell House Coffee and Emerson. No decided preference was indicated.

Forum Programs Popular

"Meet The Press" on NBC and "Town Meeting of the Air" on ABC People's Platform and U. N. Note Book on CBS were rated high as forum type of programming.

Women artists fared well in the nominations for the most promising new artists on TV. Kyle MacDonnell, NBC songstress; Dorothy Doan, CBS' women's commentator; Helen King, WNBW, Washington, grapologist and Barbara Marshall, song stylist, topped the list. Bob Smith and "Howdy Doody" on WNBW-NBC led off the list of male TV artists in the popularity category.

Film programming as presented by stations and the networks came in for considerable criticism. The quality of the prints and the subject matter were the target for uncomplimentary comments. Some editors thought that TV programming was being set back by the use of outdated reissues of old feature films. Others said the old time comedy movies were okay and excellent for children's programs. Not all of the criticism was directed at the condition of the prints and the features themselves. The manner of presentation, editing, and lack of explanatory sub titles were also noted. Repeating of films was pointed out by one critic as bad programming. He cited instances in New York where a feature film had been seen on one station and at a later date used on another.

WBKB Sales Names 3; Simon Appointed Director

Chicago—Appointment of John E. Flatley, James F. Brown and Hill Carruth to the WBKB sales staff was announced Friday by sales manager Mel Wolens. Flatley, who recently resigned as sales manager of Airshows, Inc., and Brown, who has been with CBS the past two years, will handle general program sales, while Carruth will handle participation programs.

At the same time, promotion of Joe Simon to the outlet's directorial staff also was announced. Simon, who has been with the station 18 months, becomes its sixth staff director. Others are Loraine Larson, Lewis Gomavitz, Dick Locke (film), Ed Roden and Dick Rider.

Paramount Pictures Inc.

as national advertising representative



FIRST commercial television station in Chicago.

FIRST in viewer popularity in America's No. 2 Retail Market.

Owned and operated by Balaban & Katz Corporation.

announces the appointment of **Weed** *and company*
for Paramount TV Stations



FIRST commercial television station in Southern California.

FIRST in viewer popularity in America's No. 3 Retail Market.

Owned and operated by Paramount Television Productions, Inc.

Fifth Anniversary Of TBA This Month

By WILL BALTIM
Secretary-Treasurer, TBA

The story of the Television Broadcasters Association, Inc., is basically the story of television development in the United States during the past five years. What TBA accomplished in this short space of time—unifying an industry that lacked coordinated leadership and giving it the impetus to roar ahead—can best be evaluated by taking a quick glance at the status of television today:

Forty-six stations operating in 25 of the nation's leading market areas. Nearly 1,000,000 TV sets in the hands of the public and better than 100,000 a month rolling off the production lines. Over 75 new stations under construction and 310 potential broadcasters clamoring for licenses. And the general public has gone wild over this "baby" electronic wonder!

When TBA came into being in December, 1943, it marked an important turn of events. Television, to all intents and purposes, was finally stepping out of the experimental stage and was about to become an industry.

Up to that time individual pioneers had been fostering the visual art, but were principally stymied in their endeavors by a skeptical broadcasting industry, and more important, by a skeptical public.

Los Angeles Group Important

Credit for the formation of TBA belongs to the Society of Television Engineers in Los Angeles. This group felt there was need for an organization to unify the television interests of the nation into a strong body for the advancement of the video art. Klaus Landsberg, now West Coast Director for Paramount Television Productions, Inc., and in 1943 president of the STE, toured the country interviewing television pioneers and seeking their advice on the need for a "strictly television" trade organization. The response in favor of such a group were highly gratifying.

Thus five years ago this month, the first meeting of the TV broadcasters to organize a trade organization was held in Chicago and in January, 1944, the Television Broadcasters Association was incorporated.

With a nucleus of 10 organizations, TBA set up offices at 500 Fifth Avenue, New York, and launched a drive for new members. The response was most heartening. Within a year the Association had attracted



BALTIM

Greetings To Clinic

By J. R. POPPELE

President, Television Broadcasters Association, Inc.

TELEVISION broadcasters from all sections of the nation, converging on New York today to attend the TBA Television Clinic, represent the core of what very probably will be America's most exciting industry in the immediate years ahead.

The immense, almost unbelievable strides which television made during the past year is merely an augury of the gigantic push yet to come. If we retrace our steps since January we find that whereas only 16 stations were operating at the start of the year, 46 are now on the air. And television receiver production, merely a trickle last January, is now roaring ahead at 100,000 sets or better per month.

Limited network service, which extended only between Schenectady, N. Y. and Washington, D. C. only a scant few months ago, is today flowering into widespread regional national service. The northeastern network stretching from Boston to Richmond and the mid-western web, reaching from Buffalo to St. Louis, will be merged into a massive, coordinated unit, joined via coaxial cable and microwave relay, on January 12, 1948.

Seemingly, we have gone a long way in television since the end of the war and yet the surface has only been scratched. The problems mount as the industry grows and problems are best unsnarled when collective minds apply themselves to the task with resolute determination.

The TBA Television Clinic provides an excellent sounding board for the industry, and today's meeting should prove not only beneficial to individual broadcaster, but the industry as a whole.

What about the current "freeze" on new station grants? How can broadcasters find their way out of the maze of legal encumbrances which clutter their path? Is daytime television programming destined for great commercial success? What pitfalls should be avoided in managing a television station? What kind of advertising showmanship is necessary for television to build sales for sponsors? What about affiliation contracts, station representation and rate cards?

Answers to these questions may come out of today's Television Clinic. If all the answers cannot be resolved, at least a start has been made in the direction of finding them.

It is with a great deal of pride and pleasure that I welcome the television industry to New York for the TBA Television Clinic. I deeply appreciate the friendly co-operation and assistance which the management of Television Daily has rendered in making it possible to bring greetings to the industry through this special edition of its valued publication.

30 new members and today it numbers over 70 organizations—including every network in the U. S., many independent stations, agency groups, manufacturers, film producing companies, film manufacturing companies, the nation's largest communications organizations and others.

First president of TBA was Dr. Allen B. Du Mont, who served until 1945. Since then J. R. Poppele, vice-president, secretary and chief engineer of the Bamberger Broadcasting Service, has headed the organization. The writer has been secretary and treasurer of the Association since its inception.

The purposes which the founders enunciated when the Association was incorporated have more than been met in the past five years, i.e., "to foster and promote the development of the art of television broadcasting; to protect its members in every lawful and proper manner; to foster, encourage and promote laws, rules, regulations, customs and practices which will be in the best interests of the public."

TBA has not only won the respect of the industry, but the Federal Communications Commission, as well. Today the Association is the official spokesman for the industry before the FCC and other governmental agencies. Directors of TBA,

Wrigley To Sponsor Xmas Party On CBS-TV Dec. 25

CBS and the William Wrigley, Jr. Co. will be hosts at a Christmas Day party for 1,000 orphans and needy children which will be broadcast over the network from the 71st Regiment Armory, New York, Dec. 25, Noon-1:00 p.m. Festivities will include sleighbells, whistles and trains, Santa Claus, gifts, a circus parade with band, animals, clowns and circus acts. Paul Feigay is producing the party broadcast for CBS-TV.

Milwaukee Sets Increase

Milwaukee—Number of television sets in the Milwaukee area has jumped to 11,295 as of Dec. 1 according to latest check with dealers and distributors by WMLJ-TV. Figures show an increase of 2,042 sets during November.

in addition to Mr. Poppele, include Noran E. Kerst, NBC; Lawrence W. Lowman, CBS; Robert E. Kintner, ABC; G. Emerson Markham, G.E.; Paul Raibourn, Paramount Pictures; Dr. Du Mont; C. W. Mason, KFI, and George M. Burbach, KSD-TV.

TV Reception Good 9 Years Ago Today

An epochal event in the history of television, that of one speaker addressing audiences in three different cities simultaneously, occurred nine years ago December 8.

In Schenectady, on that date, when television was still in its experimental stage, three of the top executives of Rotary, including Paul Harris, the founder, sat before the single studio camera General Electric had in its small congested studio, and their addresses with their pictures were transmitted by radio to Rotary meetings in Albany, Troy and Schenectady. Reception was remarkably good despite the fact the studio was lighted by less than a half dozen ordinary floodlights. Banks of incandescent or ceiling lights were unthought of in those days.

Pioneers Listed

With Paul Harris in this pioneer television achievement were Walter Head, then president of Rotary International; C. R. Perry, international secretary; Leland D. Case, editor of "The Rotarian"; and Carl W. Snyder, Schenectady Rotarian who worked with General Electric in arranging the telecast.

Make-up was an essential part of every telecast nine years ago and every person who appeared before the television camera first subjected himself to a face make-up of yellow powder. If he wore a starched white collar it received the same treatment, in fact nothing white was good for best results, according to the technicians.

Receivers were not too plentiful in those days and it was with difficulty that two were secured for installation in the hotel ballrooms in the three cities, where audiences of 150 or more Rotarians enjoyed the program.

Got Lots of Publicity

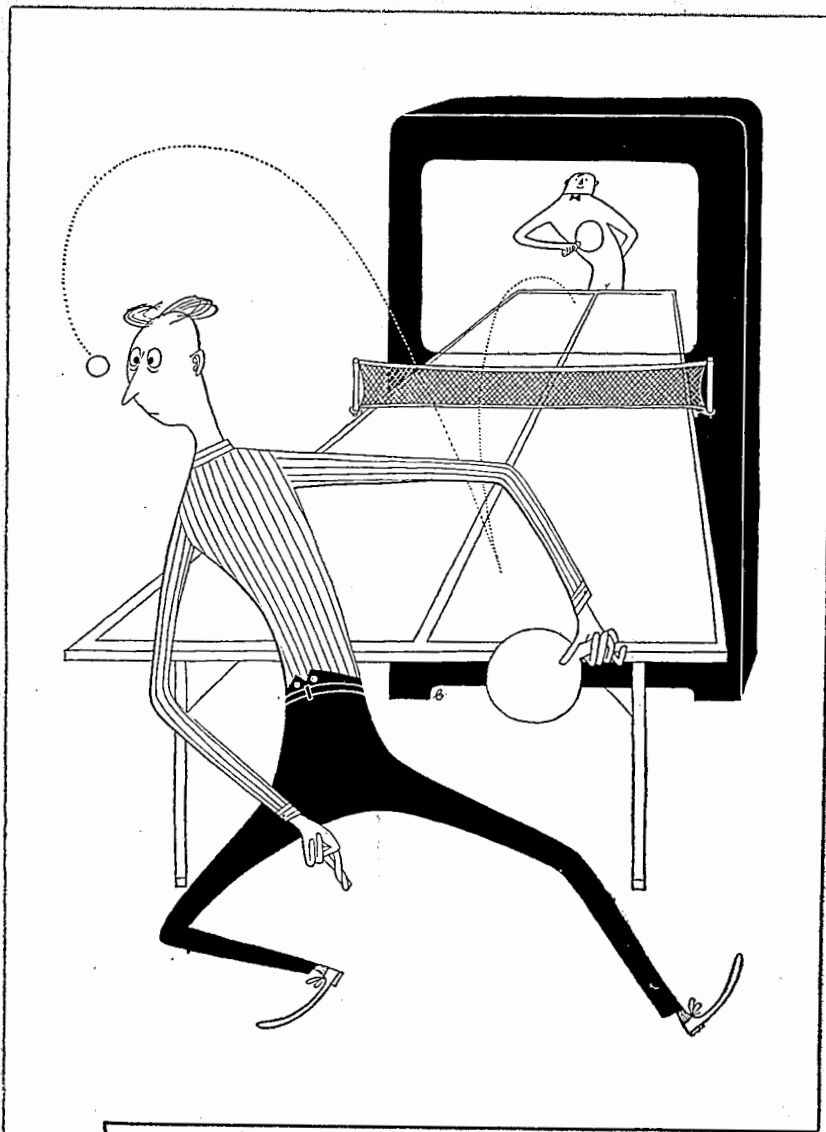
The telecast was given wide publicity in newspapers and magazines at the time, the event being heralded as one of the many wonders which would come with the development of the art.

In nine short years television has advanced so rapidly that one scarcely pays more than passing attention when a speaker is heard and seen simultaneously by thousands in a half dozen cities.

College Basketball Set For First WATV Sports

WATV, Newark outlet which has been programming feature films almost exclusively since it went on the air last year, will inaugurate its first regular sports series this month. Station will scan basketball games of Seton Hall College and Rutgers University.

Total of 13 games will be carried, with the first scheduled for Dec. 15. George Green will produce with Fred Sayles handling play-by-play.



Sure, Television's amazing

-and it's practical, too!

(TO SEE HOW PRACTICAL, SEE NEXT PAGE)

You're missing the ball
in Television if you
don't realize how well
it's paying off today.

For example: the cost
of audiences actually
delivered by a full-hour
CBS-TV program is
12% lower than the
cost of reaching people
through the average
full-page newspaper
advertisement.

And more important,
you also get Television's
unequaled impact
as a sales medium.

CBS-TV



NOW OPERATING IN 17 MAJOR MARKETS

ADVANCE REGISTRATION FOR CLINIC

Official advance registration of today's Television Broadcasters Association clinic was released last night by Will Baltin, secretary of TBA. Those registered follows:

A
Armstrong, Terry, Sales Management, New York; Austrian, Ralph, New York; Alber, David O., DuMont Television, New York; Altman, Frederic L., WAAM, Baltimore.

B
Bacher, Anne, N. W. Ayer, New York; Baker, George M. K., Radio Corp. of Am., Princeton, N. J.; Bartlett, Betty, Robert F. Branch, Inc., New York; Bartlett, Kenneth, Syracuse University, Syracuse, N. Y.; Batson, Chas. A., NAB, Washington; Beville, Hugh M., Jr., NBC, New York; Burke, Frank, RADIO DAILY, New York; Brett, G. W., The Katz Agency, New York; Brewster, Robert, Station WOR, New York; Brown, Thad, Roberts & Melms, Washington; Brown R. J., Jr., General Electric, Syracuse, N. Y.; Bryan, J. M., Jefferson Broadcasting Co., Charlotte, N. C.; Burbach, Geo. M., Radio Station KSD, St. Louis, Mo.; Bendick, Robert, CBS, New York; Bingley, F. J., WOR, New York; Bragdon, E. L., RCA, New York; Burris, Charles, International News, New York; Bloomberg, Henry B., DuMont TV Network, New York; Brooks, Vernon R., WGN-TV, Chicago.

C
Crandall, George, CBS, New York; Clark, John C., Sr., Clark Associates, Inc., Binghamton, N. Y.; Clark, John C., Jr., Clark Associates, Inc., Binghamton; Cohn, Marcus, Cohn & Marks, Washington, D.C.; Coedel, Edward, The Katz Agency, New York City; Coleman, Merritt H., CBS, New York City; Chester, Edmund, CBS, New York City; Coe, R. L., WPIX, New York City; Crotty, Burke, ABC, New York City; Chamberlain, A. B., CBS, New York City; Cooper, Jack, Int'l News Service, New York City; Caddigan, James, DuMont TV Network, New York City; Conley, J. B., Westinghouse, Washington, D. C.; Cooley, Lee, McCann-Erickson Co., New York; Clothier, Howard, WEBR, Buffalo, N. Y.; Cole, Edward C., Yale University, New Haven.

D
Day, Douglas, Buchanan & Co., New York; Denman, Frank, Buchanan & Co., New York; Denny, Charles, NBC, New York; Denneholtz, D. H., The Katz Agency, New York; Dunn, Richard, N. W. Ayer & Son, Inc., New York; Danzig, Jerry, CBS, New York; DuMont, Dr. Allen B., DuMont TV, New York; Donahue, S., WPIX, New York; Dannenbaum, A. W., Jr., Philco, Philadelphia, Pa.; Damm, Walter J., The Journal Co., Milwaukee, Wis.

E
Ehrenreich, Daniel, WOR, New York City; Edouarde, William Doty, Badger, Browning & Hersey, New York City; Edwards, Kenneth, Eastman Kodak, Rochester, N. Y.

F
Fisher, Fred W., Westinghouse, New York; Forbes, William E., Young & Rubicam, New York; Ford, C. D., E. I. DuPont, Wilmington, Del.; Fusco, Michael C., WKAI, Inc., Rome, N. Y.; Freeman, O., WPIX, New York; Flynn, P. M., WPIX, New York; Foster, Michael J., CBS, New York.

G
Galnes, James, NBC, New York; Gehman, H. Nevin, Amos Parrish & Co., New York; Gilmore, Farrell, Buchanan & Co., New York; Gittinger, William C., CBS, New York; Grabhorn, Murray, ABC, New York; Gordon, Geo. H., Eastman Kodak Co., New York; Guildford, Rowland, DuMont, New York; Geyelin, Henry, DuMont, New York; Greg, Humbolt, DuMont, New York; Glesy, Don, DuMont, New York.

H
Hamilton, Donald C., WOR, New York; Hawks, Stanley, The Katz Agency, New York; Hodges, Wm. S., NBC, New York; Hoffmann, J. V., RCA, New York; Henkel, Fred H., C. E. Hooper, Inc., New York; Hoffman, Robert M., WOR, New York; Hooper, C. E., C. E. Hooper, Inc., New York; Hopkins, A. R., RCA Victor Division, Camden, N. J.; Horstman, C. F., RKO Theaters, New York; Hunt, C. J., Stromberg-Carlson Co., Rochester, N. Y.; Hole, Leonard H., DuMont, New York; Hyndman, John S. K., DuMont, New York; Hyndman, D. E., Eastman Kodak, New York; Howard, T., WPIX, New York; Harkins, P. B., Hamberger, New York City; Harmon, Ralph, Westinghouse Elec., Washington, D. C.;

Hurwitz, Leo, William Morris Agency, New York City.

J
Jahneke, Ernest Lee, ABC, New York; Jett, E. K., The A. S. Abell Co., Baltimore, Md.; Johnstone, G. M., NAM, New York City.

K
Kahn, Irving B., 20th Century-Fox, New York City; Kahlhelm, Harry, Wm. Morris Agency, New York City; Kallet, Myron J., WKAI, Inc., Rome, N. Y.; Kearney, Dan, The Katz Agency, New York City; Kunkel, Fred H., C. E. Hooper, Inc., New York City;

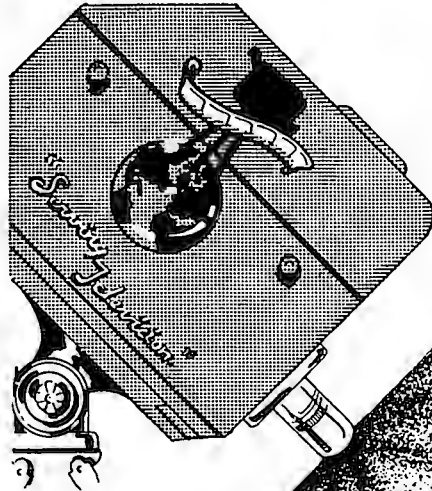
Kopf, Harry, NBC, New York City; Kinner, Robert E., ABC, New York; Kerast, Noran E., NBC, New York; Kane, James, CBS, New York; Kenway, Ivor, ABC, New York; Kellett, Donald S., WFIL-TV, Philadelphia, Pa.; Knight, Norman, MBS, New York; Kirsch, Marilyn, RADIO DAILY, New York; King, Cy., WEBR, Inc., Buffalo, N. Y.

L
Larson, G. Bennett, WGAU-TV, Philadelphia; Levates, Peter, 20th Century-Fox, New York City; Livingston, Norman, WOR, New York City; Lyon, Don W., Syracuse

University, Syracuse, N. Y.; Lawman, Lawrence W., CBS, New York; Laveman, E. B., Philco, Philadelphia, Pa.; Lodge, William B., CBS, New York; Lubeke, Harry, Don Leo, Hollywood, Calif.; Lucan, Clyde, WTVV, Miami, Fla.; Lowry, Mortimer W., DuMont, New York; Lamb, Edward, WTVN, Columbus, Ohio; Lockwood, Henry B., WOR, New York.

M
McClure, Dan, N. W. Ayer & Son, Inc., New York City; McConnell, James V., NBC, New York City; McDaniell, Glen, RCA, New York City.

(Continued on Page 14)



for your... TELEVISION PROGRAMING

Film Equities Now serves 95% of all TV stations with daily film programs.

Our sponsors include: General Foods, Leaf Mint Gum, Fischer Baking Co., Philco Dealers, and the R.C.A. Victor Distributors and many others.

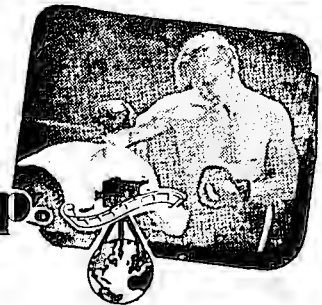
With two years experience in TV film programing Film Equities serves you with the largest library of TV films in the industry.

IRVIN SHAPIRO, President JAY WILLIAMS, TV Director

Film Equities Corp.

1600 BROADWAY, NEW YORK 19, N. Y.

Tel. Circle 7-5850 - 1-2-3-4



Registration

(Continued from Page 13)

York City; McLean, James D., Philco Corp., Philadelphia, Pa.; McMurray, Maurice, C. E. Hooper, Inc., New York City; McCrossin, Edward J., DuMont, New York City; McFarland, F. R., Am. Tel. & Tel., New York City.

— M —

Mac Neilly, Wm. T., WKAL, Inc., Rome, N. Y.; Manilla, James N., Robert F. Branch, Inc., New York City; Mason, Curtis W., Earle C. Anthony, Inc., Los Angeles, Calif.; Mastin, Cecil, Clark Associates, Inc., Binghamton, N. Y.; Margraf, Gustav, NBC, New York; Mitchell, John, Balaban & Katz, Chicago, Ill.; Moreland, Wallace S., Rutgers University, New Brunswick, N. J.; Mullinix, H. B., Editor & Publisher, New York City; Murdoch, D. Lennox, Station KSL, Salt Lake City, Utah; Moskovics, George, CBS, New York; Markham, G. Emerson, Gen'l Electric Co., Schenectady, N. Y.; Mowrey, Paul, ABC, New York; Mills, M. A., New York Telephone Co., New York; Meighan, Howard, CBS, New York; Murphy, Adrian, CBS, New York; Moore, Richard, ABC, New York; Marx, Frank, ABC, New York; Marx, Ernest A., DuMont, New York; Morris, William, William Morris Agency, New York; Murray, William, William Morris Agency, New York.

— N —

Nelson, August A., A.A.A.A., New York; Nichols, Phillip, RKO Theaters, Inc., New York.

— O —

O'Brien, J. M., New York Telephone Co., New York; Olson, Victor E., DuMont, New York.

— P —

Poppele, J. R., WOR, New York; Preisman, Albert, Capitol Inst., Washington D. C.; Pollak, J. S., WPIX, New York; Pett, Louis, DuMont TV Network, New York.

— R —

Roberts, William, Roberts & McInis, Washington, D. C.; Reude, Walter, Jr., Walter Reade Theaters, New York; Reid, Robert H., Int'l News Service, New York; Reinsch, J. Leonard, WSB-TV, Atlanta, Ga.; Rietzke, E. H., Capitol Inst., Washington, D. C.; Rogers, L. L., Clark Associates, Inc., Binghamton, N. Y.; Rubenstone, James L., Trans-Am. Television Corp., Philadelphia, Pa.; Raibourn, Paul, Paramount Pictures, New York; Ream, Joseph H., CBS, New York; Redmond, Richard, CBS, New York; Robinson, Hubbell, CBS, New York; Rosten, Irwin, TELEVISION DAILY, N. Y.; Rawls, Richard, ABC, New York; Rivers, Wm. H., Eastman Kodak Co., New York; Ruitweh, Lee, Wometco Theaters, New York; Rietzke, E. H., Jr., Capitol Radio Inst., Washington, D. C.; Rowan, B. J., Gen'l Elec. Co., Schenectady, N. Y.; Rorabaugh, N. C., N. C. Rorabaugh Co., New York City.

— S —

Salk, Robert, The Katz Agency, New York; Sharp, Ivor, Station KSL, Salt Lake City, Utah; Sheehan, John, Buchanan & Co., Camden, N. J.; Simon, Robert, WOR, New York City; Smith, Carleton, NBC, New York City; Smith, T. A., RCA-Victor, Camden, N. J.; Streibert, Theodore, WOR, New York City; Swartley, W. C., Westinghouse, Boston, Mass.; Stimson, Boudnot, ABC, New York; Stasheff, E., WPIX, New York; Sloat, W., WPIX, New York; Sullivan, B. O., WPIX, New York; Stronach, Alex, Jr., ABC, New York; Strieby, M. E., American Tel. & Tel., New York; Steffy, Geo. W., Yankee Network, Boston, Mass.; Stewart, Donald, DuMont, New York; Steek, Jack J., WFIL-TV, Philadelphia, Pa.; Steen, John, Westinghouse Elec., Washington, D. C.; Seward, James, CBS, New York; Stanton, Frank, CBS, New York; Sutton, David, CBS, New York.

— T —

Trainer, M. A., RCA-Victor, Camden, N. J.; Taylor, Davidson, CBS, New York; Tooke, R. V., Philco, Philadelphia, Pa.; Thompson, B. Wade, DuMont, New York; Tharpe, James, DuMont, New York; Taylor, Herbert E., DuMont, New York; Thrower, Fred, ABC, New York.

— V —

Van Dusen, C. E., New York Telephone Co., New York; Van Yollenburg, Joseph, CBS, New York; Venn, Robert G., WTCV, Miami, Fla.

— W —

Walker, Larry, Jefferson B'casting Co.,

TV Clinic Agenda

- 9:30 a.m.—Registration for Clinic and Luncheon (Until 1 p.m.) Silver Corridor.
- 9:45 a.m.—Display of 1949 Television Receivers by manufacturers affiliated with the Television Broadcasters Association, Inc. Jade Room. (Special televised programs until 11 a.m.).
- 10:00 a.m.—Annual Meeting of Members of the Television Broadcasters Association, Inc. (Open only to official representatives of TBA members.) Astor Gallery.
- 11:00 a.m.—TBA Television Clinic. Mr. E. P. H. James, Mutual Broadcasting System, presiding. Jade Room.
1. Panel Session: "Selling Television Time." Participants: George Moskovics, manager, CBS Television Sales Development; Klaus Landsberg, west coast director, Paramount Television Productions, station KTLA; Eugene Katz, Katz Agency; Doty Edouarde, radio-television buyer, Badger, Browning & Hersey.
 2. "Television Advertising Showmanship," Mr. Myron Kirk, radio and television director for the Kudner Agency.
- 12:45 p.m.—Recess of TBA Television Clinic.
- 1:00 p.m.—Annual TBA Luncheon: J. R. Poppele, president, toastmaster. Astor Gallery.
Guest Speaker: Mr. Wayne Coy, chairman, Federal Communications Commission. Program of Entertainment.
- 2:45 p.m.—Reorganization Meeting, Board of Directors, Television Broadcasters Association, Inc. Astor Gallery.
- 2:45 p.m.—TBA Television Clinic. (Afternoon Session) Jade Room.
1. "Legal Problems of Television," Robert P. Myers, assistant general attorney, National Broadcasting Company.
 2. "Television Station Reception Problems," Robert L. Coe, vice-president and station manager, WPIX.
 3. "Television Station Management Do's and Don'ts," George M. Burbach, manager, KSD-TV.
 4. "Finding the Facts for Television Selling," Hugh M. Beville, director of research, National Broadcasting Company.
 5. "Report on DuMont's Daytime Television Development," Leonard H. Hole, general manager, station WABD.
- 5:30 p.m.—Adjournment.

TV Pickup Aids Gate, Rodeo Promoter Says

Minneapolis—Saintpaulities, Inc. reports that tele via KSTP-TV "was instrumental in building a large amount of patronage" for the recent World's Championship Rodeo held in St. Paul. In a letter to Stanley E. Hubbard, president and general manager of KSTP, Walter A. Van Camp, managing director of Saintpaulities said, "I have just completed rechecking all of the figures on the recent World's Championship Rodeo. You will recall that the Rodeo was held at the St. Paul Auditorium for a period of ten days and also that you televised the opening Friday night performance. The figures indicate that the television show was instrumental in building a large amount of patronage."

Charlotte, N. C.; Wheeler, Edwin K., The Detroit News, Detroit, Mich.; Whitman, W. F., RKO Theaters, Inc., New York City; Woolley, Easton C., NBC, New York City; Wild, A. F., General Electric, Syracuse, N. Y.; White, H. Edward, Eastman Kodak Co., New York; Wolfson, Mitchell, Wometco Theaters, Miami, Fla.; Witting, C. J., DuMont TV Network, New York; Welpott, R. W., WRGB, Schenectady, N. Y.

— Y —
Young, Frank, WPIX, New York.

— Z —
Zink, A. G., WRGB, Schenectady, N. Y.

New Memphis Sta. To Open Saturday

(Continued from Page 5)
television station in the State of Tennessee. Studios have been built in the historic Goodwyn Institute Building in downtown Memphis. RCA equipment has been installed, a 750 foot antenna which is 950 feet above sea level has been erected. The station will formally make its debut at 6:30 p.m. with a film tour of the entire facilities of the television station. E. C. Frase, Jr. Chief Engineer of the station, will conduct the tour. There will be a visit from Santa Claus, a variety hour including cooking, games, hillbillies—which are so popular in this part of the country, film on hunting and fishing. There will be the Philco-Collier All-American Football Selections for 1948, an interview program titled "Memphis, Mid-South Today and Tomorrow," a cartoon, PIX Newsreel and an hour and ten minute Mystery Theater called "The Black Doll." Henry W. Slavick, general manager of WMCT, has signed a contract with NBC affiliates and contracts with CBS and DuMont. The station will operate six nights a week from 7 to 10 p.m. with the off night on Thursdays.

TBA Membership

Members of TBA as of December 1 are as follows:

ACTIVE
Earle C. Anthony, Inc.; Bamberger Broadcasting Service; Crosley Corporation; Allen B. Du Mont Laboratories, Inc.; General Electric Company; National Broadcasting Company, New York; National Broadcasting Company, Washington; National Broadcasting Company, Chicago; Philco Corporation; WGN, Inc.; Balaban & Katz, Inc.; Farnsworth Television & Radio; RCA Victor Division of RCA; Bremer Broadcasting Corp.; Jefferson Standard Broadcasting Co.; Dallas Morning News; Paramount Television Productions, Inc.; Pulitzer Publishing Co.; Columbia Broadcasting System; American Broadcasting Co.; Detroit News; Havens & Martin; Maison Blanche Co.; New York Daily News; Milwaukee Journal; Baltimore Sun; Radio-Television of Baltimore; Associated Broadcasters, Inc.; Hearst Radio, Inc.; Kansas City Star Company; Station WDSU-TV; Atlanta Journal Company; Houston Post Company; WKAL, Inc.

AFFILIATE
American Telephone & Telegraph Co.; E. I. du Pont de Nemours & Co.; Twentieth Century Fox Film Corp.; Buchanan & Co.; Cecil B. De Mille, Inc.; William Morris Agency; North American Phillips Co.; General Electric Company; RKO Television Corp.; Western Electric Co.; American Television Laboratories; Federal Telephone & Radio Corp.; The Rauland Corporation; Intra-Video Corp.; Westinghouse Electric Corp.; Eastman Kodak Company; Belmont Electric Company; Stromberg-Carlson Company; McCann-Erickson, Inc.; Foote, Cone & Belding; Mutual Broadcasting System; International News Service; The Katz Agency; Marsehalk & Pratt; C. E. Hooper, Inc.

EDUCATIONAL
Western Reserve University; New York Tech. Inst. of N. J.; Television Workshop; Central Radio & Television; Yale University; Capitol Radio Engineering Institute; Rutgers University; Syracuse University; National Radio Institute.

Movie Execs. Announce New TV Production Co.

(Continued from Page 5)
leasing Organization; Charles L. Casanave, veepee of Motion Picture Sales Corp., and former National Screen Service veepee; R. M. Savini, founder and president of Astor Pictures; Paul White, former European general manager for SRO, and currently president of Paul White Productions; Newman Lawler, of the law firm of O'Brien, Driscoll, Raftery and Lawler.

Levey will be exec veepee in charge of production; Casanave, veepee and treasurer; Lawler, secretary and legal advisor; Agnew, veepee; Savini, veepee and assistant treasurer, and White, veepee and assistant to the president.

According to the announcement, production has been going on in New York for some time, and negotiations for studio facilities in Hollywood are under way. In addition, the firm plans production in London, Rome and Paris.

Pro Grid Playoffs Sponsored On ABC-TV

(Continued from Page 5)
play for radio and video, with Harold "Red" Grange handling color. Agencies are Knox-Reeves, for GM, and Ewell & Thurber for Wilson.

Playoff contest in Chicago on the 12th will be carried by the ABC mid-western network, with Pabst Sales Co. picking up the tab. Feed will originate with WGN-TV.

TELE TOPICS

A ARTHUR GODFREY'S TALENT "SCOUTS" made its long-awaited debut on television Monday night, and because it was hamstrung by the AM duplication, fell flat on its face. There was absolutely no attempt at visual production, and not even Godfrey's wonderful personality could save the stanza from appearing amateurish. As seen on video it was just another radio program with a few cameras thrown in, and such treatment does not make good visual entertainment. . . . The entire program got off to a bad start when the opening studio shot showed the theater audience and stage, with the announcer frantically waving his hands for applause, Godfrey, wearing earphones, sat behind a desk throughout the half-hour and read his lines from a script. This immediately killed any chance for projecting informality and spontaneity. Of the four acts, only one—impressionist Elizabeth Talbot Martin—justified the visual treatment, and Godfrey himself made full use of the cameras only in a brief ogling bit with a tall, blonde "scout." . . . Commercials were read by Godfrey without visual implementation, except for a closing plug via film. At one point in a commercial, he held up his script and completely covered his face for what seemed to be a considerable stretch of time.

THE ECONOMIC ADVANTAGES inherent in duplication of a radio show on tele are considerable. (Video costs of "Talent Scouts" are said to be only \$1,500 over AM charges.) However, the monetary factor is the only one in favor of such an arrangement. As forms of entertainment and enlightenment, radio and television are totally disparate. Until those in the radio business who happen to control the production and transmission of TV programs recognize this obvious fact and abide by its implications, visual showmanship is bound to suffer. . . . To get back to the Godfrey show, the video version can be vastly improved, even if it must continue to observe radio's limitations. Elimination of the script and floor mikes would be a good starting point, and movement by Mr. G. also would help. . . . The show's biggest problem, however, will be in the talent field, with only singers, instrumentalists, voice impersonators and gagsters available. Comics, dancers, magicians and all others who must be seen cannot be used.

ATTENTION TBA: Try to be near a receiver between 12:30 and 1 p.m. today to catch the special show which will be aired by WPIX in your honor. Station camera crews will be in front of the Waldorf at 9:45 a.m. to film the arrival of TBA celebs and the clips will be scanned at 12:35. How's that for service? . . . Bing Crosby will make an appearance on the "Philco Playhouse" Dec. 19 to congratulate Dennis King on his performance as "Scrooge" in the Dickens classic, "A Christmas Carol." Accompanied by the Bob Mitchell Boys Choir, Bing will sing "Silent Night." P. S. It will all be on film. . . . "Ford Theater" has been renewed on CBS through March, and effective immediately, the kinescope recording of the show will be dropped to give the stanza

Picture Of The Week



Genevieve Rowe, featured artist with Joe Howard's Gay Nineties Revue heard and seen on WJZ-TV, extended greetings to the early registrants yesterday with her TBA welcome sign. Miss Rowe will be among the ABC entertainers at the luncheon today.

Top Ten TV News Stories

Reprinted below are the top ten video news stories of the past year, compiled especially for this issue of Television Daily by the news chiefs of the four networks.

Thomas Velotta, ABC

- Election Coverage
- Philadelphia Conventions
- Metropolitan Opera Opening
- Hiss-Chambers Hearings
- World's Series
- Truman's Return to Washington
- Special Session of Congress
- Louis-Walcott Fight
- Kosenkina Case
- UN Coverage

Edmund Chester, CBS

- Election Coverage
- Truman's Return To Washington
- Philadelphia Conventions
- Winter Olympics
- UN Paris Meetings
- Special Sesson of Congress
- World's Series
- Fighting In Palestine
- UN-American Activities Committee Hearings
- N. Y. Herald-Tribune Forum

James Caddigan, DuPont

- Election Coverage
- Republican Convention
- Democratic Convention
- Progressive Convention
- Truman's Return To Washington
- N. Y. Blizzard, December, 1947
- Return of War Dead
- Un-American Activities Committee Hearings
- Easter Parade
- Kosenkina Case

Adolph Schneider, NBC

- Election Coverage
- Berlin Situation—Air Lift
- Republican Convention
- Democratic Convention
- Palestine Situation
- Spy Probes
- Operation of ECA
- Birth of Princess Elizabeth's Baby
- Death of Babe Ruth
- 1948 Olympics

wider choice of material. Too many plays the show wanted had film restrictions. . . . Non-interconnected affiliation contract with WDSU-TV was announced yesterday by NBC. New Orleans station begins commercial operation Dec. 18.

Props For TV Shows Offered By New Firm

VIP Television Property Service, reported to be the first operation of its kind set up entirely for TV, has been formed in New York to supply stations and agencies with any props needed for studio programs. The business, which will also be operating in Hollywood within a few weeks, is headed by William Murphy, owner of VIP Service, Inc.

Now Stocking Up

Murphy has acquired a warehouse in New York and is stocking it with thousands of dollars worth of props that programming departments of TV stations may need from time to time. Cost of the service to clients is based on 15 per cent per week of the retail value of props used.

Murphy said he feels there is a definite need for such a service since in looking into the possibilities he found there is no central source where TV broadcasters can obtain any and all props required by programs. The VIP chief has just returned from Hollywood where he made preliminary plans for putting the service into operation there.

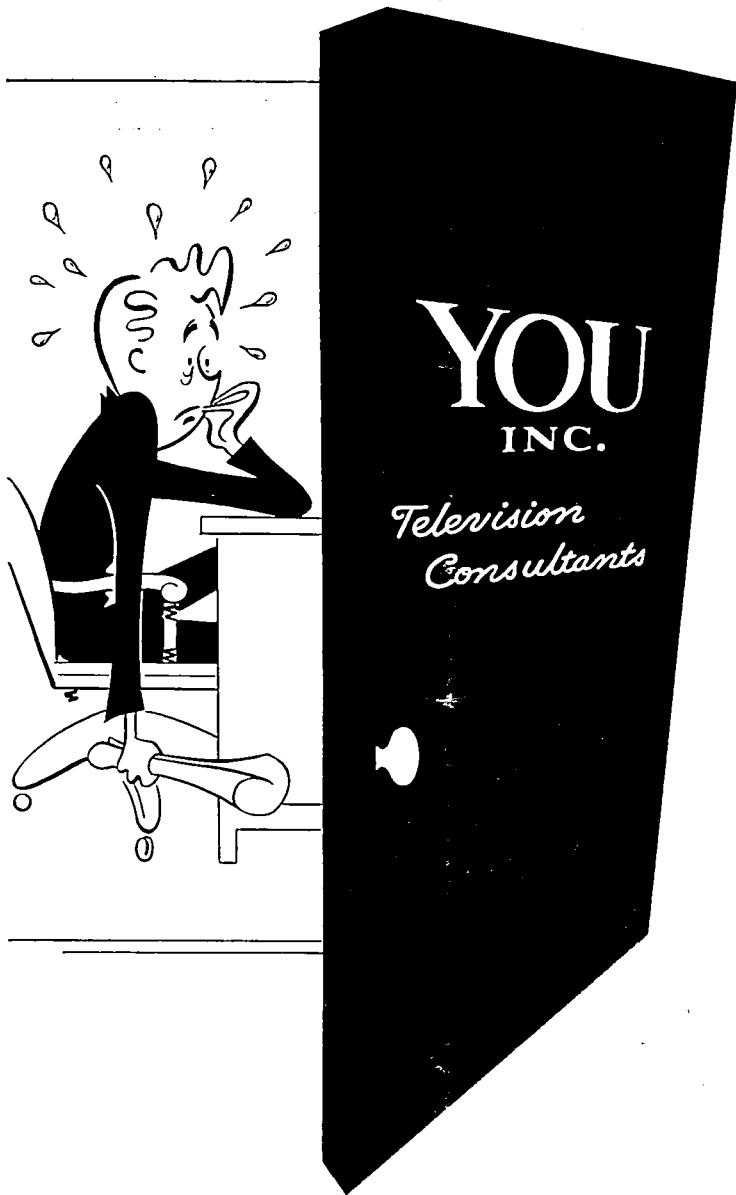
Zenith Buys Rauland, Tube Manufacturers

Following within a few days of the introduction to the public of the new Zenith television receivers, comes the announcement that Zenith Radio Corp. has purchased the Rauland Corp., manufacturers of cathode ray tubes for television pictures. In a joint statement, just released, the presidents of the two firms revealed that the business of the Rauland Corp. will continue with its present personnel, excepting for such additional employees as may be needed to handle a substantially increased picture tube production. E. N. Rauland will remain as president and director of the firm, which will operate as a wholly-owned subsidiary of the Zenith organization.

Warning Lights

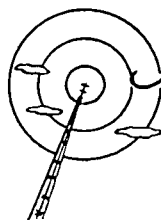
Because 10 speakers are being crowded into a one-day session, E. P. H. James of Mutual, chairman of the TBA Television Clinic, with the co-operation of J. R. Popple and WOR engineers, has rigged up a special device to make certain each speaker does not over-reach the limit of his time on the floor.

An electronic device will begin blinking a red light the moment any speaker exceeds the time allotted to him. A secondary warning—a loud bell—may also be employed if the red light doesn't bring the speaker to a halt.



Sure you can be a consultant! Just hire top-flight market analysts, salesmen, cost accountants, talent scouts and electrical engineers. Then put 'em to work in the key cities of the United States and Canada for five or ten years. That's the way *we*

acquired our television "know how"! But the easier way—and the vastly cheaper way—to get the TV facts and figures you need is to consult us. Serving America's television stations, advertisers and advertising agencies is our business!



Adam J. Young Jr.
INCORPORATED

22 EAST 40th STREET • NEW YORK, N. Y.
RADIO & TELEVISION REPRESENTATIVES
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

PROMOTION

Uses BMB Figures

Radio sales promotion for air advertisers moved into the retail advertising media of newspapers last week when station WIP, Philadelphia's Mutual outlet, took a statistical sales story to potential advertisers in Pennsylvania's Berks County area, via The Reading Times.

Approaching the retail ad-reading merchant in the Reading circulation territory with the BMB (Broadcast Measurement Bureau) figures on listenership in Berks County, Ralph Minton, advertising & promotion director of WIP, tailored a two-column over 50 line display advertisement which read: "50,626 People In Berks County Listen Regularly to Station WIP, Philadelphia. Looks like a good buy for some progressive reading Advertiser!"

Minton admitted the approach to be experimental, but added pointedly that the advertisement was both audience promotion and a sales story directed to the yet untapped source of small business for which radio could do a fine sales job.

Reaches Students

After using all the promotion tools to publicize the national "Favorite Story Contest," KOIL decided to employ one that seemed unusual but with a good potential. For one week, spot announcements were scheduled, at the rate of two a day on campus radio station KOCU owned and operated by Omaha's oldest and largest university — Creighton University. The announcements were heard by all of the student body in study halls, dormitories, and other buildings. And listenership proved very high by evidence of the response for contest blanks mentioned.

Display Piece

Bill Lamar, merchandising and promotion manager for KTSA, San Antonio, is utilizing two color 9x12 posters which fit on the backs of the cash registers and are being placed in the 21 Sommers Drug Stores all over the city, to publicize the Sommers sponsorship of "Sport-lights" with Harold Scherwitz, a Saturday afternoon roundup of sports news. Posters call attention to the program, station time and outlet.

Wallen Replaces Swezey On Directorate Of BMI

(Continued from Page 1) the BMI board Robert D. Swezey, MBS official, who recently resigned from the network.

Wallen before joining Mutual five years ago was for many years an executive of Federal Telephone and Radio Company.

At the same time the BMI board elected Charles E. Lawrence to the post of assistant treasurer. Lawrence previously held the title of office manager.

Pres. Truman Praises Radio For Highway Safety Series

(Continued from Page 1)

other public information media has been a vital factor in the success of the Action Program developed by the Highway Safety Conference which I called in 1946. Through intensive application of this safety plan in the states and cities during the past two years, a substantial reduction in the traffic toll has been recorded.

"The problem now, in the face of increasing traffic volumes and greater accident exposure, is to maintain and extend our gains. This can be done only by stimulating public interest in furthering the Action Program, and a large share of the task necessarily falls to radio.

"It is my hope, therefore, that every network and station will participate in the Alfred P. Sloan Radio Awards, thereby testifying to a truly comprehensive effort on the part of the industry in this important field of public service."

A descriptive brochure on the award program was recently distributed to network and station executives, and the Foundation reported that the enthusiastic response indicates a large number of entries from all over the country.

Five of the Sloan Radio Awards are being offered for commercial and five for sustaining programs. Local, regional and clear channel stations and regional and national

networks are eligible. In the case of commercial programs, the sponsor will also be honored with a special citation.

Basis for judging the entries will be content of the programs, ingenuity and showmanship, as well as continuity and follow-through during the year. The degree of co-operation with public officials and civic groups in state and local traffic safety campaigns will receive due consideration.

The Foundation called special attention to the fact that spot announcements and other safety features broadcast under the Advertising Council allocation plan may definitely be entered for the awards.

Entry Instructions Given

Entries should be submitted in the form of statements of approximately 1,000 words. Should the judges require additional supporting materials after preliminary screening of entries, they may request sample transcriptions or scripts.

Mr. Sloan has named the Automotive Safety Foundation, 700 Hill Building, Washington 6, D. C., as administrator of the award program. All entries should be sent direct to the Automotive Safety Foundation before March 1, 1949, the closing date.

Seth Appointed Director Of Muzak Adv. Dept.

(Continued from Page 1)

pany's new advertising and promotion division.

In his new post, Seth will administer and supervise all advertising and promotion activities for the various Muzak divisions, Wired Music Division, Associated Program Service, Transcription Division and the Elizabethtown Corporation, Muzak's record plant in Kentucky.

Seth resigned from NBC after four years with the company. Prior to his connection with NBC spot sales, he was advertising and promotion director of the NBC Radio-Recording Division, and responsible for many innovations in the promotion of transcribed programs.

A graduate of the University of North Carolina, Seth is a member of the Chi Psi National Fraternity.

Collingwood Will Cover White House For CBS

(Continued from Page 1)

with other CBS staffers. Collingwood's current assignment is chief CBS correspondent on the Pacific Coast. He joined CBS in 1941 and reported the entire African campaign from shortly after the Allied landings to victory in North Africa and Sicily.

AGENCIES

LEHN AND FINK PRODUCTS CORPORATION has appointed McCann-Erickson to handle the advertising of all its products, including Hinds Honey and Almond Cream, Dorothy Gray Creams, Etiquet Deodorant, Lysol and Portrait Home Permanent in all countries of the western hemisphere with the exception of Canada and the United States, effective January 1st to July 1, 1949, depending on the market concerned.

POLLY GADE, previously home economist for the Nash Kelvinator Corporation, is now home economist and in charge of the testing kitchen for the Charles W. Hoyt Company, Inc., New York.

BLOCK DRUG CO. 1949 advertising campaign for Minipoo Dry Shampoo will be the biggest in the product's history. Orders are now being placed by the Minipoo agency, Harry B. Cohen Advertising Company of New York.

EMIL MOGUL CO., INC. has made known its appointment as advertising agency for M. Wile & Co., Buffalo, N. Y., manufacturers of Don Richards clothes for men. A budget of \$250,000 has been set for 1949.

1.1% Missing

Don't think your program on WBZ will reach every family in Massachusetts. After all, only 98.9 percent of them own radios. But you can't name a state with a higher percentage of radio-ownership. . . or a state in which any radio station gives more thorough coverage than WBZ-WBZA delivers in Massachusetts. Moreover, when you use WBZ-WBZA you also get intensive coverage of the five other New England states.

Details and availabilities from NBC Spot Sales.

**BOSTON
50,000 WATTS
NBC AFFILIATE**

WBZ



WESTINGHOUSE RADIO STATIONS Inc

KDKA • WOWO • KEX • KYW • WBZ • WBZA • WBZ-TV

National Representatives, NBC Spot Sales, except for KEX, for KEX, Free & Peters



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1001 ADDITIONAL
ITEMS OF INTEREST

Send me the **RADIO ANNUAL** and the next **260** issues of Radio Daily
(full year's subscription). I will pay you \$10 on receipt of bill.

U. S. and Canada, \$10 per year. Foreign, \$15 per year.

NAME

TITLE

COMPANY

STREET ADDRESS

CITY AND STATE

Address:
RADIO DAILY CORP.

Texas Baptists Seek Low Power FM Grants

(Continued from Page 1)

That 170 Texas Baptist churches want to operate low powered FM outlets for religious broadcasts. Twenty-three of the churches are in Dallas.

According to Reed the stations, costing not more than \$2,500 each, would operate in FM channel 88-92 megacycles with a power of 10 watts. They would cover a radius of only three to five miles.

Dr. Reed will show the FCC a copy of a resolution passed recently by the executive board of the convention which asks the changes sought by the 170 churches.

The FCC will also be asked by Dr. Reed to amend a conditional grant to KBUK-FM changing its ownership from the Buckner Orphans Home here to the Baptist General Convention of Texas.

According to the doctor, the Home is engaged in a varied program and is being kept too busy to continue with its radio project.

KBUK is one of eight high power FM outlets being promoted by the convention. The outlet would be the most powerful. It would have a minimum power of 85,000 watts and would be the key station of the proposed Baptist statewide FM network.

Demonstrate Radiovoter To Measure Audiences

(Continued from Page 1)

yesterday in New York by the National Electric Ballots, Inc. The device which makes it all possible is called a Hopkins Radiovoter, an attachment for radio and television receivers which is a continuation of the work begun by the late inventor, Dr. Nevil Monroe Hopkins.

An executive of National Electric Ballots, which has an exclusive license to the Hopkins voting patents, said the size of the listening audience can be measured automatically at any time without any action by the listener. And by pressing a button on the Radiovoter, listeners or viewers can vote on any question propounded.

What may be a new feature of the Hopkins electronic measurement plan, compared with other systems presented to date, is the cooperation required from electric light and power companies. It is over these lines that the Radiovoter device transmits its signal to a special recording meter located in a power station.

To check the audience, a station transmits a certain tone signal which is automatically picked up by the Hopkins Radiovoter. All sets tuned to that station automatically show up on the special recording meter.

For audience voting on any question, the listener is asked to express his "yes" or "no" opinion by pressing a button on his Radiovoter. The voting is done on signal from the station with the vote being per-

SOUTHWEST SIDELIGHTS

THE annual community Thanksgiving celebration held in Dallas each year at the Palace Theater was broadcast over WFAA, Dallas, in a special half hour broadcast. Tom C. Gooch presided. Heard on the program were Dwight Brown at the organ; invocation by Dr. Floyd Poe; songs by the Rotary Glee Club, directed by Hubert Kascynski, with Ligon Smith at the piano; addresses by Rev. Robert T. Tynan of Jesuit High School, Dr. David Lefkowitz, rabbi of Temple Emanu-El, and Dr. Thompson L. Shannon, pastor of the East Dallas Christian Church. Dr. Israel Weisfeld, rabbi of the Congregation Shearith Israel, gave the benediction.

Frank J. Sosolok, chief engineer of WTAW, College Station, since 1943, has been named station manager.

The Sanan Broadcasting Co., at San Antonio, has been granted a new standard broadcast outlet by the FCC to be built at an estimated cost of \$20,000. The outlet will operate full time with 250 watts on 1450 kilocycles. The license was issued with the condition that the local outlet not take to the air until such time as KRBC, Abilene, switches to 1470 kilocycles. The new outlet is composed of a partnership of a trio including Douglas Blair, account executive of KNUZ, Houston; Walter Colvin, KNUZ announcer and Carlton Wooddell, KNUZ engineer.

Marvin Broyles, program director for KCOR, San Antonio, has announced that a new daily half hour program has been scheduled on the outlet to be heard from 6 to 6:30 a.m. titled "American Folk Music." Program will be emceed by Charles Moss, local Trinity University student.

Construction is expected to be completed shortly after the first of the year of the new transmitter site for KTSA, San Antonio. Four new towers, each of which is 407 feet high are being erected. KTSA's FM transmitter is also being installed and will take to the air at that time. Bill Egerton, KTSA chief engineer, is in charge of construction and operation of the plant.

Bill Shomette, Farm and Ranch Director of WOAI, San Antonio, has returned after attending the National Association of Radio Farm Directors convention in Chicago. While in Chicago, Shomette also attended the National 4-H Club Congress

manently recorded on the power station recording meter.

It's not considered practical or economically feasible for an individual station or network to operate a system of Radiovoters. National Electric Ballots suggests that it best should be sponsored on an industry-wide basis. Ultimately, an NEB official said, it is hoped that radio manufacturers will build Radiovoters in all radio and television sets they turn out.

which convened there and made wire recordings of interviews with Texas delegates.

Gus Savage has joined the staff of KLEE, Houston, as program director. He succeeds Ken Bagwell who has been appointed program director for KLEE-TV.

Latest addition to the staff of WBAP, Fort Worth, is Bill McDrews, who joins the announcing staff.

Charles D. "Bud" Lutz, manager of KYFM, San Antonio, has been named to the recently appointed FMA newspaper committee. KYFM is owned and operated by the Express Publishing Co., publishers of the San Antonio Express and San Antonio Evening News.

A new standard broadcast outlet has been authorized by the FCC to the Kermit Broadcasting Co., at Kermit. The outlet will operate with 1,000 watts daytime hours on 610 kilocycles. G. H. Cook is sole owner and is operator of the Kermit Hotel. The estimated cost of the outlet is set at \$23,440.

Bob Knouse, KTSA, San Antonio, newscaster is the father of a boy, Steven Lee, born in San Antonio.

A new teen age show has made its debut over WFAA and WFAA-FM, Dallas, and will be heard thereafter each Saturday and will be known as the Roddy Packer Show. Aired is headed by 17-year-old Roddy Packer together with his sister Ronita and his brother Freddie, age 12 and six respectively. Program will include a script written by Roddy, novelty numbers by the three Packers and recorded selections.

Msgr. James M. Boyle will deliver a sermon on "Humanity" over KTSA, San Antonio, and the CBS network on Sunday Dec. 12 on the "Church of the Air." The broadcast will originate in the studios of KTSA and will also feature a mixed choir under the direction of the Rev. Lee B. Zimmerman.

Originating in the studios of WFAA, Dallas, and heard for a quarter hour Monday through Friday, the Texaco Star Reporter has presented more than one thousand programs, each one answering questions submitted by listeners. Program is carried by six other Texas stations in addition to WFAA. George Stevens is the Star Reporter while Norvel Slater is announcer.

Among Texas Radio Farm Editors attending the recent Chicago convention were Bill Shomette of WOAI and Hugh Muncy of KTSA, San Antonio; Layne Beaty, WBAP, Fort Worth; Murray Cox, WFAA, Dallas; George Roesner, KTRH, Houston and Andy Adams of Texas A & M, College Station.

Call letters of San Antonio's new standard broadcast station to be owned and operated by the Good Neighbor Broadcasting Co. will be KIIWW. Outlet will operate on 1540 kilocycles with 250 watts daytime only. Broadcasts will be in Spanish and English.

Adams Joins Denny As Assistant At NBC

(Continued from Page 1)

counsel of NBC, was named to the RCA Communications, Inc. post July 2, 1948. Before joining NBC, he was a member of the legal staff of the Federal Communications Commission in Washington, D. C. He became associated with the FCC in September, 1941, and in addition to his legal duties he was a member of the Cable and Radio Committees of the Board of War Communications.



ADAMS

During World War II, Adams served in the United States Army in an anti-aircraft battalion and in Military Intelligence, returning to the FCC Law Department in October 1945. He held successively the positions of assistant chief of the Common Carrier Division and Assistant to the General Counsel of the FCC. He has served as delegate or observer representing the United States at international telecommunications conferences in Moscow, London and Atlantic City.

Adams is a native of Buffalo, New York, where he practiced law from 1937 to 1941. He received his Bachelor of Arts degree from the University of Buffalo and was graduated from the University of Buffalo Law School in 1937.

Brito In Charity Drive

Singer Phil Brito will guest-star today on DuMont Television's "Birthday Party" program, 7:00 p.m. In addition to singing several songs, he will issue an appeal in conjunction with his campaign to raise funds for Christmas baskets for needy New Jersey families. The campaign will come to a climax on Sunday (12) during a special matinee appearance sponsored by the Phil Brito Foundation, at the Club Diana, Union, New Jersey.

Wedding Bells

Roberta Stanborough of ABC's public affairs department, has announced her engagement to Alistair P. Masson, associate editor of Guyer Publications, New York. Miss Stanborough, of Rosslyn Farms, Pa., a Pittsburgh suburb, and her fiancé, a former ensign in the Merchant Marine, from Larchmont, N. Y., plan a September wedding.

New Aid For Heart Drive

Peg Lynch and Alan Bunce, co-stars of ABC's "Ethel and Albert" series, have recorded a five-minute program in behalf of the 1949 campaign of the American Heart Association. The record will be aired over stations in 80 major markets. Peg Lynch authored the special five-minute plea.

NBC Announcers Get H. P. Davis Awards

(Continued from Page 1)

daily stints as an emcee, newscaster and general announcing at WGY, will receive a Gold Medal and a cash award of \$500. Each winner in the four station categories is presented with a special award of a suitably engraved signet ring while honorable mention winners get engraved certificates.

The other H. P. Davis award winners are as follows:

50,000 Watt Stations: Winner, Paul Shannon, KDKA, Pittsburgh; Honorable Mention, James Westover, KDKA.

Regional Stations: Winner, Dean Montgomery, KELO, Sioux Falls, S. D.; Honorable Mention, Bob Kay, WAVE, Louisville, Ky.

Local Stations: Winner, Irving Berndt, WRAK, Williamsport, Pa.; Honorable Mention, Ernie Kovacs, WTTM, Trenton, N. J.

NBC Owned and Operated: Winner, Norman Barry, WMAQ, Chicago; Honorable Mention, Starr Yeland, KOA, Denver.

Judges were prominent radio executives, headed by Erik Barnouw, script writer and head of the radio courses at Columbia University. Winners were selected from off-the-air recordings submitted by station managers of NBC affiliated and owned and operated stations. Each of the winners will be heard tonight, Wednesday, in a special program over NBC from 6:20-6:45 p.m., EST. Patrick J. Kelly, NBC supervisor of announcers, will be emcee and Mrs. H. P. Davis will make the presentation of awards.

The awards were established by Mrs. Davis in memory of her late husband who established KDKA. Awards were first given in 1933 as recognition of the Pittsburgh announcer with the best delivery. Competition was opened to all staff announcers of NBC stations in 1941.

Will Aid Logopedics Institute At Christmas

Fred Waring will direct a nationwide "sing along" Christmas Carol Festival on his program Tuesday, Dec. 21 (NBC, 10:00 a.m., EST).

The program will honor the Institute of Logopedics, of Wichita, Kan., for its work in aiding speech-defective children. The slogan for the program will be, "Put a Christmas carol into the hearts of the speechless."

Waring became interested in the work of the Institute during a visit to Wichita on his fall concert tour. Dr. Martin F. Palmer, founder and director of the organization, showed Waring how speech-defective children are aided in overcoming their handicap.

Waring will invite listeners during the first few weeks of December to send for a booklet containing the words of the carol which have been programmed for Dec. 21.

COAST-TO-COAST

First Year For WGIV

Charlotte, N. C.—A special hour program built around 1,000-watt WGIV will mark a year on the air December 15. Featured will be exclusives and firsts that WGIV has presented during its first year's activities. Spotted throughout the day will be recorded telegrams and congratulations from top-flight stars. After sign-off the complete staff, together with stockholders, will adjourn to a local supper club for a celebration dinner.

Named Chairman Awards NARND

Kansas City, Mo.—It has been announced by Soren Munkhof of WOW, Omaha, secretary of NARND, that KMBC-KFRM news director Erle Smith has been appointed chairman of the Awards Committee of the National Association of Radio News Directors.

Promoted to Ass't. Gen. Mgr.

Boston, Mass.—An announcement has been made to the effect that John R. Thornton has been promoted to the position of assistant general manager of WBMS, Boston's classical music outlet. In addition to his new duties Thornton will continue as program director of the station.

Documentary On WWDC

Washington, D. C.—A program presented under the auspices of the District of Columbia Health Service will be heard over WWDC Friday, December 17th, from 10:45 to 11:00 p.m. The program is titled "Ghosts of Yesterday" and is a documentary starring George Hicks. It will include interviews with actual hospital patients.

WISN Public Service Program

Milwaukee, Wisc.—Heard each Saturday afternoon at 1:00 p.m. is "Your Question, Please," WISN public service program, the purpose of which is to assist teen-agers in the solution of their problems. A panel of four high school members of the Junior Achievement movement in Milwaukee discuss the questions sent in by young people relating to home, school, social and vocational activities.

New Series On WLW

Cincinnati, Ohio—A series of 13 programs titled "Wealth of Years" will be aired over WLW. The presidents of seven colleges and universities in Ohio, West Virginia, Indiana and Kentucky will serve as board of selectors to nominate "teachers of wisdom" for participation on the program, which aims at the presentation of a college professor recognized as a teacher of people rather than subjects. The informal talks will be uninterrupted from introduction to close and the speaker will air the one principle or conclusion that he deems most important.

Celebrates 8th Anniversary

Augusta, Ga.—WGAC celebrated its eighth anniversary on December 1st. The station took to the air in 1940 with nine employees and 250 watts. Today there are over 50 employees, and the station broadcasts on 580 kc. and 5000 watts as an ABC affiliate.

KLZ Quartet Visits School

Denver, Colo.—"Three Sharps and a Natural" musical foursome headed by Art Gow, music director at KLZ, will entertain before Denver's South High School assembly. The entertainment quartet is heard on Saturday nights over KLZ and is sponsored by a local jewelry company.

New Program Director At WMID

Atlantic City, N. J.—The promotion of Milt Mitler, production manager of WMID, to program director has been announced. He joined the station in January of 1948 to handle production and promotion. He was formerly an assistant producer in one of Hollywood's major studios and his background includes stints at several stations in the south.

WPRO Sales Manager

Providence, R. I.—Kenneth M. Curto was recently promoted to the position of local sales manager of WPRO. He joined the station's announcing staff in 1939 and in 1942 entered the United States Navy. When discharged from the service he rejoined the WPRO announcing staff in January 1946.

WJLS Christmas Festival

Beckley, W. Va.—WJLS and WJLS-FM listeners will hear an array of radio luminaries when the Columbia network presents its seventh annual "Christmas Festival" from 4:00 to 6:00 p.m. on December 25th. Arthur Godfrey will serve as emcee and Gene Autry as host will introduce radio, stage and screen celebrities.

Birthday Party For WHAT

Philadelphia, Pa.—Ramon Bruce, WHAT's sepi disc jockey, celebrates his 25th birthday on December 13th and a birthday celebration will be presented at one of Philadelphia's leading nightclubs where Bruce will be awarded citations from leading record distributors, band leaders, vocalists. Count Basie will be guest of honor at the party and also in attendance will be many leading sepi artists and local talent.

Brandt Retires From Radio

Bill Brandt, who has conducted "Inside of Sports" every night over Mutual for many years, has retired from active work in radio and is devoting his time to writing and sports research. Joe Cummiskey, who was associated with Brandt, is handling the show alone. "Inside of Sports" is sponsored by Bayuk Cigars.

TIME BUYERS ARE PEOPLE, TOO!

DRAWN BY
BASIL WOLVERTON



ART GUELMAN

Barton A. Stebbins Advertising Agency... Los Angeles

It seems as if you've literally grown up in the advertising business, Art. For 21 years you've watched deadlines come and go... you've written reams of copy and watched over the production of thousands of ads. And you've found time to follow your favorite outside activity—helping young people get started in the advertising business. (During the war, Art, as a member of the 4-A's Southern California chapter, operated as a one-man clearing house for agency talent. More recently he served as chairman of the 4-A's Examination Plan.) As an AE you're well acquainted with the whys and wherefores of radio time buying. But we'd like to let you in on some recently released information that is typical of the KGW market area's potency. For example Oregon, with the nation's highest percentage of population growth since 1940, has an income market index of 17% above the national average; the number of Portland industries has doubled in the last decade and wages, earnings, production, retail sales and exports are riding the crest of prosperity. It's a market we're sure no time-buyer can afford to overlook.

KGW and KGW-FM
PORTLAND, OREGON

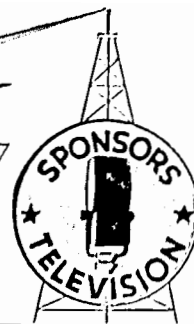
COMPLETE SCHEDULE
SIMULTANEOUS SERVICE

REPRESENTED NATIONALLY BY EDWARD PETRY & CO



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 45, NO. 47

NEW YORK, THURSDAY, DECEMBER 9, 1948

TEN CENTS

COY EXPLORES FUTURE OF TV BANDS

Tin Shortage Threat To Tele Production

RMA is worried about the shortage of tin which threatens heavy curtailment in production of television sets. This was revealed yesterday during the current RMA meeting in New York where execs discussed a plan for voluntary conservation of tin among their members.

One large manufacturer, it was said, is facing the desperate situation of not being able to meet TV orders unless his plants can get more tin, which now is under strict government allocation. It requires ten times as much tin to build tele-

(Continued on Page 3)

Staff Of 250 Planned For NBC Inaugural Cover

NBC plans to send a staff of more than 250 persons to Washington to cover the Presidential inauguration on January 20, William F. Brooks, the network's vice-president in charge of news and international relations, announced yesterday.

In addition to the AM network coverage, NBC midwest TV network will be linked with the East Coast video chain for coverage of the inauguration of President Harry S.

(Continued on Page 5)

Harris Will Continue With Benny On CBS

Rumors that Phil Harris would bow out of the Jack Benny show when it moves over to CBS, Sunday, Jan. 2, were put to rest yesterday with the announcement that Harris, with the rest of the Benny troupe,

(Continued on Page 3)

Feedback Frolic

Clyde Kittell and Rad Hall, as NBC announcer hosts, are slated to "pour tea" at the annual party of the Feedback Club at the Hotel Dorset in New York today. The NBC announcers club is an all vice-president membership with each of the mikemen carrying the V.P. title. Once a year these executives meet in social session.

Coy Comments On Capital Gains Comies

Taking cognizance of "capital gains comedians" in a facetious way, Chairman Wayne Coy of the FCC, referred to network rivalry for comedians during his talk before the TBA at the Waldorf Astoria Hotel yesterday.

Chairman Coy read a question: "Since the FCC regulates radio because of the scarcity of frequencies, don't you think the FCC should also take cognizance of the scarcity of these capital gains comedians and regulate them so that all broadcasters can get their full share of available comies?"

Coy's answer was as follows: "This is an interesting question. If the FCC did this, it would have to hold hearings to examine the qualifications of a broadcaster and to determine just how many laughs he is entitled to each week—also what type—guffaws, giggles, snickers, flitters, chuckles, grins or belly laughs. Fortunately this question is already becoming academic. I understand that one network—its name escapes me—is already solving the problem."

Lutherans Increase Radio-ET Budgets

Increasing its radio budget for live and transcribed programming from \$1,250,000 during the last fiscal year, the Lutheran Church will spend \$1,400,000 on radio time during the fiscal year which ends on May 30, 1949, it was announced by Arthur A. Kron, radio director of the

(Continued on Page 2)

FCC Chairman Tells TBA Conference That All VHF And UHF Problems Must Be Solved By Industry

Policy decision by the FCC on the future of TV transmission and allocation—whether the medium will remain in the present VHF band, move to the UHF channels or employ a combination of the two—will not be handed down for at least two months, Chairman Wayne Coy told reporters yesterday following the TBA luncheon meeting at which he was chief speaker.

Coy said the Commission expects to receive early in January the findings of an "Ad Hoc" committee set up to evaluate the results of the FCC's recent engineering conference. The Commission's decision, based on the "Ad Hoc" report, probably will be made during the following month, he said.

In his prepared address, Coy said that his original estimate that the current freeze-on tele applications would last about six months, "will not be too far off."

Departing from his text the Chairman said that should a master allocation plan covering both UHF and VHF be decided upon, the tentative six-month limit probably would have to be extended. Alternatives to master allocation, he said, are use of "synchronization"

(Continued on Page 7)

Directors Of FMA Meeting In Chicago

Chicago—William E. Ware, president of the FM Association, will preside at the two-day meeting, Friday and Saturday, of the FMA and the Inland Daily Press Association, at the Sheraton Hotel. At the Friday morning session Ray Lindgren, president of Storecasting, Inc., will speak on "Storecasting," and Frank Pellegrin, vice-president of Transit Radio, Inc., will talk on "Transit Radio." Following a noon luncheon, guests will hear the inaugural broadcast of Western FM

(Continued on Page 5)

House Party Moves From CBS To ABC Net

Plans to move the General Electric House Party program from CBS to ABC with the broadcast of Monday, Jan. 3, was announced jointly by ABC and the Young and Rubicam agency yesterday.

The program will be heard over the complete 266-station ABC network, Mondays through Fridays, from 3:30 to 4 p.m., EST, featuring

(Continued on Page 2)

175 Educational Radio Kits Furnished Schools By U. N.

Distribution of United Nations radio kits to 175 school systems throughout the United States on a weekly basis was announced yesterday by Olive McHugh, program officer, radio-education liaison at U. N. headquarters at Lake Success.

The service inaugurated by the U. N. Radio Division in October, includes each week a radio background sheet explaining some feature of United Nations, a fifteen-

minute dramatic script for school broadcast purposes and a weekly round-up of U. N. news.

First kit of the series shows that while the General Assembly and Security Council are keeping sparks of dissension from growing into war, the Economic and Social Council, ECOSOC, is busy the world over laying the foundation for permanent peace. The second presents the

(Continued on Page 3)

Santa's Helper

Carl Haverlin, president of the Radio Executives Club of New York, is asking the club membership to contribute gifts for the annual "REC Christmas Party" which will be held at the Hotel Roosevelt on Dec. 16th. Gifts will be auctioned and proceeds will go to a worthy charity. Donors are asked to send gifts to Proxy Haverlin in care of BML.



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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor
MARVIN KIRSCH : Business Manager

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FINANCIAL

(December 8)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8 5/8	8 1/4	8 1/4	—
Admiral Corp.	22 3/8	22 1/8	22 1/8	+ 3/8
Am. Tel. & Tel.	151 3/4	151 3/8	151 5/8	+ 1/8
CBS A	21 3/4	21 1/4	21 3/4	— 1/2
CBS B	22	21 3/4	21 3/4	—
Farnsworth T. & R.	8	7 3/8	8	+ 5/8
Gen. Electric	39	38 5/8	38 5/8	+ 3/8
Philco	41 1/8	40 7/8	41 1/8	+ 1/8
RCA Common	13 5/8	13 1/4	13 5/8	+ 1/4
RCA 1st pfd.	70 1/4	69 3/4	70 1/4	+ 1
Stewart-Warner	13 3/8	13 1/8	13 3/8	— 1/8
Westinghouse	25	24 1/2	24 3/4	—
Zenith Radio	32 1/8	31 7/8	32	—

	Bid	Asked
NEW YORK CURB EXCHANGE		
Hazeltine Corp.	11 1/4	11 1/4
Nat. Union Radio	3 1/4	3

	Bid	Asked
OVER THE COUNTER		
DuMont Lab.	14 5/8	15 5/8
Strömberg-Carlson	14 3/4	16 1/4
U. S. Television	1 5/8	2
WCAO (Baltimore)	23	27
WJR (Detroit)	7 1/2	8 1/2

Stork News

Kalamazoo, Mich. — Warren Anderson, musical director and announcer for WGFG, Kalamazoo, became the father of a 10-pound 7/2 ounce boy, Wednesday, Dec. 1st. Baby has been named Ronald Franklin.

INS has served



★ **COMING AND GOING** ★

JOSEPH H. REAM, executive vice-president of CBS; HERBERT V. AKERBERG, vice-president in charge of station relations; JOHN J. KAROL, sales manager, and WILLIAM B. LODGE, vice-president in charge of engineering, have left via American Airlines for Los Angeles, where next Monday they'll participate in the meeting of District 9, Columbia Affiliates Advisory Board.

GEORGE V. DENNY, JR., moderator of "America's Town Meeting of the Air," tomorrow will be in Boston to address the Metropolitan Chevrolet Dealers Association at WCOP, the station over which the dealers sponsor the program.

MILES HEBERER, director of New York State's radio bureau, is back in Albany after having attended TBA's one-day clinic at the Waldorf-Astoria.

GILMORE NUNN, owner of the Nunn Stations, was welcomed yesterday at the New York offices of the American network.

LOU GORDON, Emerson distributor in the Syracuse territory, was a recent visitor to Emerson headquarters in New York.

RICHARD HUBBELL, radio and television consultant, is expected back today from a cross-country lecture tour.

ROGER W. CLIPP, general manager of WFIL, American network affiliate in Philadelphia, is in New York for conferences with officials of the web.

GORDON GRAY, vice-president of WIP, Philadelphia outlet of the Mutual network, is spending today and tomorrow in New York on company business.

G. W. "TOM" HARKER, national sales manager of the Fort Industry stations, is in Atlanta attending the meeting of all of the company's managing directors.

WENDELL CAMPBELL, general manager of KMOX, St. Louis, is back in Missouri after having conferred at the New York headquarters of the Columbia network.

WALLACE A. WALKER, general manager of WFCI, American network affiliate in Pawtucket, R. I., a visitor this week at the offices of the web.

PAULINE FREDERICK, American network correspondent, is at Camp Lee, Va., where tomorrow she will represent the web as a member of the first national press group to visit the Women's Army Corps Training Center. She'll fly to Washington in time to report the story on the "Headline Edition" program starting at 7 p. m.

Lutherans Increase Radio-ET Budget

(Continued from Page 1)
Gotham agency, New York, which handles the account.

Using the Mutual network and additional independent stations the Lutheran Hour is now heard on 550 stations in the United States on Sundays. In addition, transcribed versions in eight languages are being sent to 40 other countries.

The Lutherans at present are giving consideration to a television program. Tentative plans call for a film version of the Lutheran Hour which will be distributed to TV stations throughout the country.

Free Public Service ET

Singer Ray Middleton will be the star of a quarter-hour transcribed cantata titled "Plymouth Rock, 1949" to be distributed free of charge by the Citizens Committee on Displaced Persons in January. The cantata, produced by Ted Hudes, will tell the story of the displaced persons who arrived here after three years in DP camps in Germany, Austria and Italy. Music is by George Kleinsinger.

10 YEARS AGO TODAY

From the Files of Radio Daily
Member stations have requested the NAB to consider the efforts of the Boy Scouts of America to secure additional free time to publicize the organization's work in its periodical "Boys' Life." According to station men, free plugs will not be given as the publication sells advertising, charges regular subscription rates and is usually regarded as a commercial enterprise. In the interim, Scout executives and NAB officials are exchanging correspondence.

House Party Moves From CBS To ABC Net

(Continued from Page 1)
Art Linkletter as master of ceremonies and originating in Hollywood.

Announcement of the shift was made by Charles R. Pritchard, manager of marketing for the appliance and merchandise department of General Electric and George B. Park, advertising manager of the department. Representing Young & Rubicam were James D. Webb, vice-president supervising the G.E. account and Sylvester L. Weaver, vice-president in charge of radio and TV.

While some changes will be made in the format, the daily interview with school children and audience participation with G.E. products presented to the winners, will be retained as features.

Magnavox Co. Declares New Cash Dividend

Fort Wayne — Directors of The Magnavox Company, Monday declared a cash dividend of 25 cents a share on the company's outstanding capital stock, payable January 15, 1949, to stockholders of record December 27, 1948. At the same time, the directors declared a stock dividend of 10 per cent, payable January 15, 1949, to stockholders of record December 24, 1948.

The company's net sales for the third quarter ended November 30 exceeded total net sales realized in the first six months of this fiscal year, and are the highest on record for any quarter in firm's history.

AM — FM Commercial Stations
Prompt Confidential Service
for BUYERS and SELLERS
EDWARD C. LOBDELL
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STATION BROKERS



Soft Life

This is one stray alley cat that knows a good thing when he sees it. Adopted by a kindly lady, he now gets his meals served in style, on a special table all his own. And he likes this much better than the rough, tough scramble for food in the alley.

There's a way for time-buyers to have a soft life, too, as far as the rich Baltimore market is concerned. No need to beat your brains out about the best radio buy down here—it's W-I-T-H, the BIG independent with the BIG audience. It's as simple as that!

W-I-T-H delivers more listeners-per-dollar than any station in town. It covers 92.3% of all the radio homes in the Baltimore area. No wonder more and more smart time-buyers are putting W-I-T-H at the top of their schedules! Get all the facts from your Headley-Reed man today.

W·I·T·H
Baltimore 3, Maryland
TOM TINSLEY, President
Represented by Headley-Reed

Tin Shortage Threat To Tele Production

(Continued from Page 1)

vision sets (per unit) as it does to turn out radio receivers.

What RMA proposes to do, provided the board officially authorizes the movement, is to set up a special committee to confer with government officials on the tin shortage.

The RMA feels that a TV bottleneck can be averted if all manufacturers will voluntarily agree not to use tin for any component parts, both in radio and television sets, where substitutes serve the purpose.

Under the present government allocation plan, tin is doled out for specific uses and it cannot be sidetracked for other undesignated purposes. If RMA carries out its proposal, it would necessitate a certain amount of revamping of the present allocation plan. Whatever tin is conserved, by using substitutes, could then be diverted or spread around the industry.

RMA execs yesterday began preliminary discussions in planning for the annual convention next May in Chicago which will be run off on a grand scale to highlight the association's 25th anniversary. RMA has ambitions to make it a star studded affair with network coverage and many big name personalities in attendance.

Harris Will Continue With Benny On CBS

(Continued from Page 1)

would remain intact for the CBS series. The regular Benny roster includes, in addition to Harris, Mary Livingstone, Rochester, Dennis Day, the Sportsmen Quartet, announcer Don Wilson, and Mel Blanc, Artie Auerbach, Frank Nelson, Doris Singleton, Sara Berner and Bea Benadaret.

Riccardi Named Assistant To Petrillo In New York

Appointment of A. Rex Riccardi as first assistant to the president of the American Federation of Musicians was announced yesterday by James C. Petrillo, head of the musicians' union.

Mr. Riccardi, 46, whose home is in Larchmont, New York, succeeds Harry J. Steeper, who last week was elected international treasurer of the union, succeeding Thomas F. Gamble, who resigned because of ill health.

As an assistant in Mr. Petrillo's office for the last five years, Mr. Riccardi's duties have concerned chiefly the recording and transcription, motion picture and booking agent affairs of the Federation. Prior to joining the international's headquarters, he served on the Federation's executive board and for some 18 years had been an official of the musicians' union in Philadelphia.

Script Library Plan Adopted By ACS Group

In introducing its new dramatic radio script library, the American Cancer Society's radio division inaugurates the use of script writers on a royalty payment basis.

Walter King, ACS director of radio and television, said this innovation for national health organizations will result in a wider use of educational radio material than was heretofore possible.

"This new procedure," King said, "releases us from the limitations of very tight budgets and at the same time makes possible fair financial returns for the writers."

15- and 30-Minute Shows

"The script library," King said, "is comprised of 15 and 30-minute dramatic shows designed to present cancer facts to the public in a palatable manner. The listings in the current catalogue do not represent the total to be released. New scripts will be added as they become available."

King added that the shows have been prepared with an eye to the needs of the radio stations. The programs vary in production requirements from the very simple, which can be presented with amateur talent, to the elaborate documentary, calling for professional talents. They can be used either as a series or as one-time shots.

The scripts are obtainable from the local units of the American Cancer Society.

U.N. Radio Kits Sent To 175 School Groups

(Continued from Page 1)

world of the FAO and its importance in satisfying a hungry world. The third kit describes the work of UNESCO whose special task is to break down the barriers of ignorance and misunderstanding that so often lead to war. The fourth kit, now in production, will tell the story of UNICEF whose special service is to save the children of this generation who are victims of war, poverty and famine.

The scripts and other material are being used for broadcasts over educational stations, as well as over local commercial stations, by High School Radio Workshop groups. Universities, too, have shown an interest in using the materials in their educational programs.

Taylor Buying KRGV

Weslaco, Texas — O. L. (Ted) Taylor will purchase from his associates, Gene A. Howe and T. E. Snowden, KRGV, here, for a discounted price of about \$300,000 subject to approval of the FCC. Taylor has formed the Taylor Radio & Television Co., to which the local outlet would be licensed. KRGV operates full time with 1,000 watts on 1290 kilocycles and is local NBC outlet as well as Texas Quality Network affiliate.

what flies high in ratings?

soars low in cost?

why "The Falcon," of course!

WHAT SHOW rates a 5.8 (Hooper) against some of the stiffest competition on the air?*

WOR's "The Falcon"

What show keeps most of the listening audience tuned to it as long as it's on the air?

WOR's "The Falcon"

What show attracts as many men as women?

WOR's "The Falcon"

"The Falcon's" a buy — like pie — Good for you, good for your dealers, good for your customers. It's a nerve-tugger in the good old tradition of Edgar Wallace, E. Phillips Oppenheim and Frank L. Packard.

Rarely does WOR offer a show with the enthusiasm with which it offers "The Falcon". Here's a thriller tailored to click cash register keys in less than you can count time.

Reach for a phone or your favorite quill and contact

— heard by the most people where the most people are ...

at 1440 Broadway, in New York

WOR

mutual

BEHIND THE MIKE

MCAs radio dep't predicting beeg theengs for Gloria King. (She appeared as the niteclub warbler in "Best Years of Our Lives.")

Realtor Walter Shirley, who put 135 G's in newspapers in '48 to plug his Mastic Acres, planning heavy use of television in '49.

Paul Secon and Lyle Stuart forming their own publicity duo.

Bill Slater named to the National Radio Committee of Veterans Hosp. Programs, an organization directed by Pat B. Withrow, Jr.

Gene McCarthy & Tommy Farrell, sensational new comedy team, set for two consecutive appearances on "Toast of the Town."

Eddie Dunn observes that a little while back on the coast, Bob Hope was "Paleface-ing" while Jack Benny was facing Paley.

Lucy Monroe guesting on Rube Goldberg's "Drawing Game" Sunday.

Connie Haines into the Copa in March.

Alice Reinheart to play the mother in the new Rouben Mamoulian play, "Leaf and Bough," slated for a mid-Jan. B'way debut. (Incidentally, the recent personal appearance of Alice and her husband, Les Tremayne, at Manhattan's Sisterhood of the Central Synagogue was such a hit that the duo will do another show there).

The Mero platter of Bret Morrison's original, "Merry-go-Round," creating favorable comment.

Buddy Lester, a click on the Berle-Texaco show Tues. nite, opens at the Paramount next week.

Bruce Raeburn holds the unique distinction of being the only performer to appear more than once on DuMont's "Doorway To Fame." The song satirist has already been on the show three times and is due for another shot soon.

Sarah Vaughan made such a hit on Eddie Condon's WPIX stanza that World Video has signed her up for the next five shows.

"Gangbusters" On CBS, Jan. 8

Saturday, January 8 has been set for the premiere of "Gangbusters" on the CBS network. Series, to be sponsored by General Foods Corp. for Grape Nuts, will be aired 9:00-9:30 p.m., EST. Agency is Young & Rubicam, Inc.

LIBEL and SLANDER

Invasion of Privacy
Plagiarism-Piracy-Copyright

INSURANCE
FOR THE WISE BROADCASTER
OUR UNIQUE EXCESS POLICY

provides adequate protection.
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Windy City Wordage. . . !

• • • So far as can be learned there are only two female camera operators in television—Esther Rojewski and Rae Stewart of WBKB, Chicago. They are also the only two females who are full-fledged, dues paying members of the heretofore strictly male cameraman's union, I.A.T.S.E. Local 666. But they won't go to union meetings—afraid they'll cramp their brethren's style . . . Songstress Patsy Lee of the "Breakfast Club" will be the guest star on WAAF's "Hi Club" program Saturday. . . . The annual NBC-ABC Christmas party for children of Chicago employees of both networks will be held at the ABC Civic Studio on Saturday morning, December 8, with a full program of entertainment and a visit from Santa with gifts for the children. . . Harry and Gail Ingram, husband and wife radio writing team, will be in Chicago shortly to gather material for a series they are planning on notorious public enemies of the last 25 years.



• • • Tele station WBKB, Chicago, announces it is not interested in becoming a "slave" station to a network, nor is it happy to see other stations plug in to shows produced in other cities. Says the announcement: "Under Mr. John Balaban, it will always be a local operation just as all B. & K. theaters have been local operations employing local people."



• • • Les Weinrot, WBBM producer, is in Hollywood preparing for the two-hour "Christmas Festival" which will be broadcast from Hollywood by CBS on Christmas Day. . . . When the song "I Learned a Lesson" was recorded by the Red Caps five years ago for Joe Davis Records the platter sale was more than a million. Now Mercury Records has made a new recording and already the disc jocks are grabbing it. . . . John Leonard, recent Northwestern University radio school graduate and a free lance writer, has been added to the production staff of "It's Your Life." . . . Friends of E. F. McDonald, president of Zenith Radio Corp., are asking whether the fact that Zenith's new television receiver has a circle screen may have stemmed from the fact that Commander McDonald is a famous yachtsman and saw much of the world from the portholes of his 185-foot yacht Mizpah before it was taken over by the U. S. Navy.



• • • Baritone Bob Morris, formerly heard on CBS network shows having no Chicago outlet, got his first important hearing Monday in the Chicago area when he kicked off the premier session of "Bob Morris Sings," via station WJJD. Show, contracted for 52 weeks by Peter Pan Ice Cream and Sandwich Shops, Inc., will be heard Mondays through Fridays at 11:30 a.m., with the WJJD Quintet featured on Bob's backgrounds.



• • • Paul McCluer, manager of the network sales department of the NBC central division, will revert to his former status of announcer—for one morning only—on Friday (10) when he will step before the mike in a one-time short as part of the 14th anniversary celebration of the WMAQ "Your Neighbor" program, sponsored by the Wieboldt Stores. Paul was the first announced on the program.



The Mailbag

Gratitude

"Seldom in commercial competition is there a story of service and help as this made possible by WGBF. WIKY-FM had transmitter failure Saturday night, December 4, several hours prior to broadcast of an important Evansville College game. WGBF, Evansville's NBC outlet, offered the use of its FM station WMLL to WIKY-FM in order to bring this game to the sports-loving Evansville people. Both WGBF and WIKY have sold play-by-play on their station.

"WGBF refused to accept any fee for the use of WMLL even though WIKY placed two hours and fifteen minutes of commercial time. The only request made by WGBF was that the use of their station be acknowledged.

"Sometimes in the heat of commercial competition one is prone to forget that there still exists in the radio industry a truly friendly spirit of competitive sportsmanship and the desire to be of service. Our only reason for bringing this to your attention is that there are others in the radio industry who will get the same feeling of pleasure in knowing that the days of chivalry are not entirely gone.

"Sincerely yours,
John A. Engelbrecht
WIKY-FM, Evansville, Ind."

Will Cover Finals

San Antonio, Texas—A special statewide network of some 32 stations will broadcast a play by play account of the High School Football State Championship Playoffs. The tentative schedule calls for three broadcasts, the first starting on Dec. 11 with the second on Dec. 18 and the final on Dec. 25. Broadcasts will again this year be sponsored by the Magnolia Petroleum Co.

WEVD
3000 WATTS 1330 K C
PROGRAMS OF
DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK
METROPOLITAN AREA
Send for WHO'S WHO
Among Advertisers on WEVD
WEVD
117-119 W. 46th St.
HENRY GREENFIELD, Mgr. Director N. Y. 19

AGENCIES

RICHARD L. EASTLAND has joined the Hutchins Advertising Agency. Formerly with Roy S. Durstine, Inc., he will assist H. Pierson Mapes, vice-president in charge of radio and television. . . . **EUGENE S. SCHIESS**, formerly with American Broadcasting Company, also has joined the Hutchins Agency, in the radio and television department.

RALPH H. JONES COMPANY, Cincinnati and New York, has been appointed to prepare the advertising of The Morton Packing Company, reports C. M. Robertson, Jr., agency president. The Morton Packing Company, located in Louisville, Kentucky, are packers of prepared chicken products.

JACK PERLIS, radio and television consultant and publicist, has opened his own, and new, office at 2109 Broadway, New York.

GENERAL APPLIANCE COMPANY, Oakland, Cal., has placed through Ad Fried Advertising Agency, Oakland, option contracts for one half hour evening TV time with KPIX and KGO, San Francisco TV stations. At present, there are no TV stations actually broadcasting in the San Francisco area, but KPIX expects to be first on the air about December 20th, with KGO expecting to start some time in January, 1949. Both stations now accept only option contracts, pending definite starting dates. The program will be "Television Tryouts" headed by Don Santo, radio and stage star.

New FM Relay Link Installed In Kansas

Establishment of a new FM relay link between Kansas City and Topeka was completed Friday, Dec. 4, with the installation of a sixteen element FM receiving antenna mounted on the roof of the Hotel Kansas. First of its kind to be used, Ben Ludy, general manager of WIBW and WIBW-FM, said the antenna will be used to relay Big Seven basketball games, hockey games, and other special events from CKKN-FM in Kansas City.

"Luckies" On WCBS

American Tobacco Company, for Lucky Strikes, has purchased five participations per week, Monday through Friday, in WCBS' "Hits and Misses" program, 5:30-6:00 p.m., EST, through BBD&O, Inc.

NOTHING TO UNLEARN

Experienced male secretary. College grad, majored in Journalism, Radio Writing and Production. Penchant for details and contact. Seeks future in your field. Opportunity more important than salary. Write RADIO DAILY, Box 196, 1501 Broadway, N. Y. C.

Staff Of 250 Planned For NBC Inaugural Coverage

(Continued from Page 1)

Truman. This will be the first major on-the-spot news telecast from the nation's capital for midwest viewers.

The 250-man staff covering the inauguration for NBC will include commentators, announcers, cameramen, rewrite men, engineers, reporters, directors and electricians.

Both NBC's radio and television networks will start their coverage at 11:30 a.m., EST, with the inaugural ceremony, on the Capitol steps, followed by the President's address.

Among the commentators covering the inauguration for the radio audience will be H. V. Kaltenborn, Robert Trout, Morgan Beatty, Richard Harkness, Ned Brooks, Leif Eid and Robert McCormick.

Other reporters will be at the following vantage points to report on highlights of the inaugural parade, which is expected to last five hours: Blair House, Capitol dome, Capitol grounds and Washington Monument. Two mobile automobile units and a blimp also will be used to cover proceedings.

The telecast will be carried over the combined facilities of the major television networks. Adolph Schneider, director of news and special events for NBC Television, will act as producer for the combined telecast.

Ben Grauer and John Swayze, NBC commentators, will describe the ceremonies on the Capitol steps for the television audience.

Stations on NBC's midwest television network which will carry the inauguration program are: WBEN-TV, Buffalo; WNBK, Cleveland; WNBQ, Chicago; WWJ-TV, Detroit; WTMJ-TV, Milwaukee; KSD-TV, St. Louis; and WSPD-TV, Toledo. NBC's east coast network stations carrying the program are: WNBT, New York; WNBW, Washington; WPTZ, Philadelphia; WRGB, Schenectady; WBZ-TV, Boston; WBAL-TV, Baltimore; and WTVR, Richmond.

Serve Rite Buys On WOR

The Serve Rite Company, manufacturers of Number 50 New Lac, a floor finish, will be long term participating sponsors of "The Ladies' Man" program with Tiny Ruffner over WOR effective January 4. The program is broadcast Mondays through Fridays from 4:30 to 5 p.m. and the New Lac announcements will be heard on Tuesdays and Thursdays. The William Warren Agency handled the contract details.

RCA INSTITUTES, INC.

The oldest and recognized as one of the leading Radio Schools in America, offers its specially-trained Radio and Television technicians to the Broadcast Industry. Our graduates have 1st Class Telephone License. We solicit your inquiry. Address Placement Manager, RCA INSTITUTES, Inc. 350 W. 4th Street, New York 14, N.Y.

Directors Of FMA Meeting In Chicago

(Continued from Page 1)

Network. At 2 p.m., a forum on radio manufacturers' problems will be conducted, and at 3 o'clock F. R. Meyers of the radio division of Stewart-Warner Corp. and Elliott Crooks of Radio Invention, Inc., will give a demonstration of facsimile.

The Saturday morning session will be devoted to a business session, open to the floor for general discussion of related problems.

Craven Quitting Cowles To Hang Out Shingle

Washington Bureau, RADIO DAILY

Washington—T. A. M. Craven, former FCC member and currently a vice-president of Cowles Broadcasting, will leave his present post the end of this month to open offices as a consulting engineer with George Lohnes and Roland Culver.

Craven, who left the FCC in 1944, was chief engineer there before being named to the Commission itself.

The new offices will be in the Munsey Building.

Jose Ferrer On MBS

Jose Ferrer, currently starring in "The Silver Whistle" and appearing as the Dauphin in "Joan of Arc," will guest on Red Benson's "Movie Matinee" via MBS on Friday at 3 p.m.

NEW BUSINESS

WNBC, New York: Colgate-Palmolive-Peet Co., for Fab, has purchased four participations a week for 52 weeks on the Norman Brokenshire 9:30 a.m. show, through William Esty Company.

Crowell - Collier Publishing Co., for Collier's magazine, has purchased one-minute spots on the Norman Brokenshire 12:30 p.m. show Fridays, and the Wally Butterworth 6:35 a.m. show Saturdays, through Kudner Agency.

Allen V. Smith, Inc., for Dried Pea and Bean Soups, has purchased daily participations in the Mary Margaret McBride program, for 52 weeks, through Alley & Richards advertising agency.

Eastern Airlines is sponsoring one-minute announcements on the Bob Smith Show, Tuesdays and Thursdays, and on the Wally Butterworth Show, Saturdays, for 13 weeks, through Fletcher D. Richards, Inc.

Pat O'Brien ET On WINS

WINS, New York, has changed the premiere date for "Pat O'Brien - From Inside Hollywood," produced for Broadcasters Program Syndicate, from Dec. 15 to Dec. 20. Show will be heard Monday through Friday at 12:15-12:30 p.m. and again at 10-10:15 p.m. It replaces the Peter Donald show.

CECILLE MUSIC CO., Inc.

Announces

The opening of its new offices at
508 Fifth Ave. Suite 800 New York City

We proudly present two new songs

"THE BRIDE WORE BLUE"

(Leonard Whitecup, Sy Lefco and Dale Wood)

"REMEMBER SEPTEMBER"

(Bob McElliott and Dewey Bergman)

JOHN McLAUGHLIN, General Manager

GUY WARD
6356 Hollywood Blvd.
Hollywood, Cal.

RADIO DAILY**PLUG TUNES**

ON RECORDS and TRANSCRIPTIONS
"I'M A LONELY LITTLE PETUNIA"
 (IN AN ONION PATCH)

Rytvoc, Inc.
 1585 Broadway New York 19, N. Y.

A TIMELY REVIVAL
"AM I WASTING MY TIME ON YOU"

on Records and Transcriptions
STASNY MUSIC CORP.
 1619 BROADWAY NEW YORK 19, N. Y.

The Ballad Beautiful!
"REMEMBER SEPTEMBER"

CECILLE MUSIC CO., Inc.
 580 Fifth Ave. New York City

Climbing Fast!
"JANIE and ME"

by Thomas G. Meehan
JAMES MUSIC, Inc.
 1650 Broadway Room 709 N. Y. C.
 Sally Cohn, Mgr.

SPINNING THIS DOG BISCUIT!
I WANT A DOG (For Christmas)

LONE STAR RECORD No. 103-A
VICTOR PUBLISHING CO., Inc.
 2210 Pacific Avenue — Dallas 1, Texas

ENCORE Material

Freddy Martin's Wonderful
 Victor Record

On The Santa Claus Express

Encore Music Publications, Inc.
 1674 Broadway New York City

AGAIN

From the
 20th Century-Fox Picture
"ROAD HOUSE"

The Ballad Smash
 Of The Fall Season

AGAIN

ROBBINS MUSIC CORPORATION

WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS:**—Haven't seen so many smiles in years as that witnessed earlier this week in the offices of T. B. Harms . . . the beaming countenances belonged to Max Dreyfus, Larry Spier, Irene Gallagher, Carley Mills, Oscar Catsiff and all because the Philadelphia critics acclaimed Cole Porters score in "Kiss Me Kate," as his greatest . . . the St. Suber-Len Ayres production will open on Broadway Dec. 30. . . ● Li'l Abner's creator, Al Capp, has again been honored, this time via a song . . . ditty is a clever novelty titled, 'Ode To A Schmo,' penned by Hal Myers, Earl Schuller, Gene Nelson and Dick Williams and published by Edward Music. . . ● The many radio and television patrons at his Da Cinta Bistro has convinced Mine Host Joe Sardi so he's getting ready to start a series of telecasts direct from his W. 46th St. eatery. . . ● Adams, Vee & Abbott have started work on a new ballad, "Then I Turned And Walked Slowly Away," a torch written by Red Fortner and Eddy Arnold . . . incidentally Eddy's Victor platter tugs at the heartstrings and should get quite a play in the music boxes. . . ● One of L.A.'s oldest music firms, Morse M. Freeman, Inc. will be headed by Harold I. Freeman, son of the late founder. . . ● Every so often a novelty ditty comes from left field to crash thru to the top . . . keep your eyes and ears on Rytvoc's latest number, "If I Had A Million Dollars." . . .

☆ ☆ ☆ ☆

● ● ● 'Do your Christmas programming early,' it says here in a note from Harry Link, and, continues to Feist-O-Gram, remember "Santa Claus Is Comin' To Town" and "Have Yourself A Merry Little Christmas." . . . ● Needing a columnist in a forthcoming "Boston Blackie" episode, the WOR casting director signed N.Y. Post columnist Earl Wilson for the role . . . (that's earl brother). . . ● Twenty-nine authentic Latin-American songs, representing 12 countries South of the Border, and published by Alpha Music, were recorded for Associated Program Service by Alfredo Antonini's Orchestra. . . ● General Music Co. comes up with a rhythmic little novelty titled, "Music Box Polka," penned by Moe Jaffe and Bob Sadoff. . . ● Dick (Stop The Music) Brown is racking up a skein of record-breaking business on his Eastern P.A. tour. . . ● "Bullets" Durgom has a new find in a little gal named Rolande Young, pianiste-composer. . . ● This number can again become a terrific hit if only for its psychological timeliness . . . we mean the old DeSylva, Brown & Henderson Publication (now owned by Crawford Music) "A Cottage For Sale," composed back in 1929 by Larry Conley and Willard Robison. . . ● Dorsey Bros. Music, with Leonard Vannerson at the helm, has catapulted the ballad "Until" up among the leaders in a short time . . . ditty was written by Bob Crosby and Jack Fulton. . . .

☆ ☆ ☆ ☆

● ● ● **ON AND OFF THE RECORD:**—Claude Thornhill maintains his position as conductor of one of the country's outstanding bands with his latest Columbia platter which pairs an instrumental, "Polka Dots and Moonbeams," with the ballad, "I Knew You When." Vocalist Buddy Hughes' rendition of the latter is a treat on the ears. . . ● For another delightful bit of listening, get the latest Tower disk of "If You Only Knew," backed with "It's Easy When You Know How," which introduces a tenor named Darwin Dane. . . Eddie Ballantyn's Orchestra provides a smooth velvety background. . . ● Vaughn Monroe scores a bullseye with the Victorecord "If I Steal A Kiss," flipped with "What's Wrong With Me" . . . The Moon Maids lend choral support on the latter . . . made to order for deejays and jukeboxes. . . ● Versatility with a Capital V can best describe Bruce Hayes' newest DeLuxe offering of a novelty, "Beautiful Eyes," reversed with the ballad, "Much As I Love You" . . . platter spinners will use the 'Eyes' side quite a lot and juke ops will garner nickels via the ballad. . . ● Slim Wilson, cowboy recording star of Aragon Records, now is heard daily over CKCK, Regina, Sask. . . .

☆ ☆ ☆ ☆

PLUG TUNES

A H-I-T!
"FARAWAY PLACES"

LAUREL MUSIC CO.
 1619 Broadway, New York 19, N. Y.

Bigger Than "Now Is the Hour!"

GALWAY BAY

LEEDS MUSIC CORPORATION

"A HIT Since . . ."

THE ONE I LOVE

(Belongs To Somebody Else)
FORSTER MUSIC PUB., INC.
 1619 Broadway, New York 19, N. Y.
 216 S. Wabash Avenue, Chicago 4, Ill.

A Great Ballad!
THEN I TURNED AND WALKED SLOWLY AWAY

ADAMS, VEE & ABBOTT, Inc.
 216 S. Wabash Avenue, Chicago 4, Ill.

"UNTIL"

DORSEY BROS. MUSIC, INC.
 1619 Broadway, New York 19, N. Y.

Everyone Is "Dating"

LILLETTE

Jefferson Music Co., Inc.
 1619 Broadway New York City

HIS FRATERNITY PIN

Kramer-Whitney, Inc.

New Ballad Sensation!

"THE BRIDE WORE BLUE"

By Leonard Whitcup, Sy Lefco &
 Dale Wood

CECILLE MUSIC CO., Inc.

580 FIFTH AVENUE
 NEW YORK CITY

TELEVISION DAILY

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COY SCANS FUTURE OF TV BANDS

TELE TOPICS

THE TBA did not make any awards yesterday because, they said, the industry has grown too fast during the past year for thorough judging of programs. With equal, if not greater, expansion expected next year, we'd like to see the organization now go a step further and use its power and prestige to consolidate all other competitions into one industry-wide award that will be on a plane with the Motion Picture Academy "Oscar." . . . Several other groups already have announced awards, each one claiming that his will be the tops in TV. There is little reason to hope that many of the 500 awards presented in radio last year will not be extended to video in the near future, and only an accepted, all-industry presentation can spare tele the plethora of awards, legitimate and otherwise, which plagues radio. TBA can't do it alone, but it can help to start the ball rolling, and we respectfully suggest that its members and officers give the matter prompt consideration before it becomes a serious problem.

THE BEST GAGS at the day-long TBA session were made by FCC Chairman Wayne Coyne. Here's a sample: . . . "And here's another question—Since the FCC regulates radio because of the scarcity of frequencies, don't you think the FCC should also take cognizance of the scarcity of these capital gains comedians and regulate them so that all broadcasters can get their full share of the available comics? Answer: . . . If the FCC did this, it would have to hold hearings to examine the qualifications of a broadcaster and to determine just how many laughs he is entitled to each week—also what type. . . . Fortunately, this question is already becoming academic. I understand that one network—its name escapes me—is already solving the problem. . . . It is reported that it is turning to a source of manpower of which it has no scarcity. It is drafting its vice-presidents. It is going to fight back by making up these vice-presidents with putty noses and baggy pants and putting them on television."

THE PROBLEM of reception, which has been overlooked to some extent recently, was given a thorough going-over by Robert Coe, of WPIX, as follows: The basic reception difficulty, he said, is ignorance on the part of the public as to what they have a right to expect and ignorance on the part of too many sales and service people as to what is required for satisfactory installation and why. . . . I think the manufacturers by and large have not helped as much as they could. We television broadcasters can do something about this too, and most of us are here certainly is no reason at all why we cannot use our own medium and others too, if we wish, to acquaint the public with some of the simple facts concerning television reception. At the present time there is too much mystery surrounding the whole business."

FCC Head Says Policy Decision Re Channels Won't Be Handed Down For At Least 2 Months; Repeats That 'Freeze' Will Last About 6 Months

(Continued from Page 1)

or some other technical method to ease co-channel interference, and thus maintain the present system, or allocation of UHF channels independent of present assignments.

The TBA clinic, which was held in the Waldorf-Astoria, was a huge success from the standpoint of attendance. About 300 persons were expected and total registration was around 435.

Poppele Again President

At a closed business meeting, J. R. Poppele, of WOR, was re-elected president; G. Emerson Markham, of WRGB, was chosen vice-president, succeeding John Royal, and Will Baltin and Paul Raibourn were re-elected secretary-treasurer and assistant secretary-treasurer, respectively.

Ernest Loveman, of WPTZ, was elected to the board of directors for a one-year term, replacing George Burbach, of KSD-TV, St. Louis, who resigned; Noran Kersta, who replaced Royal on the board last year, was re-elected for one year; Robert Kintner, of ABC, was re-elected for two years, and Poppele, Markham and Lawrence Lowman, of CBS, were re-elected for three-year terms.

In his annual report to the membership, Poppele said that the TBA board "had given tentative approval" to a plan to merge the organization with NAB, but "all negotiations halted three weeks ago" when NAB "decided to investigate a possible federation of communication services." Initial request for the study of such a plan originated with NAB.

Plan Is Flexible

According to the plan, Poppele said, "the autonomy of either association would in no way be impaired by cooperation between both groups, that all officers and directors on either group would continue in their own associations as at present and that if the cooperation project was eventually found to be ineffective, that either association could withdraw upon notice of its intentions."

The report added that the board approved the plan as being in the best interests of the industry. Poppele added, however, that the board is "of the firm conviction" that TBA "must never lose its autonomy and that your industry problems can best be handled in an atmosphere where television — and only television—is the object of one's particular interests."

Taking up the subject of television's department, Chairman Coy

said that by and large TV has striven for a good record in this regard.

"I know that the leaders of this swiftly growing industry are keenly conscious of the necessity of continuing their efforts to protect television's reputation," Coy said. "You have no code, no written standards. You are confronted with many problems of taste that never arose in any other medium of communications before. Having no precedent to guide you, you are relying upon your innate sense of decency to keep television on a high plane."

"Home Not a Night Club"

Chairman Coy said the American home is not a night club, not a theater and is not a midway. He added that the attitude that people bring to those places "is not the attitude they bring to their homes or suffer others to bring."

Admonishing the TV broadcasters, he said: "If you take precautions now not to be tempted to the primrose path, you will be saving this art from the excesses, the remorse, the clamor for reform, the struggles for redemption that plague, in varying degrees, almost every other form of communication."

At the afternoon clinic session, Robert P. Myers, of the NBC legal department, said if tele broadcasters are forced to negotiate hundreds of individual licenses each month, it may become necessary to establish a central clearance bureau for rights, with offices in the principal centers where owners of such rights are located.

Says Lawyers Are Interested

Explaining that lawyers are as deep in television and its novel problems as the video operators themselves, Myers said that the single biggest problem now is working out the ASCAP licensing agreement. Under terms of the notification of termination of the "free" licenses that had existed since 1941, a new agreement will have to be reached by March 1, 1949. However, he said, ASCAP itself does not know the score of its own rights with respect to the music publishers.

The tele subcommittee of the NAB music advisory committee, of which Myers is chairman, is currently studying the problems of general and special licenses which will be required in any agreement with ASCAP. Both the telecasters and ASCAP are studying music currently used on the air to determine which would fall clearly under a general license, which under a special license and which would represent border-line cases.

NBC-TV Broadcasts Split-Screen Video

First broadcast of a split screen tele image involving pictures from two different origination points was seen on WNBT, here, and WNBW, Washington, yesterday, (12:00 noon, EST), on the occasion of the TBA clinic at New York's Waldorf-Astoria Hotel.

Special telecast featured NBC commentator John Cameron Swayze, in New York, interviewing Rep. Karl E. Mundt (R., S.D.), acting chairman of the House Committee on Un-American Activities, in Washington, each of whom simultaneously shared the television screen. Swayze and Rep. Mundt spoke of the latest developments in the Committee's investigation of alleged spy activity in pre-war years.

"Image-Splitter" Used

This split screen picture was transmitted through a new piece of equipment, the "Image Splitter," which was developed by the NBC engineering department, under the supervision of O. B. Hanson, vice-president and chief engineer.

"This 'Image Splitter,'" Hanson said, "will enable viewers to see two pictures, each from origination points as far apart as the NBC network extends, on the screen at the same time. This will be especially advantageous for interviews and special events, where a central commentator will be able to call in reporters and personages from myriad locations to share the screen with him. Viewers will be able to see two separate phases of a special event, such as a parade, simultaneously. The advertiser may present an announcer on one side of the screen, while a graphic description of the product on films or live, is seen on the other."

Craig Heads TV Dept. Of Procter & Gamble

The Procter & Gamble Company yesterday announced appointment of William F. Craig as manager of television. Craig formerly was in Procter & Gamble's daytime radio department. Gilbert A. Ralston, formerly director of television, becomes executive producer on television programs. The announcement pointed out that this change in its program executive staff was made in view of the developing need for additional personnel in Procter & Gamble's television broadcasting activities.

Subject Of Research Covered By Experts

Speaking on "The Future of Market Research" Monday night at the City College School of Business, Mr. Richard H. Moulton, director of market research for the General Foods Corporation, said that a conclusion that can be drawn from November 2 is that "the poll, whether concerned with public opinion or market research, cannot be used as a substitute for thinking."

The conference, sponsored jointly by The City College Evening and Extension Division and a number of marketing and statistical associations, brought together top-level spokesmen for market research organizations, users, and technicians. Taking the viewpoint of the user, Mr. Moulton pointed out that market research bears only a surface resemblance to opinion polling, and that its value "has not been altered one bit by the election day upset."

He added, however, that "an analysis of why pollsters failed to predict the election will turn up a great deal of information which the market research technician will find equally useful."

Bradstreet Exec. Heard

Lester R. Frankel of Dun and Bradstreet presented the viewpoint of the technician and spotlighted a number of reasons for the failure of the election poll.

The first step in the planning of a survey must be to define the group or population to be investigated. "There is a need in any type of research to make a true market definition and to determine its characteristics," he said. "When this is not done, an important margin of error may develop. Up to now, the market research technician has not been concerned with this problem. He has come into the picture after the decision on the definition of the group has been reached."

The area that has the greatest potentialities for technical development is that concerned with actual access to the population, commonly known as sampling. According to Mr. Frankel, it has been the general practice for marketing research agencies to use that form of selection known as "quota sampling." The reliability of this method cannot be assessed. "On the other hand," he added, "The Census Bureau has developed a system known as 'area sampling.' This method, not based on any questionable assumption, is capable of mathematical treatment and yields results that are subject to a measurable degree of reliability."

Sees "Sampling" a Factor

Because of the possibility for error, Mr. Frankel predicted that "the future of sampling design will be in the direction of developing new methods of sampling different segments of the population for particular purposes."

"The development of improved interviewing techniques can be expected in the future of marketing

Agricultural Gears For TV

By DANA D. REYNOLDS

In Charge of Operations Radio Service, U. S. Department of Agriculture

TELEVISION has been accepted in the Department of Agriculture's thinking and planning as a new major informational medium to reach both farm and urban people.

With rural television station coverage still limited, present emphasis is on programs for the general audience in urban-suburban areas. This emphasis coincides with greater attention to the consumer-general audience field in all informational activities. It reflects increased activity in that direction through Federal-State Extension's embryonic urban Extension program, through directives under the Research and Marketing Act, and otherwise. So we hope that the ground-work we lay in television programming for the general audience now will carry over into the period when we get into extensive general farm television. In other words, this temporary delimiting of our television activities has some advantages.

Gearing for Full-Scale Service

The Department, however, is gearing for full-scale farm television service. Already, nearly all of New Jersey is under television signals. WTAI-TV's transmitter is midway between Cleveland and Akron, with many farms in its coverage area. Whether it comes through piecemeal extensions such as those, or wide-scale extension of coaxial cable, ground-located micro-wave relay, or airborne relay service, we assume that the general farm television service is just a matter of time.

As urban and rural television expands, the Department expects to be able to carry farm and homemaking information into millions of homes reached inadequately through meetings, demonstrations, and other media. Also, in some ways, television may do a better job than pre-

viously done with families actually reached in other ways.

research," Mr. Frankel continued. "It is not only essential to obtain a respondent's opinion, but also to arrive at a measure of the intensity of his opinion. Improved techniques are forecast in questionnaire construction, in the writing of instructions, and in the selection and training of interviewers.

"Finally, one other sphere of technical development may be indicated. This relates to speed in conducting surveys. Opinions of people may change over-night. For rapid surveys, a decentralized field organization, such as that used by the Census Bureau, may be most efficient."

In summing up his remarks, Mr. Frankel declared, "If marketing research is to have a future, techniques should assume great importance." He recommended the increased use of trained technical

personnel. "The Universities are producing trained statisticians every year. By putting these graduates to work and giving them some experience, they should prove assets to any organization. The future of marketing research is in their hands."

Wroe Alderson, of Alderson and Sessions, Inc., Philadelphia, spoke from the viewpoint of research organizations. Pointing out that marketing research is a far from perfect instrument he said, "The place to start in considering the outlook for marketing research, is with the formulation of questions and the final choice among possible answers. Every other aspect of technique is subordinate to this. It is only when questions have been formulated precisely and a list of possible answers agreed upon that a marketing research project is ready to begin."

Along with those optimistic views about television, a good many Department people are recognizing two sobering facts: (1) Television programs will be much more costly than radio, at best; and (2) we will need much higher program standards than we have had in much of our radio work to hold an audience and station time. Meeting those conditions calls for the closest cooperation between agricultural agencies and television stations, whether they be commercial or educational. It also presumes greater financial support for television service by agricultural agencies, commensurate with the big informational and educational responsibility to be placed upon this new medium.

Meanwhile, we are trying to find ways to make television—with its very high time value, and various programming "extras" for visual materials, etc.—practical and effective for various levels of operation: Department, State, agencies, county workers.

One of the many problems in programming is to find how to adapt the vast amount of economic reports and other current information to day-to-day news and other shows.

Ways and Means

In our television research project financed under the Research and Marketing Act, we are searching for effective ways to use television in promoting more efficient marketing, greater use of farm products, and information for consumers. As we test various program techniques, we will carry on program analysis at various levels; information technicians, administrative and professional personnel, general audience. As time and money permit, we expect to get into general audience surveys, including a study of the effectiveness of television in changing practices and selling ideas.

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CBS And Wrigley Plan Special Xmas Party

CBS in co-operation with the William Wrigley, Jr., company will be hosts at a holiday party on Christmas Day for 1,000 orphans and needy children.

The 71st Regiment Armory at 34th Street and Park Avenue in New York City is being transformed into a Yuletide carnival for the children's enjoyment. The festivities, which include sleighbells, whistles and trains, Santa Claus, gifts, candy and ice cream, will be broadcast over the CBS-TV network on Christmas afternoon under Wrigley sponsorship (CBS-TV, 12:00 noon-1:00 p.m.).

Many surprises await the youngsters. A giant Christmas tree is being installed. A circus parade with band, animals, clowns and circus acts, will be a party highspot. Favorite performers of the children will be present to entertain.

The party will have the co-operation of the Catholic Charities Organization, Federation of Jewish Philanthropies, Community Service Society and the Children's Aid Society in making it a joyous Christmas for the 1,000 orphans and needy youngsters in attendance and a television treat for the viewing audience.

Paul Feigay is producing the party broadcast for CBS Television.

The William Wrigley, Jr., Company, sponsor of the event, also will broadcast a two-hour "Christmas Festival" of variety entertainment over the CBS radio network later Christmas Day, from 4:00 to 6:00 p.m., EST. This program will originate in Hollywood.

Linkletter 4,000th Choice To Play Cheyenne Santa

Seattle—Emcee Art Linkletter of NBC's "People Are Funny" program, now on a charity tour, selected his 4,000th contestant, Harry McCloud, of Cheyenne, here Tuesday, Dec. 7, and McCloud will be privileged to select some worthy family from Cheyenne, with that family being taken completely out of debt by PAF. The family will also travel to Hollywood for a free family honeymoon.

To be eligible for McCloud's selection, the family must reside within the city limits of Cheyenne, and write a letter of not more than 300 words to PAF, Hollywood. The letter must list the family's legal debts and reasons why they should be taken out of debt. The winning letter will be selected by McCloud, who will not know the names of the letter writers since they will be numbered by PAF.

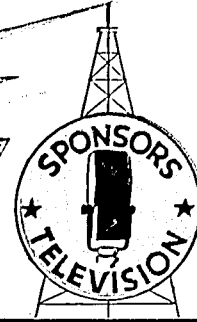
Sofia Renews On WCBS

Sofia Brothers, Inc., New York, moving and storage firm, has renewed for an additional 13 weeks on the WCBS-Jack Sterling Show. William Warren Agency handles the account.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



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TEN CENTS

FM NETWORK EXPANSION ANNOUNCED

Bergen Leaving Air Until Autumn Of 1949

Edgar Bergen, together with his Charlie McCarthy, will leave the air following his NBC broadcast of Dec. 26, it was announced yesterday after a conference participated in by the star, officials of Standard Brands, his sponsor; J. Walter Thompson, agency in charge, and Music Corporation of America, Bergen's agent. It is believed that the ventriloquist will be off the air until next Autumn, at least.

Bergen has been featured on NBC
(Continued on Page 3)

Name CBS Executives Attending Coast Meeting

Names of the executives who will attend the District No. 9 meetings of the Columbia Affiliates Advisory board in Hollywood, December 13 and 14, were announced yesterday by Clyde F. Coombs, general manager of KARM, Fresno, and KROY, Sacramento, district director.

From California stations: Ralph R. Brunton, KQW-San Francisco; Charles E. Salk and Graham Moore, KSDJ-San Diego; E. F. Pepper, KGDM-Stockton; Dick Joy, KCMJ-
(Continued on Page 3)

"Breakfast Club" To Aid In WDSU-TV Inaugural

Chicago—The ABC Breakfast Club has accepted an invitation to participate in the inaugural ceremonies of station WDSU-TV, New Orleans, which goes on the air for the first time Saturday, Dec. 18.

The program's entire cast—toastmaster Don McNeill, cruising crooner Jack Owens, Sam (clowning) Cowley
(Continued on Page 2)

Tip Tiff

Eldon Park, WINS manager, hopped in a New York taxi and found the radio tuned to his station. At the end of the ride he generously tipped the driver \$1. Park authorized all other WINS execs to do likewise when they found a taxi radio tuned to the Crosley station. Everybody's happy at WINS but Kolran T. Murphy, business manager.

Heidt May Replace Benny NBC Show

Deal is practically set between NBC and Philip Morris to move Horace Heidt into the Sunday night slot at 7 p.m., EST, replacing Jack Benny. It's understood the official announcement may come today or Monday. Biow is the agency.

Heidt is currently heard on NBC at 10:30 p.m., EST, Sunday nights. During the summer he was consistently in Hooper's top 15 but in the last two months the show has dropped out of this bracket although on Nov. 7 Heidt landed in 15th place. Show's latest rating is 12.6. Putting Heidt in at 7 p.m. Sundays would have Philip Morris battling Lucky Strike.

At CBS, Spike Jones moves from Friday to Sunday at 6:30 p.m., EST, just ahead of Jack Benny, effective Jan. 2. Percy Faith, for Coca-Cola, moves into Jones' Friday time at 10:30 p.m., EST.

Battle Lines Drawn For Press-TV On Coast

Los Angeles—Battle lines are being drawn for exploitation of newspaper-TV tieups on the west coast with dailies opening up their radio and television columns for the exploitation of their added services.

First indication was the arrival here last week of Tom A. Brooks, executive director of Hearst Radio,
(Continued on Page 7)

DuMont Plant Expansion To Quadruple Mfg. Capacity

DuMont will more than quadruple its capacity for the production of video equipment and receivers as a result of the expansion and consolidation of plant facilities next week, Dr. Allen B. DuMont, president, said yesterday.

On Monday the firm will move into the former Wright aviation plant in East Paterson, N. J., which alone is capable of turning out products in the amount of \$150,000,000 a year

Rural Radio Network FM Stations To Join Continental Web For Chain Programming

Dodgers' FM Grant Amendment Sought

The Ebbets-McKeever Corporation, allied with the Brooklyn Dodgers, told the FCC this week its application for an FM station should be amended to provide for 15 hours daily programming in view of the increase in FM stations and receivers since the application was originally filed. Seven-hour operation had originally been called for.

It is proposed that programming include "recorded commercial, 26
(Continued on Page 3)

WNEW's Phone Newsreel Sold To New Radio Acc't

Sale of WNEW's new package show, "Telephone Newsreel," to Infra-Appliances Corp., New York, newcomers to radio, was announced jointly yesterday by Ira Herbert, vice-president and director of sales
(Continued on Page 2)

Ziv Reports New Sales And Renewals On ETs

Several new sales and renewals of transcribed programs were announced by the Frederic W. Ziv company yesterday with "Favorite
(Continued on Page 3)

The FM programming services of the Continental FM network will be linked with the Rural Radio FM network giving the web's full program services to the 10 stations operating in upstate New York, Connecticut and Massachusetts, Bruce Gervan, general manager of RRN and
(Continued on Page 6)

Labor-Capital Show Again On ABC In 1949

Views of labor and management, represented by CIO-AFL and NAM-U.S. Chamber of Commerce, respectively, will continue to be heard over ABC throughout 1949 during the Tuesday, 10:30-11 p.m., EST, period, according to announcement by Thomas Velotta, ABC veepee in charge of news and special events. ABC has been donating the half-hour weekly for the series for the last four years.

The 30-minute period is split half
(Continued on Page 4)

TV Sales Represent 25% Of RMA's Dollar Volume

Television set sales will amount to an estimated 25 per cent of the total dollar volume chalked up by RMA members in 1948, it was revealed yesterday at the conclusion of
(Continued on Page 8)

Drop Commercials

Campana Sales Company, sponsors of the CBS "First Nighter" series, will forego commercial announcements during the program's presentation of its annual Christmas play, "Little Town of Bethlehem," Thursday, Dec. 23, 10:30-11:00 p.m. The sponsor will devote the periods, normally used for commercials exclusively to the holiday theme.



Vol. 45, No. 48 Fri., Dec. 10, 1948 10 Cts.

JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES

Ralph Wilk, Manager 6425 Hollywood Blvd. Phone: Granite 6607

WASHINGTON BUREAU

Andrew H. Older, Chief 6417 Dahlgonea Rd. Phone: Wtscn 3271

CHICAGO BUREAU

Nat Green 1417 Ashland Bldg. 155 No. Clark St. Phone: State 2332

Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(December 9)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include ABC, Admiral Corp., Am. Tel. & Tel., CBS A, CBS B, Farnsworth T. & R., Gen. Electric, Philco, Philco pfd., RCA Common, RCA 1st pfd., Stewart-Warner, Westinghouse, Zenith Radio.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include Hazeltine Corp., Nat. Union Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include DuMont Lab., Stromberg-Carlson.

Second Anniversary

Bea Wain and Andre Baruch celebrate their second anniversary as "Mr. and Mrs. Music" today over WMCA (12-2:30 and 4:30-5:30 p.m.). To launch their third year, the Baruchs will be feted by a parade of celebrities who will appear on today's show between 12:00 and 2:00 p.m. The list includes such stars as Mickey Rooney, Henry Morgan, Guy Lombardo, Perry Como, Henry Fonda, Stan Kenton, Vic Damone, Nellie Lutcher, Ray McKinley and Johnny Desmond with more to come.

Van In Macy's Window

Lyle Van of WOR, New York, will be on display at 6 p.m. tonight, when he airs his "News on the Human Side" from a window of Macy's department store. Van will describe the mob scenes and tell what people are gobbling up for Christmas.

★ COMING AND GOING ★

JACK CARSON and his wife, MARION HUTTON, leave tomorrow for Cleveland, where they'll spend a few days, during which they'll participate in the annual Cleveland Press Party. Their programs are heard over the Columbia network.

MICHAEL ROSHKIND, manager of special events at ABC, tomorrow will go down to Philadelphia, where he'll make arrangements with Bert Bell, National Football League commissioner, for the network's television and radio coverage of the playoff game at Shibe Park on December 19.

ARMAND GRANT, commercial manager of WAAM, Baltimore television station, will be here on Monday, Tuesday and Wednesday of next week for conferences with ABC and DuMont officials, also with executives of the station's national reps.

DOROTHY SHAY, heard on the CBS "Spotlight Review," who has been vacationing in Palm Springs, will leave the desert resort today for Hollywood.

BILL DAVIDSON, of the ABC station relations department, is expected back today from a two-week business trip to affiliates in Pennsylvania and Ohio.

EDGAR KOBAK, president of the Mutual network, goes down to Washington tomorrow to attend the Gridiron Dinner. Then he'll leave for Chicago, where on Monday and Tuesday the MBS board meeting will be held.

EDWIN K. WHEELER, assistant general manager of WWJ, Detroit, left yesterday for home following conferences at the offices of his national representatives.

THEODORE KOOP, director of the CBS news bureau in Washington, is back in the Nation's Capital following a week of leisure in the Caribbean.

MARTHA ROUNTREE and LARRY SPIVAK, producer and moderator, respectively, on "Meet the Press," over the Mutual network, are in Washington for the broadcasting of today's program, which will have as guest Mary Chase Smith, new Senator from Maine.

E. T. CAMPBELL, general manager and partner in WJZM, Clarksville, Tenn., was a visitor yesterday at the offices of MBS, with which the station is affiliated.

JOHN W. BOLER, chief owner of KSJB, Jamestown, N. D., is in New York this week on station and network business.

WNEW's Phone Newsreel Sold To New Radio Acc't

(Continued from Page 1) of WNEW and Frank W. Kingett, president of Infra-Appliances. Sponsorship will begin with the broadcast of next Monday, 8 to 8:15 p.m., and the program will be heard Mondays through Friday.

In addition to purchasing "Telephone Newsreel," the Infra-Appliances Corp., signed for a Sunday sports quiz program which will be heard weekly at 2:30 p.m., beginning December 19.

George Brooks Announcer

The deal was handled direct thru David B. Stein of the WNEW sales staff. George Brooks is announcer on the "Telephone Newsreel" and Jerry Marshall, narrator.

Program makes use of telephone conversation recordings of personalities in the day's news.

An impressive example of this was offered only last evening when, on the 8 p.m. program, was broadcast a transcription of conversation

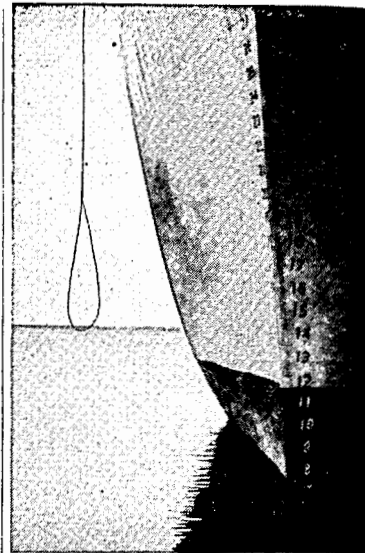
"Breakfast Club" To Aid In WDSU-TV Inaugural

(Continued from Page 1) ing, Fran (aunt Fanny) Allison, songstress Patsy Lee and maestro Eddie Ballantine—will travel to the Crescent City following the regular broadcast of Friday, Dec. 17, and will appear before the television cameras the following night from 8:30 to 9 p.m., EST.

Second Appearance Scheduled

On December 18, the cast also will make a personal appearance in the New Orleans Municipal Auditorium at 3:15 p.m., EST, under the sponsorship of the Young Men's Business Club for the benefit of the Crippled Children's Hospital.

with George Beck, of American Red Cross in Topeka, Kans., discussing the disastrous explosion at the plant of the Kansas Power and Light Company. This conversation had been recorded at 6:45 p.m., a short while following the blast and while rescue attempts were being made.



TOWLINE

During the war, any ship that came into the port of Baltimore had to have a steel towline over the side—fore and aft—day and night.

That was so tugs, in an emergency, could come up on the water side and tow a ship out of danger in case of pier fires. Or even tow a flaming ship away from the pier.

In radio, Baltimore has another towline... it's for sales that need towing up stream... or ahead and away from dangerous competition.

If you read these W-I-T-H ads you know what we're talking about.

W-I-T-H, the successful independent, still delivers more listeners per-dollar-spent than any other station in town.

Not a bad harbor to tie up in. Just remember the call letters. They are W - I - T - H, Baltimore. And it's the 6th largest city in the country.

We're Going 50kw. at 800kc. Early in '49

5,000 WATTS at 800 Kc. MUTUAL

CKLW

in the Detroit Area

J. E. Campeau, President

Adam J. Young, Jr., Nat'l Rep. • Canadian Rep., H. N. Stovin & Co.



W·I·T·H

Baltimore 3, Maryland

TOM TINSLEY, President

Represented by Headley-Rood

Dodgers' FM Grant Amendment Sought

(Continued from Page 1)

per cent; recorded sustaining, 27 per cent; wire commercial, seven per cent; live commercial, 28 per cent; and live sustaining, 12 per cent."

The Commission also announced approval of several transfers including the acquisition of full ownership of KORC, Mineral Wells, Texas, by Raymond River—who previously had two thirds of the stock, and the acquisition of a half interest in WCCM, Lawrence, Mass., by George H. Jaspert. The license to KRIO, McAllen, Texas, went from Valley Broadcasting Association to Frontier Broadcasting Company, Inc., for \$150,000 in cash, while \$80,000 was the total consideration in another Texas transfer, KPAB, Laredo, and its FM affiliate (KAIR) going from Howard W. David and D. J. Beretta to Mark Perkins.

H. J. Waters, Jr., and Mahlon R. Aldridge, Jr., bought KFRU, Columbia, Mo., from the Star-Times Publishing Company for \$85,000, and KSMA, Santa Maria, Calif., was sold to John H. Poole for \$20,750.

Two thirds of the stock of WGEM, Quincy, Ill., went to Quincy Newspapers, Inc., and the Illmo Broadcasting Corporation for \$70,000 in a refinancing move, conditional upon disposal by Illmo within 120 days of its interest in KFAR. One result will be that WQDI, local FM station controlled by Illmo, will duplicate WGEM programming.

The Commission also okayed the purchase of a controlling interest in KCOM, Sioux City, Iowa, by Dietrich Dirks for \$65,000, with Dirks given 120 days to dispose of his half-interest in KTRI, Sioux City.

Stork News

Mr. and Mrs. Bill Mazer are the parents of a daughter, Francine, born November 22. Mazer is sports director of WKBW, Buffalo.

Name CBS Executives Attending Coast Meeting

(Continued from Page 1)

Palm Springs; Eleanor McClatchy, John Hamlyn, and Walter Baziuk, KERN-Bakersfield.

From Arizona: John L. Hogg and Albert D. Johnson, KOY-Phoenix; Lee Little, Glen Snyder and George Cook, KTUC-Tucson.

From Washington: Loren Stone, KIRO-Seattle; Ed Craney, KXLY-Spokane; Archie Talbot and R. Lee Black, KIMA-Yakima.

W. T. Wagner, of the Alaska Broadcasting Company, which operates 5 CBS affiliates in Alaska, also will attend from Seattle.

From Montana: J. F. Wilkins, KFBB-Great Falls; A. J. Mosby, KGVO-Missoula; Frank Reardon, KBON-Butte.

From Nevada: David McKay, KOLO-Reno; C. L. McCarthy and Richard E. Goebel, KLAS-Las Vegas, Nev.

From CBS affiliates in other western states: Westerman Willock, KDSH-Boise, Idaho; Harry H. Buckendahl, KOIN-Portland, Oregon; Val Lawrence, KROD-El Paso, Texas; Carl Dunbar, KSIL-Silver City, New Mexico; C. Richard Evans and Eugene Halliday, KSL-Salt Lake City, Utah.

New York Execs. Present

Representing CBS, New York, are Joseph H. Ream, executive vice-president; H. V. Akerberg, vice-president in charge of station relations; William B. Lodge, vice-president in charge of general engineering, and sales manager John J. Karol.

Attending from KNX-CBS, Hollywood, will be D. W. Thornburgh, vice-president in charge of Western Division, CBS; A. E. Joscelyn, KNX-Columbia Pacific Network director of operations; E. W. Buckalew, Western Division station relations field manager, and Harry Ackerman, director of network programs, Hollywood.

U. S. Mayors To Query MBS 'Forum' Speakers

Theodore Granik's guest speakers on his "American Forum of the Air" over the Mutual network next Tuesday will have to answer questions directed at them by several mayors of American cities who have gathered at the Statler Hotel, Washington, D. C., for the convention of the American Municipal Assn., an organization representing 9,500 municipalities of the nation. The AMA invited producers of the program to broadcast from the Statler and the invitation was accepted. The 'Forum' is sponsored by the Universal Carloading and Distributing Co.

Guest speakers of the evening will be Sen. Hubert Humphrey, of Maine, and Herbert V. Nelson, secretary of the National Association of Real Estate Boards. Subject of the talks, and the questioning to follow, will be "What About Housing." Program is heard from 10-10:30 p.m.

Bergen Quitting Radio Until Autumn Of 1949

(Continued from Page 1)

for the past 12 years. His present contract, signed last October, is for 39 weeks.

It was stressed yesterday that departure of Bergen from NBC was in no sense an outgrowth of recent defections represented by the Jack Benny and Amos 'n' Andy shows. Bergen, in announcing his temporary retirement, declared that the entertainment industry at the present time is "in a state of flux." The coming months of leisure, he added, will enable him to get "a new perspective on both radio and television."

Tex Maxwell

Hollywood—Funeral services will be held today for Tex Maxwell, radio producer and writer, who died Tuesday. He entered the radio field 28 years ago, prior to which he was a playwright. His latest radio show, which he wrote and produced, was "The Story of Holly Sloan."

Stanback's Spot Campaign

Stanback Co., maker of headache powders, is cancelling out the quarter-hour transcribed Peter Donald show on stations throughout the country and will replace the campaign with a spot announcement series. Stanback is also looking for a new agency. Account formerly was handled by the Piedmont Advertising Agency of Salisbury, N. C.

Ziv Reports New Sales And Renewals On ETs

(Continued from Page 1)

Story" starring Ronald Colman leading the list of sales.

The Kansas City Power and Light company signed a three-year contract for the presentation of "Favorite Story" on WDAF, and the Vermont Structural Steel corporation bought the dramatic presentation for sponsorship on New England stations. Among the stations on which the program will be heard are WJOY, Burlington, and WEAV, Waterbury, Conn., and WDEB, Plattsburg, New York.

'Boston Blackie' Renewed

Boston Blackie starring Dick Kollmar has been renewed by the Carolina Power and Light company for presentation on WWNC, in Asheville, N. C. Renewal marks the third consecutive year of sponsorship.

DuMont. Steinway On WQXR

To advertise DuMont radio and television sets, the Allen B. DuMont Co. and Steinway & Sons have signed with WQXR, New York, for a daily 25-minute show, "Recent Recordings." Program is aired Monday through Friday, 3:05-3:30 p.m. Buchanan & Co. placed the contract with Robert Krieger representing WQXR.

CECILLE MUSIC CO., Inc.

Announces

The opening of its new offices at
580 Fifth Ave. Suite 800 New York City

We proudly present two new songs
"THE BRIDE WORE BLUE"

(Leonard Whitcup, Sy Lefco and Dale Wood)

"REMEMBER SEPTEMBER"

(Bob McElliott and Dewey Bergman)

JOHN McLAUGHLIN, General Manager

GUY WARD
6356 Hollywood Blvd.
Hollywood, Cal.

MUSIC . . SPORTS . . NEWS
FULL TIME

WINZ

Florida's Big Independent

Primary Signal
Covers
GREATER MIAMI
and
Florida's
Rich East Coast
from
the Palm Beaches
to Coral Gables.

STUDIOS:

MIAMI, HOLLYWOOD,
WINZ BLDG., MIAMI BEACH

MAIN STUDIO:

HOLLYWOOD BEACH HOTEL
940 Kc. — FULL TIME

JONAS WEILAND, President

Represented by: John H. Parry Associates

AGENCIES

D. PETER BOWLES has been advanced to director of radio and television copy at Doherty, Clifford & Shenfield, Inc. He joined the agency at its formation in 1944, after serving two years as a civilian specialist with the Air Force. Previously he was with William Esty Co. and Benton & Bowles, Inc.

TELEVISION ASSOCIATES, of Chicago and New York, manufacturers of television and recording equipment, have placed their advertising with Schoenfeld, Huber & Green, Ltd.

THE OXFORD PAPER COMPANY announces that effective Friday, December 10th, its advertising will be handled by Charles W. Hoyt Company, Inc.

CHARLES LUCKMAN, president of Lever Bros., and formerly chairman of President Truman's Citizens Food Committee, Monday was decorated with the ribbon of a "Chevalier" in the French National Order of the Legion of Honor by Ambassador Henri Bonnet. Ambassador Bonnet, in presenting the award, described Mr. Luckman, as "the moving spirit implementing the generosity of President Truman and the touching impulse of the American people themselves in aiding European recovery."

B. L. ROBBINS, vice-president of General Outdoor Advertising Company, Chicago, will address the Advertising and Sales Executives Club in Kansas City on December 13. During his stay in K. C., he will be interviewed on KCKN by News Editor, Eric Tainter.

WAYNE HUTCHINSON, formerly associated with the radio publicity department of the American Cancer Society, has joined the National Cancer Foundation as Director of Publicity. Prior to his position with the ACS, Hutchinson served as Operations Manager of WMGM, New York.

Labor-Capital Program Again On ABC In 1949

(Continued from Page 1)

and half every Tuesday between labor and management. Starting Jan. 4 the labor groups will be heard at 10:30 p.m. and for 26 weeks the CIO will produce a current events quiz program titled "It's In the Family." AFL takes over the spot the middle of next year.

Also on Jan. 4, at 10:45 p.m., EST, over ABC, the National Association of Manufacturers starts a new panel discussion series titled "It's Your Business." NAM will alternate with the U. S. Chamber of Commerce every 13 weeks in production of the management half of the 30-minute program.



Mainly About Manhattan. . . !

● ● ● **AROUND TOWN:** Hottest rumor on the street today has Mutual reaching down to Florida to drag Clarence Menser out of retirement to fill in Bob Swezey's vacated spot with that web. . . . There's a young feud brewing between two back-to-back stanzas on WINS—the Cardinal Restaurant interview setup with Bob Brumby and Bob Towers and the program that follows masterminded by Jack Eigen. . . . Ronson has bought Johnny Desmond for a weekly 5-minute Sunday nite spot starting Jan. 9th. . . . CBS has hired a boxing consultant. (Is that because of its slugfest with NBC?). . . . Big meat outfits like Armour and Swift ready to plunk down important money into daytime kilocycles. . . . James J. Kriegsmann's description of Arthur Godfrey and Archie Bleyer: Tea and trumpets. . . . Groucho Marx tickles our ribs as much as anyone you can name, but too many commercials are robbing his show of its kick. . . . Radie Harris columning for Radio Best. . . . Edith Dick, 30-year-old femme station manager of WWRL, being profiled by national mag. Piece, titled "Hortense Alger," reveals she started at the station as a part-time stenog. . . . Add IMPressions: We the People: Huminterest. You Are An Artist: Howdy doodle. Geo. O'Hanlon: Fun Man's Family.

★ ★ ★ ★

● ● ● **FOOTBOWL NOTES:** The Rose Bowl game New Year's Day, which has been an NBC fixture ever since it has first been aired, joins the Jack Benny, Phil Harris, Amos 'n' Andy parade to CBS, with Mel Allen drawing the plum. (NBC, meanwhile, has only managed to line up a Gator Bowl game from Jacksonville, Fla., with Ted Husing covering, and a special New Year's game from San Diego, with Bill Stern calling the plays, for that day). Other schedules call for Red Barber to do the Orange Bowl game for CBS—Harry Wismer the Sugar Bowl for ABC—Al Helfer at the Cotton Bowl for Mutual—and Ernie Smith on the East-West game, also for Mutual.

★ ★ ★ ★

● ● ● **PASSING BY:** Ted Collins, who was once a life-guard and who still gets Christmas greetings from the 16 people he saved years ago. . . . Ralph Edwards, who is being flooded with requests by various charities to do "Hush" stunts to hypo their funds. (He's been able to raise over a million bux per stunt). . . . Dwight Weist, who has managed to bake the family Thanksgiving pumpkin pie every year with no casualties thus far. . . . Geo. V. Denny, Jr., moderator of America's Town Meeting and president of Town Hall, who at one time was an actor in the famous Provincetown Playhouse. (He trod the boards and got choked nightly in Paul Green's "In Abraham's Bosom"). Once a year he reverts to type and on December 18th at a 'morning matinee' at Town Hall, he'll give his one-man show of Charles Dickens' "A Christmas Carol."

★ ★ ★ ★

● ● ● **MAIN STREET SEEN-ery:** Play-backer Howard Cullman at a side table in the Fireside Inn. "Angel in the Wings." . . . Beatrice Lillie breaking the 100-yard dash record tearing out of Sardi's to keep an appointment. The Busy Bea.

★ ★ ★ ★

● ● ● **LUV 'n' KISSES:** Mina Bess Lewis' zingy commercial word-weaving on "Toast of the Town"—on a par with those high-grade AM spots she's been turning out for Warners. . . . Kathi Norrils' delightful television personality on DuMont. (And what a terrific mail-grabber her stanza turned out to be). . . . Bruce Raeburn's toying with "It's A Big, Wide, Wonderful World" at the Monkey Bar. . . . Jack Kilty and his Musical Merry-Go-Round series. . . . Alan Courtney's noontime interviews from Garrison's via WLJL.

CHICAGO

By NAT GREEN

THE professional league football game between the Chicago Bears and Chicago Cardinals will be covered Sunday by all of the Chicago television stations.

WGN-TV has inaugurated a new service titled "Late News Headlines," telecast Monday through Friday evenings at 7:27 and Sundays at 5:57 p.m.

WLS will present its "National Barn Dance" at the DuSable high school in Chicago on December 17, proceeds going to the South Side Boys' Club.

Caesar Petrillo, WBBM music director, leaves December 17 for Hollywood where he will assist with the musical production of CBS' two-hour "Christmas Festival" on December 25. He'll take in the Rose Bowl football game on New Year's Day.

Robert White, ABC public service director, is attending the National Junior Vegetable Growers convention in Detroit this week and will originate ABC's "American Farmer" program from the convention.

"The Tutored Mob," new novel by Skee Wolf, WBBM writer-producer, has been accepted for publication by Crown Publishers.

Ted Mac Murray of Radio Features, Inc., producer of John Nesbitt's "Passing Parade," Mutual coast, has been appointed Pacific Coast manager of the firm, with headquarters in Hollywood.

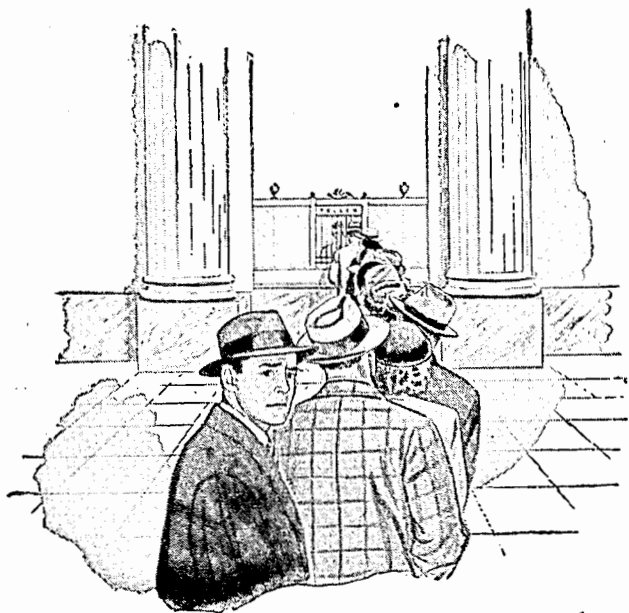
"Forward United!" is the title of a new series of parent education scripts to be presented by the Illinois Congress of Parents and Teachers and produced in joint cooperation with the Radio Council of the Chicago public schools and the University of Illinois radio station WILL, over which the series will be heard the third Tuesday of each month from December 21 to next June.

"Memos for Music," new weekly program originating at WGN and broadcast for the Mutual network, will debut Sunday, 7:30-7:55 p.m., featuring vocalist Martha King and Skip Farrell, the narrative flash-backs of Franklyn MacCormack, and the concert orchestra of Robert Trendler.

ARTHUR EDDY

Public Relations — Publicity
812 Taft Building
Hollywood

GLadstone 5305 — GLadstone 9082



THIS IS HARD



BUT THIS IS EASY



**AND THIS IS
MIGHTY WONDERFUL**

SURE, you believe in saving.

But it's mighty hard to make yourself take cash out of your pocket, and time out of your day, to do it *regularly*.

The sure way, the *easy* way to do your saving is to get started on an *automatic* savings plan with U. S. Savings Bonds. Like this . . .

- 1. If you're on a payroll**, sign up in the Payroll Savings Plan, then forget it. From then on the money saves itself—so much per week, or so much per month.
- 2. If you're not on a payroll**, sign up at your bank for the Bond-A-Month Plan. Equally easy. You decide how much you want to put into bonds every month, your bank does the rest.

In just ten years after you start buying bonds, your money starts coming back to you—well-fattened! Every \$3 you invest today brings you back \$4 to make possible all the wonderful things you dream of doing.

And remember—any time you need your money for emergencies, you can get it back *in minutes*, without losing interest.

Automatic saving is sure saving—U.S. Savings Bonds

This space contributed by RADIO DAILY



Hear BBC Spokesman On TV In Canada

Montreal—Britain's top authority on television broadcasting congratulated Canadians on their refusal to be "stampeded" into adopting television and at the same time warned against "mere mechanical development" without any regard for attendant responsibilities.

Norman Collins, head of television in the British Broadcasting Corp., told the Canadian Club of Ottawa he was "impressed" with the "typically Canadian wisdom" of "refusing to convert every home overnight into a miniature cinema."

Television was the most "powerful social influence of our time."

As such, it would mold the character, tastes, dress, culture of a whole generation. Even habits of speech would be profoundly influenced.

Effect on Children Greatest
Its greatest effect would be felt on children and in the home. A "whole posse of police" would not keep children away from the television set.

If Hitler had controlled television as it soon would be, he would not have had to worry about other mediums, Mr. Collins said.

However, he was "seriously disturbed" by the emphasis on mechanical development alone.

Canada, wise in adopting a cautious attitude towards television, should not be like the Chinese sages and wait 100 years to see how the experiment would turn out.

"When you get television," was Mr. Collins' advice, "don't allow too much of it. This was the mistake that had been made in radio." Specifically, he warned against the "Godforsaken idea" of "television with breakfast."

As to who should control television when it came in, that was open to argument. A public corporation was ideal in one sense because it was an "ideal target for abuse"—which always made the public "feel better."

On the other hand, under private enterprise, the pressure of advertising should lead to progress.

But progress towards what? That was the question that even Britain,

Continental-Rural FM Webs Link Programming Services

(Continued from Page 1)

Everett L. Dillard of the Continental web, announced yesterday.

Coincident with the FM network expansion, it was announced that two new stations will join the Rural Radio Network on Sunday, Dec. 12, bringing the total number of affiliated stations up to ten. The new stations are WFHA, Hartford, Conn., and WACE-FM in Springfield, Mass. A special two-hour dedicatory program will be staged on Sunday in connection with the web's expansion.

From Washington to Alpine

In its programming arrangement with Continental, Rural will obtain programs from the network's 15 kc. high fidelity wire service running from Washington, D. C., to Alpine, N. J., and will connect its own existing wire facilities to this circuit at New York City for distribution to the stations of RRN. The agricultural FM web has a wire running from New York City to Ithaca, the balance of the stations receiving their programs by high fidelity relay of the signals of the FM stations themselves.

Continental's statement announc-

ing the RRN deal, read in part, as follows:

"This arrangement is the first in Continental's announced plan to make programs of a national interest available to large scale regional networks to supplement their programming of regional interest.

"Continental has recently announced the affiliation of stations KSBR, San Francisco; WEAW, Chicago; and WLRD, Miami Beach, all of which stations receive their programming by means of high fidelity tape transcriptions. Other affiliations with individual stations, and other regional networks are expected to be announced soon. Continental proposes to work with existing regional FM networks wherever possible and, in certain instances, will permit FM affiliates to duplicate their programs over their AM stations.

In Strategic Locations

"KSBR, WEAW and WLRD are in strategic locations to provide Continental programs to other nearby stations by means of radio relay and to regional networks already in operation."

Peabody Entries Sought For Annual Radio Awards

Officials of the Peabody Awards yesterday urged stations to get their 1948 entries in before the deadline of January 8, 1949. Transcriptions, scripts and general information should be forwarded to Dean John L. Drewry, Henry Grady School of Journalism, University of Georgia, Athens, Ga. Local Listening Posts are advised to contact their chairmen, according to Dorothy Lewis, member of the Peabody Advisory Board.

with an estimated 100,000 sets had not yet answered.

The tendency most greatly to be resisted was that of under-estimating the intelligence of the public—the fault of radio, said Mr. Collins.

Television was costly. Cost of installation was roughly six times that

Porteous And NBC Film Scheduled By Adv. Club

Roy C. Porteous, manager of NBC's advertising and promotion department, will speak and show the NBC documentary film, "Behind Your Radio Dial," at a meeting of the Advertising and Selling Course alumni of the Advertising Club Tuesday evening, Dec. 14, at the Community Church, 40 East 35th Street, New York. About 200 are expected to attend the meeting, which, according to the president, John Bowe, is open to public.

of radio. However, as an entertainment medium, it was "roughly 36 times more effective," than radio.

Television was cheap in its operating expenses, after the initial outlay.

There was the same difference between television and "sound radio" to those who had watched television, as there was between "silent" and talking films, Mr. Collins said. "Once you have television, you just can't stand ordinary radio. You have been given the latch-key to Hollywood."

Britain's system was the "best in the world." It was also the most simplified, "possibly because the BBC has a monopoly."

Britain's television funds came from the 11 million pounds sterling annually received for radio licenses of which roughly 1,000,000 pounds a year was now being spent on television.

Television had shown its value at the Conference of Prime Ministers in London recently, Mr. Collins said, when an up-to-the-minute record was brought to subscribers.

Inside Antennas Gaining in Favor

Radio engineers are now most concerned with decreasing the size of television antennas, Dr. W. R. G. Baker, Electronics Vice-President of General Electric, told the Institute of Radio Engineers at their Fall meeting in Rochester last month. "We want eventually to get them inside the set, just as we did with radio," he said.

This is important because many people don't want to disfigure their homes with a large antenna, and also because installation costs of the large antenna are high. Television sets won't become an 'over-the-counter' sales item until this is done."

Cost of television is not going to drop much in the near future, in Dr. Baker's opinion. "There may be some decrease, but with the prices of material and labor trending upward, this is doubtful," he said.

He noted there had been an attempt to bring the prices down by decreasing the size of the television image. Surveys, however, indicate the public shows general acceptance of the 10-inch picture tube, as opposed to small and less expensive tubes, he stated.

Color television is a long way off, according to Dr. Baker. "Color sets would cost at least three times what the black and white cost, and would greatly slow television development," he said.

Jaffe Elected To Exchange Post

Frank Jaffe, promotion manager of Fort Industry's CBS-affiliate, WGBS—Miami, has been elected vice-president of the Statistical Exchange of South Florida for the year 1949. He had previously been serving as program chairman of the organization.

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TELEVISION DAILY

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TELE TOPICS

IN A TWO-AND-A-HALF PAGE hand-out announcing opening of negotiations for a ten-year contract with ABC for Thanksgiving and Christmas shows for Elgin-American, Edward H. Weiss, president of Weiss & Geller, put the slug on his poor critics for panning the firm's recent turkey day fiasco. "It's high time," he said, "that we advertising men stuck into our guns and let the critics talk about entertainment. That's what they know. We know selling. Let's stick to what we know." . . . Well, Mr. Weiss, as one who has done more than his share of viewing, all we can say is that unless you advertising men (and we don't think your outlook is at all typical) learn show business and learn how to stage good TV entertainment, there aren't going to be many people around to see your sales messages. People expect commercials, and listen to them, but they expect the show to be of primary importance. The fact that you "eliminated four of the plugs from the two-hour show" in its recorded version shows that you recognize a need for balance between commercials and program content.

HOWEVER, Mr. Weiss, when you say, "The audience must be hit hard and frequently enough to sell the product," we think you under-estimate the caliber of your audience and the power of video. Television has come up with some startling sales records without hitting viewers over the head. The quality of the commercial message is far more important than its frequency and obtrusiveness. Viewers want to be informed, not tortured. . . . You compare radio and television with printed media, Mr. Weiss, and ask that they be accepted on equal terms. You forget, however, that the airwaves have been licensed by the people of the United States to be operated in the "public interest, convenience and necessity" and may be used by advertisers only as long as they remain within those bounds.

THE NATIONAL ASSOCIATION of Minor Baseball Leagues adopted an amendment yesterday which would ban network AM and TV pickups of games, except for the all-star contest and the world series. 'Tis nothing to fear, however, for this year at least, since many of the major league clubs are already committed for the coming season and undoubtedly will send the resolution to the showers. . . . Two Martin Stone packages, "Author Meets the Critics" and the "Gulf Road Show," have been renewed on NBC. General Foods, bankroller for "Author," also renewed the time seg now occupied by "Meet the Press" but hasn't set the show yet. . . . A 15-minute short, "The Arrival of Delayed Pilgrims," is being prepared on 16 mm. by Ted Hudes for the Citizens Committee on Displaced Persons.

No Fraud In WTVJ Bid, Wometco Circuit Says

Washington Bureau, RADIO DAILY
Washington — Wometco theater circuit of Miami, Fla., yesterday told the FCC that there was no fraud or misrepresentation involved in its lending money to WTVJ and its eventual application to buy the station. Proposed findings were filed by attorneys Segal, Smith and Hennessey following a hearing in Miami several weeks ago on the FCC's motion to revoke the WTVJ permit.

Wometco began advancing money for WTVJ construction in February of this year, and has put about \$100,000 into the station. This advance was quite apart from the circuit's intent to buy the station, the Commission was told. Wometco's application to buy the outlet was filed this spring.

The FCC was told that Wometco would make a preferable licensee to E. N. Claughton, who pulled out as a partner in the station with Robert G. Venn, and that there was no fraud of misrepresentation in the entire transaction.

WUTV Hearings Set

Washington — The FCC yesterday set for hearing the application of WUTV, Indianapolis TV station, for an extension of completion date. The station, permit for which is held by the William H. Block Co., is assigned to channel three.

DuMont Plant Expansion To Quadruple Mfg. Capacity

(Continued from Page 1)
since until now activity has been scattered among 25 separate structures.

The TV pioneer said that the industry is now producing sets at the rate of 1,200,000 a year, and indicated that the figure might be increased to about 1,750,000 in 1949. Tube production continues to be the chief bottleneck, he said, despite perfection of a metal tube and improved methods applied to the glass



DU MONT

Baffle Lines Drawn For Press-TV On Coast

(Continued from Page 1)
and Nick Kenny, radio editor of the New York Daily Mirror. Shortly after their arrival the Herald-Express doubled its daily programming space and began carrying the INS daily radio and TV column. It is expected that the Los Angeles Examiner will also open up its columns on radio and video news. Hearst papers have a tieup with the Don Lee TV station.

Los Angeles' new tabloid paper, the Mirror, has been devoting considerable space to radio and TV and the Times, owners of the new tabloid, is also becoming television-minded.

KTTV Deal Okayed

The FCC yesterday announced its okay for the purchase by CBS of a 49 per cent interest in KTTV, Los Angeles TV station in which the dominant interest is held by the Los Angeles Times-Mirror. CBS will pay \$367,500 for its stock, and will be extremely active in the management of the station. For several months CBS personnel has been active in station management on a consultant basis.

Sponsors Basketball

Globe Brewing Co. has picked up the tab for Loyola College hoop games over WAAM, Baltimore, through Joseph Katz agency.

See Action Needed Re Problem Of Adaptations

First industry-wide step towards adoption of a standard literary property contract will take place next Thursday at a meeting of network, agency and package house representatives. There has been considerable confusion in the trade recently regarding such rights and the increasing number of dramatic shows on the air has placed the producers of these programs in competition with each other for top properties.

Thursday's meeting, which will be held in the offices of World Video, Inc., was called by Henry S. White, president of the package firm, which owns "Actors' Studio" a dramatic series on ABC. In addition, White will represent the Independent Television Producers Association.

In a letter to the four networks, J. Walter Thompson, Kenyon & Eckhardt and Campbell-Ewald, White said, in part:

"It seems to me that you are probably running into many of the same difficulties that we are encountering in our leasing or obtaining television rights for dramatic adaptations. In the course of pursuing these rights, we find that agents and authors seem to be quite well organized in their demands, but it appears to me that we, the buyers, do not present a united front and this weakens our efforts.

"Therefore, if a standardized literary property contract could be devised and all the buyers were to use this contract, we feel that a substantial improvement in these arrangements could be established."

The three agencies to which letters were sent each have dramatic shows on the air. JWT produces Kraft Theater; K&E, Ford Theater, and Campbell-Ewald, Chevrolet Tele Theater. The Ford show this week dropped kinescope recording off its productions because too many plays it wanted were restricted.

CBS Hires Boxing Expert

Paul Moss, noted sports authority and former manager of retired undefeated middleweight champion Billy Soose, has been appointed boxing consultant and producer for the Columbia Broadcasting System. His assignment in the CBS-TV coverage of boxing attractions will be to transform prize fight broadcasts from what they have been in the past—remote pickups and blow-by-blow commentary—into a complete picture of the contests.

BEHIND THE MIKE

DISC JOCK Bill Williams, heard nightly with his band parade over WOV, moves to WOR one nite a week starting Dec. 30th from 8 to 8:30 to emcee a comedy show with singers Stuart Foster and Martha Wright.

Dizzy Gillespie and his be-bop crew over at the Strand theater this week.

Ken Murray planning a video version of his "Blackouts."

Gen'l Electric shying away from any more quiz shows.

Judging by the amount of dicker-ing they're doing for ABC, Gail Ingram sez why not call them 20th-Century Foxy? And Harry Ingram is planning a tele show featuring only models. He'll call it "Looks on Trial."

Larry Finley setting up a video deal for Diosa Costello.

Buddy Lester left Wm. Morris for Jack Bertell. (No "call for Wm. Morris"). The comic and Rudy Vallee just finished packaging a video film.

Blue Barron into the Biltmore's Bowman Room on the 15th. Wants to be around N. Y. for "Stop the Music" court proceedings.

Jack Cleary, Kay Kyser producer, definitely set to go back to H'wood with the show after east coast cuttings at the end of Jan.

Irene Murphy, hostess on WABD's daytime offering, "Woman's Club," will lecture to the television class at Fordham U.

John Griggs celebrating his fifth year as narrator of Mutual's "Adventure Parade" this week.

Congressional quarters in Washington getting a new roof and Herb Sheldon wonders if it's because politicians there are constantly hitting the ceiling.

TV Sales Represent 25% Of RMA's Dollar Volume

(Continued from Page 1)

a three-day RMA meeting in New York. In 1949 it is foreseen that at least half the dollar volume may be attributed to TV sales.

Saleswise, the RMA is headed for another record breaking year and will considerably surpass last year's total of \$700,000,000. This is the manufacturers' sales figure, not retail business. One official estimated that manufacture of radio sets will be down to 12,000,000 in 1949, compared with 16,000,000 for 1948, while production of TV sets will amount to approximately 2,000,000 for next year. Increase in TV sets easily offsets the dollar volume drop in radio receivers.

The RMA board authorized President Max Balcom to appoint a committee to canvass RMA members on the possibility of raising special money for the 1949 "Radio-in-every-Room" campaign. This year the RMA, from its regular budget, spent \$70,000 for the campaign, just double the amount in 1947. But the

* PROMOTION *

Radio and TV Brochures

RCA Victor's latest release of dealer merchandising aids includes several brochures and information pamphlets promoting its line of radio and television receivers. Included are the latest Eye Witness television line folder, a question and answer pamphlet on television, a line folder covering the latest RCA Victor FM table radios, literature on a new farm battery table radio, and a book of prepared radio commercials for television dealers.

The new television line folder spotlights seven RCA Victor television receivers, including the recently announced "Monticello" and "Harrison," television-AM-FM-Victrola phonograph consoles, and the new "Sightseer," "Onlooker," and "Bystander," 10-inch direct-view table models. Also featured is a new projection television-radio-phonograph console (Model 648-PV), which provides 15 by 20-inch television pictures.

"What's Your Television I. Q.?" is a 16-page information booklet containing answers to basic television questions asked by customers.

RCA Victor's FM brochure provides customers with elementary information on frequency modulation and introduces them, with illustrations and descriptive copy, to five new RCA Victor AM-FM table model radios.

Public Service

A group of parents and teachers and a radio man will discuss the pros and cons of children's radio listening habits tomorrow when the Union County Parent-Teachers Association presents another in their regular series of broadcasts heard every Saturday at 12:05 a.m. over WNJR-Newark. One of the feature questions which will confront tomorrow's round table discussion participants, Mrs. Frances Herald, Miss Beatrice Kirby, Mr. John L. Smith, and Mr. Edward Ambry and their guest, Johnny Clarke, emcee of the "Johnny Clarke Show," will be the factors which parents should consider in connection with a child's use of the radio and whether or not children shirk their home responsibilities, neglect home work, and keep late hours in order to catch the adventures of their favorite mystery sleuth or keep up with the latest numbers on the musical hit parade.

campaign was so successful that RMA officials feel that more money should be spent next year.

Balcom also was authorized to name another committee to confer with government officials on ways to combat the tin shortage, an item vitally needed in production of television sets. RMA is thinking of voluntary conservation within its own organization and a possible re-vamping of the allocation plan, the latter necessitating government cooperation.

Mrs. Santa Claus Series

Special broadcasts by "Mrs. Santa Claus" at the North Pole are a daily feature for the pigtail set on WFIL, New Haven, sponsored for the third year by the W. T. Grant Co. The program features reports on activities at the North Pole Toy Factory; chatter by Jo-Joy, the special Jack-in-the-box who writes the names of good boys and girls in the Golden Book; and telephone calls to children who write to the program.

WFIL Safety Campaign

Station WFIL, Phila., is conducting a month-long campaign designed to educate listeners in safety habits and the outlet is airing a daily program series on recent highway accidents and how they could have been prevented. The safety drive got under way Nov. 20 and 21 with two special half-hour programs. The first originated from a conference conducted by the Philadelphia Safety Council and the safety committee of the public schools for 1,000 educators. The WFIL broadcast included a 15-minute safety quiz and a quarter-hour dramatization on safety in the home.

WPAY's Santa Busy

Santa Claus's address may be the "North Pole," but in Portsmouth the "pole" is the transmitter of radio station WPAY, Portsmouth, Ohio. In the two weeks that Santa Claus has been on the air for WPAY, he has received more than 1,500 pieces of mail from children in Portsmouth and towns within a fifty-mile radius. The half-hour program has been broadcast at 4:30 p.m. every day except Sunday since Nov. 20. The youthful writers seem to have implicit faith in the United States Postal Service, for many of the letters arrive addressed simply to Santa Claus or North Pole. Some of the letters bear no stamps, while others have not been in envelopes, being only pieces of paper stapled together.

Station Reps' Easel

Following up the launching of their promotion campaign for spot broadcasting, the station reps have come forward with an easel presentation of the story of spot broadcasting. This second promotion, issued under the auspices of the NARSR, has been released to the branch offices of the Reps, and is being shown to advertisers and advertising agencies.

While the easel covers the same general theme "Spot Broadcasting Lets YOU Decide," as the Spot Book published last month, there is more emphasis on marketing, and the role of Spot Broadcasting, and the solution of current problems of advertisers. The easel has an unusual form, in that it follows a blackboard technique superimposed on an attractive frame.

EQUIPMENT

Stellner Promoted

Following the recent appointment of Robert W. Galvin as executive vice-president of Motorola Inc., Paul V. Galvin, president, announced that he has named Walter H. Stellner vice-president of merchandising and Elmer H. Wavering vice-president of product design. Mr. Stellner was formerly vice-president in charge of home radio and television set design and Mr. Wavering was vice-president in charge of automotive product design.

Under the new organizational structure, Mr. Wavering will be responsible for consumer product engineering; home radios, auto radios, television sets and car heaters. Mr. Stellner will supervise all merchandising, including sales, advertising, market research, and service.

CKLW Is Host In N. Y.

CKLW, Mutual network outlet in Detroit-Windsor, held its annual Christmas party last evening at New York's Hotel Chatham. From 200 to 300 guests—time buyers, web officials and station reps—helped salute not only the Yule season, but also the fact that the station will in the near future increase its power from 5,000 to 50,000 watts.

Stork News

Mr. and Mrs. Bill Seth are the parents of a seven-pound daughter, Patricia Ann, born yesterday in New York City. Seth is advertising and promotional director of Muzak, Inc.

Send Birthday Greetings To—

December 10	
Andy Kelly	Lois Burke
Chet Huntley	Ray Collins
Alvin Austin	Jean Dickenson
Lew Brown	Morton Gould
December 11	
Buster Coward	Donald Flamm
December 12	
Emanuel Demby	Helen Menken
Ann Eden	Edward G. Robinson
Hal James	Danny O'Neil
Allen Massey	Louis G. Cowan
December 13	
Florence Baker	Phil Mayer
Charlie Gregg	Jay Jostyn
December 14	
Morey Amsterdam	Erskine Johnson
December 15	
Marion Barney	Phil Dakin
Art Brown	Bob Hawk
Maxine A. Chaffin	
Edward P. Shurick, Jr.	
December 16	
Jessie Block	Dick Crane
Lucille Lortell	Arthur Padgett

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



DL 45, NO. 49

NEW YORK, MONDAY, DECEMBER 13, 1948

TEN CENTS

RECORDING 'GO-AHEAD' BELIEVED NEAR

AM Stations OK'd; Other FCC Activities

Washington Bureau, RADIO DAILY
Washington—The FCC on Friday granted approval for seven new AM stations, including the following to operate with 250 watts unlimited: George Arthur Smith, 1490 kc. in Jackson, Tenn.; Ben K. Weatherwax, 10 kc., Aberdeen, Wash.; John T. and Helen M. Assey and Harmon C. Duncan, 1400 kc., Georgetown, S.C.

OKayed for operation with one hour a day-time were S. S. Adcock, Squay Springs, N. C., on the 1460
(Continued on Page 5)

Admonishes Advertisers To Have Faith In Service

Dallas—Henry E. Abt, president of Brand Names Foundation, Inc., in a series of addresses before Texas advertising and business executives, admonished the advertising profession to "stop apologizing for the service it renders and to start selling that service as it sells other products and services to the American consumer."

In his address before the Dallas Advertising League at the Adolphus Hotel on Friday, Abt decried the
(Continued on Page 2)

Gatchell Named President Of Maine Broadcasters

Augusta, Maine—Members of the Maine Broadcasters Association have just held their second annual meeting at Augusta, Maine. Officers elected to serve for the coming year include Creighton E. Gatchell, WGAN, Portland, president; Edward J. Guernsey, WLBZ, Bangor, vice-
(Continued on Page 5)

Awards Dinner

Addresses of Vice-President-Elect Alben W. Barkley and Floyd Odum at New York's Town Hall awards dinner will be broadcast over CBS from the Waldorf-Astoria on Wednesday from 10:30 to 11:00 p.m., EST. The general theme of the dinner will be "The Outlook for 1949." H. V. Kaltenborn will act as chairman.

Re-activated

Activation of a Military Amateur Radio System (MARS) to provide a backlog of trained radio communication personnel in case of local or national emergency was announced jointly by the Army and Air Force. The Army Signal Corps and the Air Force Director of Communications are authorized under joint regulations to use military equipment wherever practical in the training of MARS members. Experimental work will be encouraged. Training also will be furthered by an official bulletin.

Harper Elected Pres. Of McCann-Erickson

Marion Harper, Jr., was elected president of McCann-Erickson, Inc., succeeding H. K. McCann who has been president of the company since its formation, at a board of directors meeting on Thursday. Mr. McCann was elected chairman of the board and will continue as senior executive officer of the company.

Harrison Atwood, one of the
(Continued on Page 4)

All Time Sales High Set By WOV During October

An all-time high in time sales for any month in the history of the station was reported by Ralph Weil, general manager of WOV, New York, for the month of October with
(Continued on Page 2)

Plugging Of Sunday Holes Growing Network Problem

Radio's major upheaval involving programs on NBC and CBS has flared anew following official confirmation that Horace Heidt will shift into Jack Benny's spot on NBC and that Edgar Bergen is throwing in the sponge until things settle down. While some of the glaring program holes have been plugged, others have been opened up simultaneously and there isn't the slightest indication as to when the whole

AFM And Record Firms Await Word Of Developments In Washington; Name Fund Administrator

Petition Commission In Ohio AM Dispute

Washington Bureau, RADIO DAILY
Washington—Northwestern Ohio Broadcasters have told the FCC they have not authorized anyone to offer their facilities and permits for sale, and asked for dismissal of the rehearing petition by Sky Way Broadcasting Corp.; of Columbus, O. Sky Way, unsuccessful in its bid for a channel in Columbus against Northwestern's try in Lima, has ap-
(Continued on Page 5)

Broadcasters In P. R. Celebrate Anniversary

San Juan, P. R.—Members of the Puerto Rican Broadcasters Association played an active part in the festivities the past weekend in celebration of the fiftieth anniversary of the island becoming a United
(Continued on Page 2)

Re-elect Craig Chairman Life Insurance Institute

Edwin W. Craig of Nashville, Tenn., chairman of the board of station WSM of Nashville, was re-elected chairman of the board of the Institute of Life Insurance at its
(Continued on Page 5)

Green light to go ahead with recording was close to being flashed over the week-end as both AFM and phonograph record companies waited tensely for certain Washington developments. The announcement that recording will be resumed may come in a joint statement today or early this week from the record companies and AFM.

It's also been learned that Samuel R. Rosenbaum of Philadelphia has been selected as the trustee to administer the royalty fund. Rosen-
(Continued on Page 3)

Rural Listener Poll Among 4-H Clubs

Chicago—In a poll of rural youngsters' radio tastes taken during the annual 4-H Clubs convention by Lyn Connelly, radio editor of national Weekly Newspaper Service (WNU). Bing Crosby was named favorite male singer, with Perry Como in second place and Frank Sinatra third.

The poll consisted of 900 questionnaires distributed with the cooperation of the news bureau of the Chi-
(Continued on Page 5)

Radio-TV Luncheon Set For Boy Scouts Drive

Plans for a radio and television luncheon in conjunction with the annual Boy Scouts drive to be held at the Sherry Netherland Hotel in
(Continued on Page 2)

A Good Show

United States Army, Navy and Air Force personnel in England and Germany are being shown the recent Army-Navy football game as photographed by NBC newsreel cameras, it has been disclosed by William F. Brooks, NBC vice-president in charge of News and International Relations. The films were shipped to NBC commentators in Europe.



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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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WASHINGTON BUREAU

Andrew H. Older, Chief 6417 Dahlfonega Rd. Phone: Wisconsin 3271

CHICAGO BUREAU

Nat Green 1417 Ashland Bldg. 155 No. Clark St. Phone: State 2332

Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(December 10)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include ABC, Admiral Corp., Am. Tel. & Tel., CBS A, CBS B, Farnsworth T. & R., Gen. Electric, Philco, Philco pfd., RCA Common, RCA 1st pfd., Stewart-Warner, Westinghouse, Zenith Radio.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include Hazeltine Corp., Nat. Union Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include DuMont Lab., U. S. Television, WCAO (Baltimore).

Stork News

John Dunn, news editor at ABC, is the father of a girl born to Mrs. Dunn Friday evening at the Doctors Hospital. Newcomer, their second girl, will be named Shelley.

Takes Wagner Recorder Post

The appointment of Hector A. Castellucci as general sales manager of Wagner Recorder Manufacturing Corporation, New York, has been announced by Andrew D. Weinberger, president of the Corporation. Mr. Castellucci is known throughout the radio industry, in which he has been active for over twenty years. In joining Wagner Recorder, he leaves Farnsworth Television & Radio Corporation's New York eastern regional office where he acted as director of advertising and sales promotion. He served as assistant sales manager for two years, working out of the Fort Wayne headquarters of that company.

★ COMING AND GOING ★

GEORGE B. STORER, president of the Fort Industry stations; LEE B. WAILES, vice-president, and J. HAROLD RYAN, vice-president and treasurer, last week were in Atlanta for the meeting of the company's managing directors.

JACK FRASER, American network newsman, off for Europe. He'll spend two weeks in Paris and Berlin, during which time his shoes at the network will be filled by George Hicks and Julian Anthony.

MICHAEL R. HANNA, general manager of WHCU, Ithaca, N. Y., has returned from Paris, where he was public relations consultant to the UNESCO radio committee.

CHARLES MICHELSON, the transcription producer, leaves today for Jamestown, N. Y., for conferences with officials of the Blackstone Washing Machine Corp. Later in the week he'll go up to Toronto to huddle with his Canadian affiliate regarding the "Happy Gang" program, co-op feature on the Mutual network.

FRED L. ALLMAN, executive vice-president of WAAM, Baltimore tele station, is back in Maryland after having attended the TBA meeting in New York.

TETOS DEMETRIADES, president of Standard and Grand Records, has left for Philadelphia and the Midwest on a promotional trip for his latest releases.

KEN SPARNON, of the BMI field staff, this week will go up to Rochester, N. Y., where he'll address the radio class on the University of Rochester on the subject of copyrights and performing rights societies. The class is under the supervision of WHAM's Armin Bender.

LEONARD KAPNER, president of WCAE, Pittsburgh outlet of ABC, is in Gotham on station and network business.

HOMER CANFIELD, program director of NBC in Hollywood, is on the way back to the Coast following a short stay in New York. He left yesterday for Chicago aboard an American Airliner.

GEORGE DUNHAM, of CBS Radio Sales, is in Philadelphia on business.

DWIGHT COOKE, moderator on the "People's Platform" over CBS, tomorrow will go down to Washington on business.

EDWARD A. CHAPPELL, treasurer of WKIP, Poughkeepsic, N. Y., a visitor Friday at the headquarters of the American network, with which the station is affiliated.

VIC GEORGE is in town. He's the broadcast manager of CFCF, Montreal, an affiliate of ABC.

GERALD J. MOREY, general manager of WNLC, New London, Conn., is in town on a short business trip.

Admonishes Advertisers To Have Faith In Service

(Continued from Page 1)

attitude that ranges from self-deprecatory to the belligerently defensive, the attitude in advertising that mirrors itself in the now current expressions, "huckster" and "word peddler."

"When men and women are in the business of purveying faith," Mr Abt concluded, "they must have faith in themselves. The surest way to justify the satirists and defamers is for the profession to come, through insecurity or weakness, to accept the synthetic picture that has been drawn of us. The facts are, the practice of advertising embraces the most worthy principles of the American way of life."

Radio-TV Luncheon Set For Boy Scouts Drive

(Continued from Page 1)

New York on next Wednesday was announced Friday by Warren Jennings, chairman of the Boy Scout Radio Committee.

Special one minute transcriptions, 20 and 50 second station break announcements, photos for television use and other radio and TV material will be presented to the broadcasters at the luncheon meeting.

The Greater New York Councils of the Boy Scouts of America seek to raise \$2,000,000 for support of the 1949 Scout activities in the Manhattan area.

Joins Ziv Staff

Cincinnati—M. C. Gregory, formerly general manager of Radio Station WHBS, Huntsville, Alabama, has been assigned to the Houston office of the Frederick W. Ziv Company, and will represent ZIV in the southeastern portion of Texas, it was announced last week.

Broadcasters In P. R. Celebrate Anniversary

(Continued from Page 1)

States possession which fell on Friday, December 8.

Stations in San Juan, Ponce, Mayaguez, carried special programs featuring the proclamation of Governor Jesus T. Pinero and a statement from Governor-Elect Luis Munoz Marin who will take office on January 2.

Participating Broadcasters

Among the broadcasters who took an active part in the anniversary planning were Tomas Muniz, general manager of WIAC, and president of the Puerto Rican Broadcasters Association; Jose Ramon Quinones, president of WAPA; Harwood Hull, manager of WAPA and vice president of the PRBA; Juan Piza, owner of WNEL and A. Gimenez Aguayo of WPA, Ponce.

All Time Sales High Set By WOV During October

(Continued from Page 1)

new and renewal business divided almost equally between English and Italian language programs.

Well attributed the business increase "to lively and persistent sales promotion" and the coordination of the sales department under Herb Schorr, recently appointed sales manager.

Included in the new and renewal list of WOV accounts are:

Paramount Food Products, Tifford Furniture, Durkee Foods, American School, Feenamint, Bond Bread, Berio Oil, Gem Packing Corp., Hat Research Foundation, Savarin and Medaglia D'Oro Coffee, Barney's Clothes, International Salt, Abelson's Jewelry Stores, Fatima Cigarettes, Mueller Food Products, Cannizzaro Wines, Robert Hall Clothes, Yes Tissues, Minit-Curl and Buitoni Food Products.



Playing for keeps

The time's coming. The big time . . . when you'll have to get out there and fight for your share of business.

Most of the talk is about a seller's market. But there are those who say, "Don't you believe it."

One way or another you'll be playing for keeps.

If you plan a selling campaign in Baltimore . . . and radio is part of the scheme . . . we suggest you put W-I-T-H at the top of the list.

This is the successful independent that delivers more listeners-per-dollar-spent than any other station in this big town.

Yes . . . pretty soon the marbles will be down . . . and you'll get the W-I-T-H listeners in Baltimore.



W.I.T.H.

Baltimore 3, Maryland

TOM TINSLEY, President

Represented by Headley-Read

Recording Go-Ahead Now Expected Daily

(Continued from Page 1)

baum formerly was president of WFIL, Philadelphia.

It's understood that the trustee plan, as presented to the Department of Justice last month by AFM and record company representatives, was referred to the Department of Labor for some decision. Attorney General Tom Clark's office reasoned that it could not itself hand down a decision as to whether or not the proposed plan was legal. When the matter was turned over to the Department of Labor, Secretary Maurice Tobin's office then asked who was to be the trustee, thus indicating that the success of the plan hinged strongly on the trustee appointment.

It's reported that Rosenbaum meets the approval of all parties concerned, including the Department of Labor. Rosenbaum will be paid \$25,000 a year as trustee of the royalty fund.

WNBC Appeal For CARE Brings 11 Tons Of Food

A special shipment of CARE packages, amounting to more than eleven tons of food, will be sent to Europe in time for the holidays as a result of the all-day appeal by station WNBC, it was announced last week by Paul Comly French, executive director of CARE.

In a letter of commendation to Thomas B. McFadden, manager of WNBC, Mr. French stated, "The overwhelming response to this appeal will make it possible for us to provide special holiday meals for many thousands of Europeans who otherwise would go hungry. Your station is to be commended on this outstanding public service."

WNBC's appeal to its listeners for contributions to CARE began at 5:30 Thanksgiving morning and continued all day.

WBNX Delivers THE SPORTS AUDIENCE

by delivering all sports results all afternoon . . . 1:00 thru 6:00; 8:00 thru 8:15 . . . Monday thru Saturday.

WBNX Delivers THE MOST FOR YOUR CLIENT'S DOLLAR

Investigate

Ask for schedule of few participating spots remaining.

WBNX Broadcasting Co., Inc.
260 E. 161st St., N.Y.C. ME. 5-0333

A. LEWIS KING

527 LEXINGTON AVE. PLaza 9-1389

Eight UN Program Projects Suggested At UNESCO Meet

In spite of the general agreement among UNESCO nations regarding the necessity for world-wide mass communication by radio of educational, scientific and cultural information to the people of all nations, Michael R. Hanna, United States radio representative and advisor to UNESCO, returned from Paris and Beirut conferences with misgivings as to the general success of what he termed "an excellent 1949 program."

Hanna, general manager of the Cornell University stations, WHCU, and WHCU-FM, Ithaca, N. Y., and director of District 2, NAB, was United States representative at the Paris UNESCO radio program commission conference, and advisor to the United States delegation to the general UNESCO conference at Beirut, Lebanon.

Strictly Democratic, Says Hanna

Acceptance of the American proposal that the radio commission of the U. N. group be essentially a program producing agency, rather than merely a "clearing house" for such material, may be implemented only in democracies, Hanna said.

Support for the "clearing house" idea which came from several countries, among which were Hungary and Czechoslovakia, "iron curtain" countries, he interpreted as indicating a desire to obtain all possible information, but with reservations as to whether and how it might be put to use within their boundaries.

A proposal that UNESCO establish a world network to assure universal broadcasts of its program was shelved in favor of Hanna's arguments for making the best possible use of existing broadcasting facilities. He noted the inadequacy of the UNESCO budget for so large and expensive an operation as the construction and staffing of a world network, the waste in duplicating existing facilities, and the disadvantages such a network would encounter in attempting to reach mass audiences in competition with established state-owned and commercial broadcasting facilities.

Suggestions Listed

Among the recommendations approved by the Radio Program Commission and the UNESCO General Conference were eight program projects for 1949. These included:

UNESCO Radio Bulletin: A weekly collection of news items of international significance and of particular interest to UNESCO in fields of education, science and agriculture, of 12 to 15 minutes in length.

World Books: Program material on all new books of international importance.

Hopes of Tomorrow: Program material on current events in education, science and culture which promise hope of a better life for the peoples of the world.

Round the World: Program material designed to illustrate the theme that no nation lives alone

and that each people benefits from the inventions of all other peoples, both in the field of ideas and in the field of achievements.

The Masters Meet: Suggestions for programs built round eminent personalities of one country explaining the work and achievements of a comparable personality from another country.

Modern Life on Trial: Program material designed to provoke discussion of the pros and cons of current developments in such matters as educational methods, industrialization, medicinal discoveries, etc.

Crossroads: Program material designed to illustrate the theme that the peoples of the world have it in their power to co-operate for their common welfare, or to destroy themselves in war.

Food and People: Program material prepared by international experts designed to increase popular understanding of the problems of world population and world food resources, and of what is being done, to resolve this problem.

Greatest obstacle to be overcome in the fulfillment of activities proposed by the UNESCO Radio Commission, according to Hanna, will be that of recruiting capable personnel to carry out the program. A low operating budget and the short term job expectancy may hamper efforts to obtain the top-flight radio staff necessary for such important work.

Stone Heads Fla. Group Of AP Broadcasters

Tampa, Fla.—The Associated Press Broadcasters Association of Florida has been organized, with Jerry Stone of WNDB, Daytona Beach, as president.

Like other state AP broadcasters' organizations, the association was formed to stimulate the exchange news between AP member radio stations and to act as liaison between members of the AP in improving the radio news report.

Garland Powell of WRUF, Gainesville, was elected vice-president, and Sam Morton, AP Chief of Bureau for Florida, secretary.

The following were named to the Board of Directors: Bill McBride, WDBO, Orlando; Charlie Davis, WWPG, West Palm Beach; Herschel Graves, WTAL, Tallahassee, and Houston Cox, WCLE, Clearwater.

President Stone appointed a four-man continuing study committee to examine the AP news report and seek ways to improve it. Those named are: Ken Skelton, WDAE, Tampa; Fred Clampitt, WIOD, Miami; Larry Rollins, WSIR, Winterhaven, and John Bunning, WHOO, Orlando.

The organization meeting was held between sessions of the fall convention of the Florida Association of Broadcasters.


New Opera In Debut Via ET Over WOL


Washington, D. C.—John Ball, disc jockey, presented a pre-release recording of the Afro-Cuban opera, "Cecelia Valdez" on his WOL program last Thursday. Wesley Smith, president of Muse-Arts Records, whose company is releasing the record-album of the opera, was interviewed by Ball.




UNITED

Flight Facts

 As one of the stewardesses on "the Hollywood," United's 1 1/4 hour one-stop flight from New York to Los Angeles, I'm proud to be part of the nation's top luxury flight, and all that goes with it. Proud of the speed, the luxury, and the service our passengers get.

 But my special pride is the delicious meal service. Here's a typical menu—isn't it wonderful?

- FRESH JUMBO SHRIMP COCKTAIL
Toasted Wafers
- FILET MIGNON
Mushroom Sauce
Buttered Fresh Carrots and Peas
Au Gratin Potato
- TOSSED GREEN SALAD
French Dressing
- FRESH STRAWBERRY SUNDAE
Cookies
- COFFEE TEA MILK
Mints

 Next time you go to Los Angeles, fly "the Hollywood." Believe me, the meals and service are out of this world!

Doris Snider
United Air Lines Stewardess on

"the Hollywood"

Harper Elected Pres. Of McCann-Erickson

(Continued from Page 1)

founders of the H. K. McCann company, and senior v.p., of McCann-Erickson, Inc., was named vice chairman of the board. He will continue to serve as chairman of the executive committee, whose other members, in addition to Mr. McCann and Mr. Harper, are John L. Anderson, vice-president and treasurer of the company, and L. S. Briggs, vice-president and manager of Eastern operations.

Mr. Harper, who graduated from Yale University in 1938, joined McCann-Erickson as an office boy and trainee in 1939. Shortly thereafter he was promoted to the agency's Research Department where he successively advanced to manager of Copy Research, director of the Research Department, and in 1945 to vice-president in charge of Research and Merchandising. In 1946, he was made a director of the company, and in 1947 became assistant to the president and a member of the executive committee. He is a member of the board of directors of the Advertising Research Foundation, and is also a director of the Knickerbocker Federal Savings and Loan Association.

WNBC Sets Up Emergency Service For Utilities

A special public service job, called "WNBC's Emergency Service," has been set up by the New York flagship in cooperation with some 50 public utility companies in New York, New Jersey and Connecticut. Station will make free announcements on their behalf in case of such emergencies as blizzards, power failures, accidents, storms, fires, etc.

In addition to public utility companies, arrangements also have been made for special announcements concerning mail service, bus lines and air lines throughout the area. A system has been set by WNBC for airing station break announcements warning people of breaks in service or other problems.

EQUIPMENT

New Soldering Tip

A low-cost, long-lived soldering tip that gives more heating area, forms easily into any shape desired and does not overload transformer is offered by Weller Manufacturing Company, makers of Weller Soldering Guns. Designed especially for use with Weller Guns, and sold under the trade-mark DURATIP, this new tip already has proved its value in exhaustive tests and actual soldering use. Because of its flexibility, it can be bent easily into any shape, and will go around corners or into the tightest spaces.



California Commentary . . . !

• • • John D. Gale has been appointed manager of the Los Angeles office of Paul H. Raymer Company, replacing Les Fox who has resigned. . . . Dinah Shore has been set for a series of guest appearances on the "Jack Smith Show." . . .

Hollywood

"Dorothy Dix on the Air" is the title of the new five-times-weekly radio series to be presented over ABC Network Monday thru Friday, starting January 3. . . . Jimmy Wakely's Capitol recording, "One Has My Name," is No. 1 best-seller in the American Folk music field and on the juke box circuit. Runners-up for top honors are two more Wakely recordings, "I Love You So Much It Hurts" and "Mine, All Mine." . . . The Sweeney and March show has granted an additional option on its services to the agency which hopes to land it for General Foods. . . . Lionel Barrymore's "Mayor of the Town," once on CBS and more recently on ABC, is set for its third network, Mutual, where it draws the Sunday spot opposite Phil Harris and Amos 'n' Andy.

★ ★ ★ ★

• • • Dean Martin and Jerry Lewis, have been booked for an additional four guest spots with Bob Hope. . . . Mac Benoff not only wrote but played the title role in his ABC audition of "Sam Pilgrim's Progress," almost sure to hit the airwaves after the first of the year. . . . Jack Carson is planning a post-holiday tour with his Friday CBS show in which he hopes to do four weeks of broadcasts from New York City, where he would double into a theater, and an additional four weeks at cities en route back to Hollywood. . . . Atomic Guy Ward doing a bang-up job as coast rep for Republic Records (Cecille Music).

★ ★ ★ ★

• • • Kay Starr, who was guest of Bing Crosby on the Dec. 8th show, has been signed for five additional shows in the near future. . . . Marvin Miller, announcer on "The Jo Stafford Show" is a man of many parts. In addition to announcing this and other shows, he plays the role of tough guy in many motion pictures, writes a "Dining Out" gourmet's column for a California magazine and is a recognized poet. . . . James Webb, supervisor on General Electric Appliances account for Y & R was in town last week for a three-day stay, and William Rainbolt, account executive on United States Treasury Savings Bond advertising for Y & R, was here for two days. . . .

★ ★ ★ ★

• • • In co-operation with the Los Angeles Community Chest, KMPC is promoting a "Toys for Tots" campaign in which listeners are requested to purchase a gift for a boy or girl to be distributed on Christmas Day to the thirteen orphanages supported by the Community Chest in this area. . . . Tommy Bernard, heard on the "Dr. Christian" show in the role of "Scrapper Malloy," takes his character seriously. He works out regularly in the Hollywood "Y" and goes several rounds with "Y" pals. . . . Ed "Archie" Gardner has offered a keg of beer

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• • • When Alan Young tees off with his own show over NBC on January 11, he will feature his wife, the former Gini McCurdy, as a member of the Alan Youngsters singing group. Gini was formerly a member of the "Four Chicks and a Chuck" organization. Young, incidentally, will write and illustrate a series of articles entitled "Humor Knows No Country," for the National Home Monthly, one of Canada's leading magazines. . . . Walter McCreery, president of Smith, Bull and McCreery, returned from New York last week, where he set up the advance advertising and publicity program for the "Ice Follies of 1949" opening at Madison Square Garden.

Sun. Hole-Plugging Big Web Headache

(Continued from Page 1)

if there was a sponsor to go on right where Standard Brands leaves off but since there isn't, considering the Coca-Cola deal didn't come off, he considers it practical to take a rest. Also, he's very much interested in television.

Furthermore, at the end of the year Bergen will be a free agent. With no strings attached he's at liberty to make the best deal possible which means that further high finance shenanigans are probably in the offing.

CBS hasn't yet let go with the official announcement but it's pretty well set that the Phil Harris-Alice Faye show will be heard on that network starting Jan. 2. For about six or seven weeks the show will be a playback at 8 p.m., EST, of the same program broadcast on NBC at 7:30 p.m., EST. Harris is scheduled to remain on NBC through February 20.

NBC Has Big Job

According to the present or expected upcoming status, NBC has the job of plugging one and one-half hours of program time on Sunday night. The periods are 7:30-8, 8:30 and 10:30-11 p.m.

Over at CBS, it's decided that Gene Autry, who has to make way for Benny, will shift on a permanent basis to Saturday at 8:30 p.m., EST, starting Jan. 8. "Sing It Again" switches to 10-11 p.m., EST, on Saturdays.

Columbia is planning to shift "Sam Spade," now on Sunday where the Harris show will go, to Thursday night at 9:30 p.m., EST. Other shifts will be made in the CBS Saturday night lineup with "It Pays to Be Ignorant" moving to 8 p.m., EST, and "Winner Take All" being rescheduled, the time not determined as yet.

NEW STATIONS

WMTR Going On Air

Northern New Jersey's newest outlet, station WMTR of the Morristown Broadcasting Company, went over the air for the first time at noon Sunday, December 12th. Studios located in Morristown's Park Square Building and transmitter at Hanover Township. Powered at 500 watts, WMTR will be found at 1250 on the dial. It is licensed by FCC to operate daytime.

Joe Porter of Mountain Lakes comes from WOR and WJZ to head the staff as general manager. Program director will be Jack Potts, formerly of New Brunswick's WCTC. Others connected are Johnny Ward from KOLE; Don Wesley, CPRU, and Jim Martin. News editor will be Merrill Morris from WNJR. John Chance of Parsippany is sales representative for the firm.

★ AGENCY NEWSCAST ★

Rural Listener Poll
Among 4-H Clubs

(Continued from Page 1)

ago 4-H Club organization. Purpose of the poll was to determine the radio entertainment preferences of farm belt citizens, 83 per cent of whom own radios. Ages of the 518 4-H'ers who answered the questionnaires were from 15 to 20 years. One unusual aspect of the survey was the ready identification of sponsors with favorite shows, the questionnaires giving such answers as "U. S. Steel's Theater Guild," "General Electric's House Party," "Borden's County Fair," "Camel's Bob Hawk Show," etc.

Poll Results Listed

Poll results were as follows, with ratings in the order named:

Favorite Comedian: Bob Hope, Red Skelton, Jack Benny. Henry Morgan was a strong second choice. He polled 18 votes for first place.

Favorite Family Show: "Date With Judy," "Blondie," "Life of Riley."

Favorite Dramatic Show: "Lux Radio Theater," "Theater Guild," "Screen Guild," "Cavalcade of America," "CBS Is There" and "Big Story" also received good support.

Favorite Quiz Show: "Take It or Leave It," "RFD America," "Truth or Consequences," "Strike It Rich" and "Dr. I. Q." crowded each other for fourth place honors. Approximately five per cent of those polled disliked all quiz shows.

Favorite Male Singer: Bing Crosby, Perry Como, Frank Sinatra. This was mainly a fight for second place, with Perry barely edging Frankie out. More boys than girls cast their vote for Sinatra.

Favorite Female Singer: Dinah Shore, Jo Stafford, Peggy Lee.

Favorite Band Leader: Sammy Kaye, Vaughn Monroe, Tommy Dorsey. This was a close race. Exact figures were, Kaye 109, Monroe 106, and Dorsey 102. Harry James was fourth with 82 but no one else came close.

Lux All-Around Favorite

Favorite All-Round Show: "Lux Radio Theater," "Hit Parade," Fred Waring, Horace Heidt's show was a close fourth, and other popular programs were "Breakfast Club," "Date With Judy," "American Album of Familiar Music," "Stop the Music," "Fibber McGee and Molly," "Truth or Consequences," Arthur Godfrey, "Harvest of Stars," "20 Questions," "Life of Riley," "Hour of Charm," "Jack Benny," and "Take It or Leave It." Also high were "Waltz Time," "Town Hall," and "We, the People."

Favorite Newcomer: Dick Contino, Abe Burrows, Robert Q. Lewis. Only two crime shows were mentioned—"Sam Spade" and "Mr. District Attorney," and the survey indicates the rural section prefers shows with music or comedy.

Stork News

Virgil Smith, chief transcription man at KWK, St. Louis, became the other of a 7 and one half pound boy on December 2.

CHARLES A. POOLER, vice-president of Benton & Bowles, will discuss "Some Thoughts on Copy Research" before the copy-testing group of the American Marketing Association at the Hotel Sheraton, New York, tomorrow, December 14.

COURTLAND D. FERGUSON, Inc., Washington, Baltimore, and Richmond Advertising Agency, has just been engaged to handle the account of Virginia Metal Products Corporation (formerly Snead & Company), Orange, Virginia. Among the products to be advertised are Mobilwalls, Metal Doors, and Snead System Library Bookstacks. Trade paper and direct mail on a nationwide scale will be used. George Ross, manager of the Baltimore office of the agency, will serve as executive on this account.

WALTER KANER ASSOCIATES have been named to handle public relations for a fund raising campaign in behalf of the Saratoga Spa Music Festival, Saratoga Springs, N. Y.

BARRICINI CANDIES has appointed Madison Advertising to handle its account. Radio, newspapers and magazines will be used.

RAY VIR DEN, president, Lennen & Mitchell Inc., will speak today before the Advertising and Selling Course, conducted by the Advertising Club of New York. His subject will be "How Advertising Agencies Function." This meeting will be held at the Engineering Societies Building at 6:15 p.m.

ASSOCIATION OF ADVERTISING MEN has elected officers for the new year as follows: president, Philip Carling, of Sheffield Farms Co., Inc.; 1st vice-president, Max Eisen; 2nd vice-president, Al Gross, Jr., of E. R. Squibb & Sons; treasurer, Michael Frontczak, of the Daily Mirror; assistant treasurer, John Holden, of Paper Center, Inc.; secretary, Henry Hoke, Jr., of the "Reporter of Direct Mail Advertising," and assistant secretary, Herbert Ahrend, of D. H. Ahrend Co.

THE JOHN F. JELKE CO., division of Lever Brothers, has engaged Tatham-Laird, Inc., to place the advertising of its mayonnaise and salad dressing. Young & Rubicam, Chicago office, will continue to prepare the margarine advertising.

WIBG, Philadelphia, has retained W. Wallace Orr, Inc., as agency for its outdoor advertising.

Re-elect Craig Chairman
Life Insurance Institute

(Continued from Page 1)

10th annual meeting at the Waldorf-Astoria Hotel in New York City on Friday. Holger J. Johnson was re-elected president of the Institute, which is a public relations organization of 159 life insurance companies representing more than 90 per cent of all U. S. life insurance in force. Mr. Craig has been an active leader among broadcasters since 1925 when he planned and built Station WSM. He organized the Clear Channel Broadcasting Service in 1934 and has been its chairman since then. In 1937 he was chairman of the committee planning reorganization of the NAB under paid executives. He also served as a director and a member of the executive committee of that association.

Keiser Goes To Detroit
To Head AP Bureau

Appointment of Raymond J. Keiser as Chief of Bureau at Detroit succeeding C. Yates McDaniel is announced by The Associated Press. Keiser has been Chief of Bureau at Phoenix, Ariz., since September 18, 1944.

McDaniel, who is one of The Associated Press' most experienced correspondents and field executives, is being reassigned to another executive position.

Keiser was on the Detroit AP staff from 1923 until 1940 when he was transferred to the Foreign

Gatchell Named President
Of Maine Broadcasters

(Continued from Page 1)

president; and Carleton D. Brown, WTVL, Waterville, secretary-treasurer.

In an all-day session, the Maine Broadcasters discussed ways and means of improving their statewide news-gathering facilities and they also formed a Radio Station Engineers Group. Featured speaker of the day was Harold E. Fellows of WEEI, Boston. The Mayor of the City of Augusta, Charles P. Nelson, Congressman-elect, welcomed the Broadcasters to the capital city.

Resolution to NAB

The following resolution was unanimously passed and transmitted to the National Association of Broadcasters.

"Whereas, the Radio Industry needs large sources of added revenue and

"Whereas, such revenue will not be forthcoming until the power of Radio gains wide acceptance

"Be It Resolved Therefore, that the Maine Broadcasters Association, here assembled, commends the principle of an over-all, continuous, industry promotion and further urges the National Association of Broadcasters to appoint a special committee to study the problem and submit a plan of action."

Desk in New York. His successor at Phoenix will be Jack Lesler, now of the Phoenix staff, who becomes Acting Chief of Bureau.

7 AM Stations OK'd;
Other FCC Activities

(Continued from Page 1)

band; Magic City Broadcasting Co., Birmingham, Ala., on the 1220 band, and the Junction City Broadcasting Co., Junction City, Kan., on the 1570 band. The Johnson County Broadcasting Co., Olathe, Kan., was okayed for operation with 500 watts, daytime only, on the 1590 band.

The Commission also approved the shift of KAST, Astoria, Ore., from the 1230 to the 1370 band, with a power boost from 250 watts to one kilowatt.

The FCC said Friday it has ordered Scripps-Howard Radio to decide which of two applications—for the purchase of WVLK, Versailles, Ky., or for the removal of that station to Cincinnati—it wishes to prosecute. Scripps-Howard is currently the licensee of WCPO, Cincinnati, and plans to dispose of that station assigned to the 1230 band—in event it can win its try to move WVLK, which uses the 630 band, into Cincinnati.

Dissenting in this decision were Commissioners Hyde and Walker, with Commissioners Sterling and Henneck not participating. The Coy-Sterling-Jones trio felt that Scripps-Howard was in violation of the multiple application provisions of Section 1,364 of the Communications Act.

Scripps-Howard has declared that it does not want one of the applications granted and not the other—in effect, that it does want WVLK unless it can have it moved to Cincinnati. Likewise the move to Cincinnati is contingent upon approval for sale of the station to WVLK.

The Commission has refused to determine now that the applications are mutually contingent.

Petition Commission
In Ohio AM Dispute

(Continued from Page 1)

pealed to the United States Court of Appeals.

Sky Way last month said it had been approached by a broker offering the Northwestern facilities and permit for a price of \$385,000, and called upon the Commission to investigate for fraud and deceit. Northwestern this week denied that anyone was authorized to make such an offer.

"There has been no fraud and deceit upon the part of Northwestern," the company said. "No false representation has been made by Northwestern at any time. The serious charges are false, scandalous and irresponsible and based upon hearsay. They are unsupported either by the conduct of Northwestern or by any inference which could logically be drawn as the result of Northwestern's action or conduct."

Northwestern, in which Commissioner Robert F. Jones was a partner before he was named to the FCC, argued also that the matter was beyond Commission jurisdiction.

COAST-TO-COAST

Educational Series on WDRC
Hartford, Conn.—Faculty members of the State Teachers College at New Britain, Conn., are broadcasting weekly talks over WDRC, on problems they are familiar with. Latest talk was given Saturday, Dec. 11 by Dr. R. Heber Richards, associate professor of education and psychology on "The Education We Need."

KNBC Receives Citation

San Francisco—The United States Forest Service has awarded KNBC a certificate of appreciation for distinguished public service in supporting the conservation of the nation's forest resources. The presentation will be broadcast today on KNBC's "Farmer's Digest" program.

KEX Manager Honored

Portland, Ore.—Charles S. Young, general manager of Westinghouse station KEX, has been named to the board of regents of Multnomah College in Portland. Young was elected to the board for a three-year term.

Wilson Now Licensed Pilot

St. Louis—Ed Wilson, host on three Ed Wilson shows over KWK, has been granted a commercial pilot's license to pilot his own plane. Wilson, who weighs over 300 pounds, has gone on a strict diet, to bring his flying weight down.

Crutchfield on Health Committee

Charlotte—Charles Crutchfield, general manager of WBT, has been named an associate member of the Publicity Committee of the North Carolina Good Health Association for its annual meeting in Raleigh, N. C., Friday, December 17.

WJZZ Off The Air During Flood

Montgomery, Ala.—WJZZ, local Mutual affiliate, was off the air four days during the recent flood. The transmitter station was surrounded by water and equipment damaged.

Addresses Broadcasters

Columbus, Ga.—George Theeringer, WRBL news director, spoke on "The Local Commentator" at the Georgia Radio News Clinic held in Atlanta on Saturday.

Stove League Interview

Kansas City—Bill Skiff, new manager of the Kansas City Blues baseball team, was interviewed by Larry Ray, director of sports for KCKN, Kansas City, recently. Ray will call the play-by-play of all Blues games next year.

New KYW Towers Going Up

Philadelphia—Construction of two new 465-foot antenna towers for the use of KYW is under way at the station's transmitter site in suburban Whitmarsh, Robert White, general manager of KYW, announced. Towers will be completed within the next 60 days.

★ THE WEEK IN RADIO ★

Folsom Elected President of RCA

By VAL ADAMS

FRANK E. FOLSOM elected president of RCA. David Sarnoff continues as board chairman and chief executive officer. John G. Wilson, vice-president and general manager in Camden, N. J., succeeds Folsom as executive veepee in charge of the RCA-Victor division.

FCC Chairman told TBA clinic that policy decision by Commission on future of TV transmission and allocation won't be handed down for at least two more months. It may be more if FCC decides to draw allocation plan covering both VHF and UHF. . . . Edgar Bergen leaving the air after Dec. 26 for indefinite period. Voice of Charlie McCarthy said whole entertainment industry is in state of flux.

Harness Committee, special House group set up last summer to investigate FCC, will hold no further hearings. Staff is busy preparing a report for the House. . . . Baptist General Convention of Texas asking FCC to grant low power FM stations to 170 churches. Baptists want band now restricted to use by educational institutions. . . . John R. Gilman resigned job as advertising veepee with Lever Brothers. He'd been with company 30 years.

William Ware, FMA president, asked Justin Miller to deny rumors that NAB has designs on membership of FMA. . . . Gene Autry buying KTSA, San Antonio, for \$450,000. Cowboy plans to offer part of the stock to station employees.

"GE House Party," with Art Linkletter, moving from CBS to ABC Jan. 3. Show will still be heard Monday through Friday, 3:30-4 p.m., EST. . . . RMA is worried over tin shortage as threat to TV production. Association will seek voluntary conservation of tin among its members and ask government for certain changes in allocation plan. . . . Lutheran Church has increased radio budget during last fiscal year. Budget now is \$1,400,000.

David C. Adams, veepee and general attorney for RCA Communications, has resigned to become assistant to Charles Denny at NBC, effective Dec. 31. Adams left NBC only last July and previously was associated with Denny on the FCC. . . . NLRB rejected complaints from two ET firms who charged Petrillo's AFM with violation of Taft-Hartley law. Such decision was expected in face of settlement with recording companies.

New Business At KDKA

Pittsburgh—New business at KDKA includes a 21-week contract for one-minute announcements by James O. Welch Co., Cambridge, Mass., through Charles W. Hoyt Company, Inc., and a 52-week contract by Standard Brands, Inc., through Ted Bates, Inc. The Standard Brands contract calls for one-minute announcements and station breaks plugging the merits of Royal Deserts.

New York local of AFRA elected 13 new board members. Ten were re-elected. . . . CBS scheduled nearly five hours of dance music for its New Year's Eve party, lining up total of 17 bands in all parts of the country. . . . ABC net income showed big drop for nine months ending Sept. 30, with decrease due largely to loss from TV operations. Net for period was \$440,000. Gross was up nearly one million dollars.

DuMont plant expansion to quadruple manufacturing capacity: Firm is moving into former Wright aviation plant in East Paterson, N. J. . . . Brooklyn Dodgers told FCC their application for FM station should be amended to provide for 15 hours of daily programming. Original plan was for seven hours only.

West Coast dailies opening up columns for radio and television because of newspaper-TV tie-ups. Los Angeles Herald-Express has doubled its space on programs and is running the daily INS column. Examiner will follow suit. . . . WNEW, New York, sold its nightly "Telephone Newsreel" to Infra-Appliances Corp. . . . For fifth straight year ABC will donate half-hour weekly to series produced by labor and management who split the time.

Peter Langhoff named veepee in charge of research for Young & Rubicam. . . . Louella Parsons renewed by Jergens for another 52 weeks on ABC. . . . President Truman credited radio with being "vital factor" in campaign which reduced traffic accidents in last two years. . . . Radio receiver sales far more than doubled in some cities during "Radio-In-Every-Room" campaigns conducted during October and November.

James E. Wallen, treasurer, controller and assistant secretary of Mutual, elected to BMI board, replacing Robert D. Swezey. BMI board also elected Charles E. Lawrence, formerly office manager, to post of assistant treasurer. . . . William R. Seth, at one time advertising and promotion manager for NBC Spot Sales, joined Muzak. He heads up Muzak's new advertising and promotion division.

National Electric Ballots, Inc., demonstrated its new Radiovoter, electronic method of automatically measuring audience size. Device also lets listeners vote on any given question with the results recorded almost instantaneously.

War Buddies Re-united

Minneapolis—An announcement on John Trent's Housewives' Protective League program on WCCO brought two World War II buddies back together again. Trent saluted Lyle Spencer, a grocery store-owner in Minneapolis. Barney Swartzhoff, who operates a lunch room in Brookings, South Dakota, 200 miles distant, heard the program and telephoned Spencer. They hadn't met in five years.

PROMOTION

Xmas Choral Program

J. William Jones, conductor of choral organizations at the University of Redlands, will lead 21 choruses from eight Southern California cities in the Dec. 23 presentation of "The Messiah" over MBS at 8:30 EST. Besides the University of Redlands combined choral groups, Jones will direct church, college and community choirs from cities throughout the Southland: Redlands, Riverside, Arlington, Colton, San Bernardino, Palm Springs, Fontana and Corona.


Jones and his choir of 500 voices will give a public performance of the oratorio on Dec. 12; then immediately afterwards they will go through another production, this one to be sent over high-fidelity wire to Don Lee studios in Los Angeles, where it will be transcribed and held until its MBS release.

The Don Lee chain will release the broadcast at still another time, which has yet to be announced. This presentation will mark the first nationwide transcription from the Memorial Chapel of the University of Redlands.

TV Research Plans

The Jay and Graham Research Organization, recently organized for television research only, has just released its November ratings covering programs on four Chicago video stations. The ratings termed Videodex ratings by Allen Jay and Edward Graham, directors of the survey, were gleaned from diaries kept by 450 television homes serving as the Jay and Graham television

Jay and Graham are the first to have gone into television research exclusively in Chicago with a continuing service being made available to ad agencies advertisers, radio and TV stations and networks. Having set up their operations in the Chicago area, they have now expanded their television operations to St. Louis, Milwaukee, Detroit, Toledo, Cleveland, Cincinnati, Philadelphia, New York, Boston, Washington, Los Angeles and San Francisco markets. Among the Jay and Graham clients are CBS, J. Walter Thompson, Foote, Cone & Belding, Roche, Williams and Cleary, Inc., and WBKB.



Adam J. Young Jr.
22 E. 40th St., New York, N.Y.
RADIO & TELEVISION REPRESENTATIVES
New York • Chicago • Los Angeles • San Francisco

TELEVISION DAILY

Section of RADIO DAILY, Monday, December 13, 1948 — TELEVISION DAILY is fully protected by register and copyright

TV PICKUPS BOOST SPORTS GATE

TELE TOPICS

"WHO SAID THAT?" is a charming and informative radio program. Technically, I suppose it may be called a perfect radio program, since it consists of an emcee asking a four-man panel to identify the sources of quotes from the week's news. Everything about the show is auditive. Why then was the show placed on television? . . . The same question has no doubt been asked many times about other shows, but in the case of "Who Said That?" it is particularly apt. On audio only, the program is great, but when video is added it flops. The conversation is the same, but who can watch conversation? . . . Program made its debut over NBC-TV Thursday night as a sustainer. Bob Trout is emcee and the panel consisted of Elsa Maxwell, John Swayze, George Allen and H. V. Kaltenborn. All five were excellent choices. Except for a few still photos, nothing was done to hypo the show visually. Miss Maxwell put on a fruit basket hat for a few seconds, but only Carmen Miranda can get away with stunts like that. . . . When will those who placed "Who Said That?" before the ikes, and many others, unfortunately, learn that good radio programs do not necessarily make good television?

SPECIAL EVENTS film unit of WPTZ, Philadelphia, has completed a special ten-minute film made at the University of Pennsylvania's arthritis clinic on behalf of the Arthritis and Rheumatism Foundation. The reel, as well as 20-second spots taken from it, will be made available to all stations by the Foundation. . . . WENR-TV, Chicago, is supplying 16 hours of network programming out of its 22 hours per week to the ABC Midwest net. . . . Washington Television Circulation Committee reports a total of 24,500 receivers in the capital area as of Dec. 1. . . . Lyte Aerosweep Corp. is readying a magnetic antenna rotator designed to make any antenna all-directional. Heavy ad campaign is planned soon through Conti agency. . . . Marc H. Spinelli, formerly with WRGB, Schenectady, has been appointed production supervisor by Television Unlimited, new Hollywood agency.

SAN FRANCISCO'S first station, KPX, puts its test pattern on the air this week and expects to begin commercial operation by Christmas. Basic 14-hours-per-week sked is planned for the debut and about half of it will be sold. Initial bankrollers include Philco, Emerson, Hoffman, Disney Hats, RCA dealers, Bank of America, Roos Bros., Emporium, Benrus watches and Polaroid. . . . Official Films, Inc., has set up a TV subsidiary known as Official Television, Inc. . . . Before WMCT went on the air Saturday, there were 1,444 sets in the Memphis metropolitan area, with an addition 300 to 400 estimated in the fringe area.

Disagreements End BBC-Film Discussions

London (By Cable)—Talks between BBC and the film industry to find a basis for showing of films on the Government TV station have been halted in the face of what the movie reps consider exorbitant demands by BBC. Termination of discussions by the Cinematograph Exhibitors Association has been endorsed by Kinematograph Renters Society and the British Film Producers Association is in full agreement.

According to a confidential CEA report, BBC demands 12 British first features and six American films next year, plus 52 second features and shorts, including some 1948 releases. BBC offers to pay \$1,200 for first performances and \$400 for second performances of first features, and \$800 for first performances and \$200 for subsequent scanning of seconds.

BBC in return would permit theater showings of its studio programs and special events. Exhibitors point out that there is little chance of any theater installations of TV equipment next year, other than about three of the six planned by J. Arthur Rank in London theaters.

BBC expected to start scanning films on Jan. 3 but the cancellation of a meeting sked for Wednesday means a definite delay. At KRS Friday, several distributors said they would not rent films to the BBC.

Service
A title registry service for TV programs has been set up by the Independent Television Producers Association for use of members and non-members alike. Only titles will be registered, program ideas will not be accepted. ITPA address is Room 1005, 234 West 44th Street, New York. There is no charge for the service.

WPIX Engineers Pick IBEW In NLRB Poll

In an NLRB election Thursday and Friday, WPIX engineers voted as their bargaining agent the Radio and Television Broadcast Engineers Union, Local 1212 of the IBEW, AFL. Of the 37 eligible engineers, 30 voted for the IB, four for NABET and three abstained.

This was the only employee classification in which there was a dispute between two unions. Six other groups voted almost unanimously in favor of their respective IATSE unions. These were film projectionists, film cameramen, film editors, film laboratory technicians, film sound engineers and stage employees.

Of the 73 employees eligible, 68 cast ballots.

Negotiations between the unions and management will get under way when formal certification of the results is handed down by NLRB.

Roller Derby Chief Credits Medium For N. Y. Hit

A television success story that contradicts the claims of certain sports promoters that TV pickups hurt the gate, was told Friday by Leo Seltzer, head of the Roller Derby which winds up a successful 18-game stand in New York tomorrow. The event, held in the 69th Regiment Armory, has played to overflow week-end crowds and near capacity on other days. Seltzer said that credit for most of the success of the venture goes to the TV pickups.

This was the third year that Roller Derby has been brought to New York. Although a hit in the deep south, mid-west and on the west coast, it never before had been able to click in the big city. This year, however, something new was added—five pickups by CBS, and Seltzer said that thousands of viewers who got their first glimpse of the sport on video laid cash on the line to see it in the flesh.

It is Seltzer's belief that tele will help increase attendance at all competitive events. However, he said it would not benefit spectacles like ice shows, where the program remains virtually the same each day.

The CBS pickups of the Roller Derby were well-staged. Contained in a relatively small area, the sport registers well on the kinescopes. Interest was held during intermission with exhibitions of fancy skating and interviews with skaters in the Derby. Ken Neidl, publicity director for the show, handled description, with Gil Fates, of CBS, doing color.

The Week In Television

Decision on UHF In Two Months—Coy

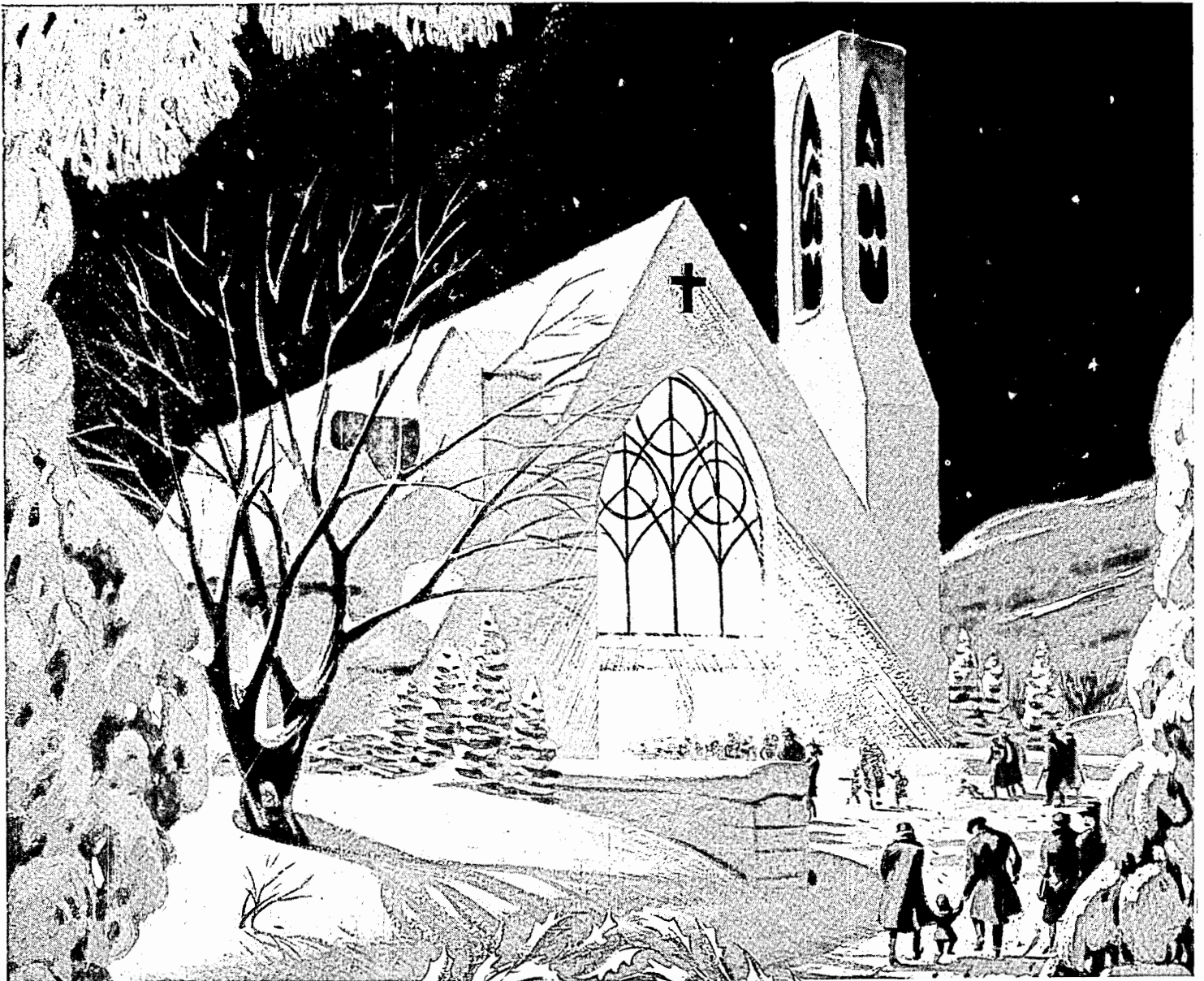
Decision on whether or not the UHF bands will be opened to commercial tele will not be made for at least two months, and if TV does move upstairs the freeze on applications probably would be extended beyond the original six-month estimate, FCC Chairman Wayne Coy told the fourth annual TBA meeting. . . . At the one-day confab, J. R. Popple was re-elected president of TBA; G. Emerson Markham was chosen vice-president, and Will Baltin and Paul Raibourn also were re-elected. In his annual report, Popple said that negotiations to merge the organization with NAB had been halted for the time being. . . . First poll of East Coast radio and TV editors by TELEVISION DAILY, revealed "Texaco Star Theater" as the most popular show, with "Studio One" and "Philco Playhouse" also cited. . . . Meeting for the establishment of a standard literary property contract by webs, agencies and package producers will be held this week. . . . Presidential inauguration Jan. 20 will be the biggest TV special event, with about 35 stations in East and mid-West slated to carry the pickup. . . . Growing co-operation between BBC and the British film industry was seen by Norman Collins, TV director of BBC. . . . Singer Ted Steele was signed by General Mills for a daytime video show for ten years at \$150,000 per. . . . Expansion and consolidation of DuMont plant facilities will quadruple the firm's production capacity, Dr. Allen B. DuMont said.

Int'l Tele Exhibition Planned For Zurich

An International Television Exhibition is planned for Zurich, Switzerland, in 1950, under the auspices of the Swiss National Television Committee and the Committee of the Swiss Radio Exhibition.

Video interests throughout the world have been circularized by the committee and asked if they would send equipment to the show.

An invitation to participate in the planning for the event has been received by Television Broadcasters Association. According to J. R. Popple, TBA president, the matter will be taken up at the next meeting of the organization's board of directors in January.

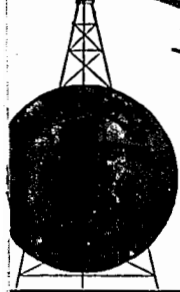


A
Merry Christmas
AND
Happy New Year
TO ALL AMERICANS OF
GOODWILL
WJR
THE GOODWILL STATION, DETROIT

FRANK E. MULLEN
President

G. A. Richards
Chairman of the Board

HARRY WISMER
Asst. to the Pres.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



COL. 45, NO. 50

NEW YORK, TUESDAY, DECEMBER 14, 1948

TEN CENTS

GOV'T OKAY FOR AFM 'TRUSTEE' FUND

Hope Bids on WHAS; Would Manage Outlet

Washington Bureau, RADIO DAILY
Washington—Bob Hope yesterday told the FCC he wants to get into radio on the management end, as he offered to match the two-million-dollar bid of the Aviation Corporation for WHAS, Louisville, Ky. Yesterday was the final day for competitive bids under the procedure established several years ago when the Aviation Corporation purchased WLW, Cincinnati.

The FCC must decide now which of the applicants is best fitted to re-
(Continued on Page 8)

WB-Thackrey 'Package' Again Approved By FCC

West Coast Bureau, RADIO DAILY
Los Angeles—Refusal of Warner Brothers and Mrs. Dorothy Thackrey, publisher of the New York Post, to stipulate the exact price tags for KLAC-TV, Los Angeles; KLAC, Los Angeles, and KYA, Palo Alto, again has been upheld by the FCC, which yesterday refused to order the two parties to the contract to reveal the individual selling prices. The stations have been bought by Warners for \$1,045,000 subject to FCC approval.

'Joyful Hour' Participants Announced In Hollywood

Ethel Barrymore and Pedro de Cordoba will co-narrate the recitation of the Rosary in the annual MBS "Joyful Hour" Christmas program featuring eighteen stars of stage, screen and radio on Sunday, December 19 in the 8:30-9:30 segments, EST.

The program, originating from
(Continued on Page 8)

King Size Santa

Dave Ballard, 7 feet 7 inches tall, and heralded as the world's largest Santa Claus, has the Kris Kringle role with He-b Sheldon on WJZ during the Latin Quarter audience participation shows this week. Ballard, little children, is the tall man with the circus during the summer season. The Sheldon-Maggi McNellis show is heard daily from 12:30-1 p.m.

Increased Sales

A substantial increase in radio receiver sales was reported by four cities as a sequel to "Radio In Every Room" campaigns conducted during the months of October and November. Salt Lake City reported a 128 per cent sales increase; New Orleans, 21 per cent; Trenton, 110 per cent and Indianapolis, 50 per cent.

MBS Signs Heatter To 5-Year Contract

MBS has tied up the exclusive services of Gabriel Heatter under a five-year contract, starting next Jan. 1, which gives the commentator a guaranteed income during this period of time. Contract covers all rights to Heatter, including radio, television and motion pictures.

Network did not announce how much guarantee Heatter will get but it's believed to be somewhere between \$500,000 and \$750,000 for the next five years. It's a fixed fee and not on a sliding scale.

Actually, the contract covers a
(Continued on Page 8)

RWG, Agencies Conclude Discussions; Write Pact

Contract discussions have been successfully concluded between the Radio Writers' Guild and a special committee representing sponsors, advertising agencies and independent package producers. Joint announcement came from Austin M.
(Continued on Page 8)

Agency Expansion Program Being Eyed By Opposition

Plan of Music Corporation of America to set up its own record service department for artists and orchestras is reported to be the forerunner of a deal with Columbia Recording Co., whereby MCA artists will record for the CBS organization, RADIO DAILY learned Friday.

MCA, suffering from declining business in its band booking department, has been working of late to diversify its business activities.

Labor Sec'y Says Plan Doesn't Violate Provisions Of Taft-Hartley Act; Way Clear For Signing

A.T.&T. Denies Lines To Midwest FM Web

Chicago—The inaugural broadcast of the Western FM Network was made Friday during the meeting of the FM Association and the Inland Daily Press Association, in spite of the refusal of A.T.&T. to co-operate. Originally it had been planned to originate the broadcast from Lincoln, Neb., and feed it to FM stations in Iowa, Illinois and Wisconsin. Total distance covered would have
(Continued on Page 3)

Special Xmas Program Produced By State Bureau

"Christmas in New York," a 15-minute transcribed holiday program, is being released this week to all stations in New York, Miles Heberer, director of the State Radio Bureau, announced yesterday.

Story deals with the Van Gelder
(Continued on Page 2)

Mutual Staff Set For Inaugural Day

Plans for coverage of the presidential inaugural ceremonies on January 20 have been made by MBS, A. A. Schechter, MBS v-p in
(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—Secretary of Labor Maurice Tobin announced last night that the agreement reached between the AFM and the record manufacturers for resumption of recording by union musicians is not in violation of the Taft-Hartley Act. He said the way is now clear for signatures by
(Continued on Page 3)

WBAL Business Up Both In AM And TV

Baltimore—A spurt in national advertising this fall has put WBAL, Baltimore, well ahead of comparable figures in 1947 for the eleven months of 1948. Figures for October and November were the highest in the station's history except for one month in 1945.

Likewise WBAL-TV figures have reached new highs this fall. October and November revenues were both
(Continued on Page 2)

Special Sports Program To Originate In Toledo

Toledo—ABC network will broadcast a special sports program from the first annual Banquet of Champions to be sponsored by the Champion Spark Plug Company at 9 p.m., EST, December 16.

ABC sportscaster Harry Wismer.
(Continued on Page 2)

Real Life Drama

Dramatic story of a woman's fight against cancer will be broadcast on WHAS, Louisville, on Wednesday at 9 p.m., as the station's contribution to the campaign being waged by the Kentucky division of the American Cancer Society. Story will be narrated by the patient, her husband, neighbors, doctors and nurses.



Vol. 45, No. 50 Tues., Dec. 14, 1948 10 Cts.

JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES
Ralph Wiik, Manager
6425 Hollywood Blvd. Phone: Granite 6607

WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlonaga Rd.
Phone: Wisconsin 3271

CHICAGO BUREAU
Nat Green
1417 Ashland Bldg. 155 No. Clark St.
Phone: State 2332

Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(December 13)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include ABC, Admiral Corp., Am. Tel. & Tel., CBS A, CBS B, Farnsworth T. & R., Gen. Electric, Philco, RCA Common, RCA 1st pfd., Stewart-Warner, Westinghouse, Westinghouse pfd., Zenith Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include DuMont Lab., Stromberg-Carlson.

Special Xmas Program Produced By State Bureau

(Continued from Page 1)

family Christmas in New York 300 years ago and describes how the holiday observance of the Dutch and many other nationalities who followed them into New York have influenced our present-day Christmases. Lorraine Brundage authored the script which was produced under the supervision of Neal Moylan and Jane Barton of the State Radio Bureau. William Adams narrated the program and Robert Steele directed. Music was played by Elsie Thompson.

The BEST CHRISTMAS SONG in the Country!

"BLUE CHRISTMAS"

CHOICE MUSIC, Inc.

1576 Broadway New York City

COMING AND GOING

JOHN DERR, assistant director of sports at CBS, in New England gathering material for a special program of Winter sports, which will be broadcast on the network in January.

ARTHUR GARY, staff announcer at NBC, has left by plane for Bermuda, where he'll spend a short vacation.

MICHAEL ROSHKIND, director of ABC's special events division, is in Washington planning the network's AM and television coverage of the forthcoming inauguration of President Truman.

GORDON FRAZER, commentator on ABC, has arrived in Europe on a two-week assignment in Paris and Berlin.

DOUGLAS EDWARDS, television and AM newscaster on CBS, has returned from a business trip to Washington, D. C.

I. E. SHOWERMAN, NBC vice-president in charge of the central division; JULES HERBUVEAUX, television manager; JOHN WHALLEY, business manager; ARTHUR JACOBSON, program manager, and JACK RYAN, press manager, all of Chicago, were in New York on business for the week-end.

OWEN DAVIS, director of television program preparation at NBC, is in Atlantic City for a short rest.

PAULINE FREDERICK, American network commentator, tomorrow will fly to Palm Beach, where she will lecture before the Four Arts Club on the subject, "A Woman in a Man's World."

LES WEINROTT, radio producer, has left Chicago for Hollywood, where he'll begin work on the Wrigley Christmas Festival to be aired on CBS Christmas Day.

JIMMY BLAINE, American network announcer-singer who begins an engagement at the Raleigh Room tomorrow night, has returned from a quick trip to Boston.

PHIL ALAMPI, farm news editor of WJZ, yesterday was in Washington, D. C., to present to President Truman a prize turkey on behalf of the Poultry and Egg National Board and the National Turkey Foundation. Today he's back in New York, and will be emcee at the luncheon of the Farm Club. Tomorrow he'll go down to Atlantic City to attend the convention of the American Farm Bureau.

Special Sports Program To Originate In Toledo

(Continued from Page 1)

the emcee for the half-hour program, will introduce such top guests from the sports' world as Lou Boudreau, Joe DiMaggio, Stan Musial, Johnny Sain, Bob Kurland, George Mikán, Willie Hoppe, Måller Anderson, Dick Rifenberg, Charley Trippi, Ben Hogan, Willie Turnesa, Frank Stranahan, Buddy O'Connor, Guy Lombardo, Jack Kramer and Ted Schroeder.

WBAL Business Is Up Both In AM And Tele

(Continued from Page 1)

more than 50 per cent higher than any previous month. WBAL-TV broadcasts weekday programs beginning at 12 noon and is on the air more than 60 hours weekly. There are more than 30,000 television receivers in the Baltimore area.

Wedding Bells

On November 12, in Boise, Idaho, Chicago's Nikki Kaye, radio writer and commentator, married Seattle's Max Pape, insurance executive. They will live in Chicago.

10 YEARS AGO TODAY

From the Files of Radio Daily

Philco Radio and Television Company has recently completed a survey which revealed that the automobile radio is fast becoming universally accepted almost to the degree that home radio enjoys. It was stated that dealers would have the largest Christmas season in the history of auto radio. The high degree of programs being presented as well as listener interest displayed in local shows as well as those aired on a national scale is said to be responsible for the growth in popularity of the auto radio.

Mutual Staff Set For Inaugural Day

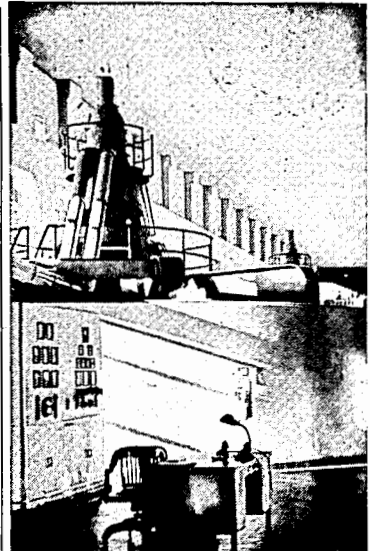
(Continued from Page 1)

charge of news and special events, announced yesterday. Mutual plans to begin airing the events at 11:30 a.m.

Additional crews and special equipments, including mobile radiopacks and Jeep-borne apparatus, have been assigned to Washington, Schechter said, explaining that running descriptions and commentaries are planned for the events surrounding the oaths of office to be taken by Mr. Truman and Mr. Barkley and the four-and-one-half hour parade from the Capitol to the White House.

Commentators Listed

The top MBS commentators assigned for the broadcasts are: Fulton Lewis, Jr., Albert Warner, William Hillman, Cedric Foster, Bill Henry, Robert F. Hurleigh, Bill Slater and Joseph McCaffery.



135,000 wild horses

That's a generator room at Bonneville Dam, out in Oregon.

One flick of the wrist sends both giant generators into action.

We've used that caption—"135,000 Wild Horses"—because it's an equivalent in power.

Our point about W-I-T-H is duck soup from here on. It's the independent station here in this sixth largest city that means real power, when it comes to sales.

For this successful independent in Baltimore is the station that delivers more listeners-per-dollar-spent than any other station in town.

And one flick of the wrist, as you jot down the call letters W-I-T-H, brings all this sales power to you.

WEVD advertisement: 5000 WATTS 1330 K.C. PROGRAMS OF DISTINGUISHED FEATURES in ENGLISH, JEWISH, ITALIAN. 3 RESPONSIVE AUDIENCES 3 MARKETS WITHIN THE NEW YORK METROPOLITAN AREA. Send for WHO'S WHO Among Advertisers on WEVD. WEVD 117-119 W. 46th St. HENRY GREENFIELD, Mgr. Director N. Y. 19

W-I-T-H Baltimore 3, Maryland TOM TINSLEY, President Represented by Headley-Reed

A.T.&T. Denies Lines To Midwest FM Web

(Continued from Page 1)

been nearly 1,000 miles, and there was a gap of 85 miles which would have required the use of telephone lines, but A.T.&T. informed the FM stations it could not furnish the lines. Plans were changed and Dubuque, Iowa, was made the origination point, with the broadcast being relayed to Beloit, Wis., Woodstock, Ill., Evanston, Ill., and several other towns. "We demonstrated that we could get along without A.T.&T.," said William Ware, FMA president.

Some 60 FMA representatives from Iowa, Illinois, Wisconsin, North Dakota, Minnesota, Michigan, Indiana and Ohio attended the two-day FM session at the Sheraton Hotel and heard some informative discussions on FM problems.

Ray Lindgren, president of Storecasting, Inc., gave an account of what has been done in storecasting and the opportunities it offers FM. Lindgren stated that a new organization to be known as Fundamental Music, Inc., is being formed, to pipe music into stores, hotels, factories, etc. These programs will be free of commercials. When sponsored FM programs are piped into hotels, etc., a supersonic beep will cut off the commercials. Lindgren claims that the cost of the new service will be much less than that of present services. Tests are to be made in Minneapolis and Chicago in January.

Frank E. Pellegrin, national sales manager of Transit Radio, Inc., gave an interesting talk on the use of transit radio. "Transit radio can be a life-saver for many an FM station," Pellegrin asserted. "This is already apparent," he said, "from the success to date of the transit radio stations now in operation in cities ranging in size from Huntington, W. Va., and Wilkes-Barre, Pa., to St. Louis, Mo. Acceptance of the transit radio story by local and national advertisers is excellent and can be described as almost unanimously enthusiastic."

Pellegrin named three characteristics of transit radio that impress advertisers. First, he said, it delivers a guaranteed, counted audience, without the expense, delay or uncertainty of surveys or audience ratings. Second, it delivers an audience in transit, on its way to buy. Third, it offers an attractively economical rate for this counted audience. He stated that public transit companies throughout the country are expressing keen interest in this source of new revenue, largely as a result of the careful tests and studies conducted by the transit companies in Cincinnati, St. Louis, Houston and elsewhere. "These have been reported widely in transit circles," said Pellegrin, "and the overwhelming approval of transit riders and bus and street car operators has apparently made a deep impression on public transit officials."

AFM's 'Trustee Fund' Plan OK'd By Tobin, Labor Dept.

(Continued from Page 1)

both parties to the agreement, although he did not know just when the signatures would be set down or just when recording under the terms of the agreement would resume. Since, however, the agreement regarding royalty payments is retroactive to October 1, there is no reason why recordings may not be made even before the formal signing.

Calling an early-evening press conference last night, Tobin revealed that he had been approached by the AFM at the end of last month, after the Department of Justice had refused to rule on the contract for the AFM and the record makers. The legal question involved dealt with the administration of the royalty fund on records, which is for public concerts and to offer employment for unemployed musicians.

Rosenbaum on NAB Critic

Samuel Rosenbaum, a director of the Philadelphia Symphony and one-time president of WFIL, Philadelphia, will administer the fund. Rosenbaum, agreeable to both parties but adjudged to be not a representative of the union, was a bitter critic of NAB at the time of NAB's all-out battle against the AFM in 1942 and 1943.

Tobin released opinions on the arrangement from the solicitor of the Labor Department and from the Attorney General. The Attorney General, instead of passing specifically on the recording contract, commented upon the opinion of William S. Tyson, labor department solicitor.

Attorney General Clark quotes from Tyson's opinion that "If the trustee should in fact become a representative of employees by his own actions, it would of course be a breach of the trust agreement.... Under all the circumstances, it is my opinion that the trust agreement does not conflict with the Labor Management Relations Act, 1947."

Statement by Clark

Clark said "we are entitled to assume that these agreements will be carried out in good faith, according to their terms." On that assumption, and on the basis of the careful consideration which has been given to the matter in this department as well as in the Department of Labor, I am prepared to express my agreement with the conclusions reached by your solicitor."

In the event the Taft-Hartley Act is repealed, Tobin said last night, the AFM is relieved of any obligation to observe the terms of its provision regarding administration of royalty funds—but both parties would be expected to live up to the new contract. It is provided in the contract that the Secretary of Labor name any successor to Rosenbaum, should there be need for a successor—or that the AFM president name the new administrator if the law permits. (Repeal of the Taft-Hartley Act would make it possible for the AFM president, James Caesar Petrillo, to name a successor to Rosenbaum.)

Neither Tobin nor Tyson would

MCA's Expansion Eyed By Opposition

(Continued from Page 1)

closely by the William Morris agency and General Amusements with the Morris executives giving consideration to proposals from NBC and the DuMont television networks for the development of talent.

Expansion—Extent Unknown

Just how far MCA will go in its record department expansion hinges on the attitude of James Petrillo and the AFM who provide the name band leaders and musicians for recording. If the agency endeavors to institute employment economics and become too dictatorial in dealings with musicians the union may take a hand. In any event the agency's plans for the record department development is stymied until the AFM lifts its present recording ban.

say, but it is reported Rosenbaum will receive \$25,000 annually for his services.

The royalties are said to range from one to two and one-half cents per record, but they would not release the exact figure here either.

Actual resumption of recording will get the "go ahead" signal at 3:30 p.m. this afternoon when AFM and record company officials meet at AFM headquarters in New York for signing of contracts. James Petrillo is flying in from Chicago for the event. It's said that some of the record companies will invite newsreel cameramen and photographers into their studios this afternoon to get pictures of the "back to work" movement.

WOV's 5 Audited Audiences

**ELIMINATE EXPENSIVE PROGRAM GUESS WORK.
MAKE YOUR ADVERTISING DOLLAR MORE EFFECTIVE.
HELP YOU TO TAKE THE GUESS OUT OF BUYING.**

THAT'S WHY ON WOVI—Results Is the Buy-Word

<p>Wake Up New York 1280 Club Band Parade</p>	<p>Italian market 2,100,000 Italian Americans. Larger than St. Louis and Kansas City combined.</p>
<p>Prairie Stars</p>	

WOV

Originators of

Audited Audiences

RALPH N. WEIL, Gen. Mgr.

The Bolling Company, National Representatives

NEW YORK



**ARE YOU ASLEEP
TO THE POSSIBILITIES
ON THE PACIFIC COAST?**

WAKE UP TO Don Lee on the Pacific Coast and you'll find out there is a Santa Claus. Only Don Lee delivers a double packful of listeners—both the “inside” and “outside” audiences, because only Don Lee has a station *within* every buying market on the Pacific Coast.

Mountains up to 15,000 feet high surround nearly every market on the Pacific Coast and make reliable long-range broadcasting impossible. It takes a lot of *local network stations* for all the people to hear your show, and only Don Lee has enough of them. In addition to having a station in every city where the other three Pacific

LEWIS ALLEN WEISS, *President* · WILLET H. BROWN, *Exec. Vice-Pres.* · WARD D. INGRIM, *Director of Advertising*
1313 NORTH VINE STREET, HOLLYWOOD 28, CALIFORNIA · Represented Nationally by JOHN BLAIR & COMPANY



Of the 45 Major Pacific Coast Cities			
ONLY 10 have stations of all 4 networks	3 have Don Lee and 2 other network stations	7 have Don Lee and 1 other network station	25 have Don Lee and NO other network station



Coast networks have one, Don Lee has 32 stations to cover the remaining 115 "outside" counties...*twice as many* stations as all other networks combined.

These 115 Don Lee-dominated counties are a fine present for any advertiser. They contain 4,427,600 people and 1,280,000 radio families, spend \$4,013,687,000 a year in retail sales and enjoy a buying income of \$5,575,847,000 annually.

Buy Don Lee in '49 and get coverage facilities of the "inside" market equal to those of any other network, plus 100% more coverage facilities for the "outside" market than all other Pacific Coast networks combined.

The Nation's Greatest Regional Network



Mutual
DON LEE
BROADCASTING SYSTEM

RADIO DAILY

CHICAGO

By NAT GREEN

J. E. KASPAR, member of the WLS sales staff for the last 12 years, has been named sales service manager of the station. C. M. (Chick) Freeman continues as sales manager of WLS.

Bruno Beghe, WBBM violinist and well-known artist, is conducting art classes at his North Side studio, and among those in his class is Lee Armentrout, WBBM music arranger.

Gwen Griffin, of Muta's midwest sales service, is to appear in the Northwestern University theater production "Knaves of Hearts" to be given for 300 orphan children.

Paul Montan has left ABC's Honey Dreamers quintet to take over his father's business in Minneapolis. He has been replaced by Lou Anderson, formerly with Ray Morton's band.

It was just learned the past week that Beulah Karney, WBBM's home economist, and Bill Powers were married several months ago.

John B. Moser, prominent attorney and legal advisor, spoke before the Chicago Television Council December 8 on "The Legal Aspects of Television."

WBBM's documentary series formerly known as "That Men May Live" returned to the air December 11 as "To Be Continued." Scripts are written by Ruth Moore, who also acts as the director-producer. All roles in the radio drama are enacted by members of the Junior League Radio Theater.

Representatives of ABC affiliates in town the last few days included Ed Willis, manager of WLAP, Lexington, Ky.; John Ballard, of the Nunn stations; Charles Burke, manager, and W. R. Haggart, president, of KFGO, Fargo, N. D., and Ben Baylor, of WMAL, Washington, D. C.

Eiges To Speak

Sidney H. Eiges, vice-president of NBC in charge of Press, will appear on the final session for the 1948 season of the Institute for Religious and Social Studies to be held at the Hotel Bismarck, Chicago, tomorrow. Subject for the panel will be "Current Religious Thought: Expression and Challenge in Contemporary Culture."

Advertisement for 'THE ART SCANLON SHOW' featuring a caricature of Art Scanlon. Text includes 'THE ART SCANLON SHOW', 'LAUGHS! 1010 ON YOUR DIAL', 'WINS 6:30-8:15 AM', and 'CROSLEY BROADCASTING CORPORATION'.



Mainly About Manhattan. . . !

● ● ● AROUND TOWN: Feud between two N.Y. dailies has resulted in one sheet dropping all mentions of the other paper's local indie outlet from its radio news and columns. . . . Bob Hope's contract with Paramount carries no verboten on video. . . . Bob Monroe, writer-director-producer of "High Adventure" on Mutual, will learn here that one of his yarns, "The Crooked Way," will be filmed shortly for U.A. release, with Ellen Drew and John Payne in the leads. . . . Is it true that CBS is ordering a special group of adding machines that compute only in the millions? . . . "Stop the Music" getting set to fight the promotion of a tune by the same name. . . . General Foods may buy Sweeney and March as replacement for the breezy Aces. . . . State Dep't planning to ask Congress for about 10 million additional bux for its "Voice of America" stanza. . . . Bob Burns and Sid Strotz readying tele deal. . . . Kate Smith offered the Presidency of a prominent girls' school. . . . Todd Russell brings "Strike It Rich" to Kingsbridge Vets hosp. on the 30th. . . . Basch Prod. readying a new teleshow called "Can You Do It" featuring brother Bill Slater as emcee, and a panel composed of Col. Stoopnagle, Joe E. Marks and a visiting celeb. . . . Add IMPressions: Mel Allen (on basketball): Ca-Mel Allen. . . . CBS: Hooperaiding. . . . Judy Canova: Hillbillionairess. . . . Fred Allen: High wry-q.



● ● ● PASSING BY: JACK PERLIS: Publicist extraordinaire, who could have made his coupons in any one of three vocations if he hadn't become stage-struck. A grad of Harvard where he prepared for law, he majored in wrestling and in between newspaper editions, he knocks out songs like "Heaven Only Knows" (no pun intended), currently No. 1 on the shopping guide. . . . JOHN K. M. McCAFFERY: One of the few ex-college profs to click in radio. He was a Prof. of English at St. Joseph's College and at CCNY.



● ● ● It looks like a new radio team of Eddie Cantor and Dan Dailey. The pair cut up for a half-hour on Cantor's show last week and actually threw away the script a few minutes before the sign-off signal. So many raves resulted from Dailey's guest shot, that Cantor tapped him for a return date on Jan. 7th. One of the highlights of the show was Dailey's rendition of the pitfalls of young actors impersonating veteran performers on the screen. "Look at Larry Parks," said Dan. "He does a terrific job in the 'Jolson Story' and who gets all the glory? Jolson. I even hear that Jolie has a clause in his new contract that if he dies, they'll have to bury Larry Parks!"



● ● ● FILLER-DILLERS: Jackson (Philo Vance) Beck has no comment to make on the Errol Flynn episode. Sez he doesn't want to stick his shin out. . . . Harry Ingram notes that more guys are now switching to CBS than to Calvert's. . . . Winnie Garrett is looking forward to the day when TV stands for Thrilling Vaudeville. . . . Bobby (Tables) Davis sez that too many so-called horror shows go in one eerie and out the other. . . . So many western films on television they oughta call it rodeo instead of video, insists Steve Gibson.



● ● ● SMALL TALK: Not only was the talent lineup on "Toasts of the Town" Sunday nite the best they've yet presented on that stanza—but the integration of the commercials reached a new high in television, so far as this viewer is concerned. . . . ABC's Jimmy Blaine opening at the Raleigh Room tomorrow nite. . . . Walter Kaner rounding out his 10th year as publicist for WWRL. . . . Mr. & Mrs. North renewed by Colgate-Palmolive-Peet thru March.

LOS ANGELES

By RALPH WILK

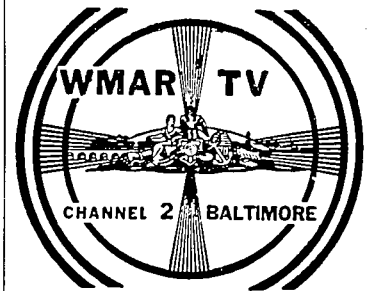
PHIL DAVIS, head idea man on the "Truth or Consequences" show, has completed a screen play about the "Borscht" belt and it has been submitted to M-G-M as a possible Sinatra vehicle.

Hollywood Star Records has signed Andy Russell, Vincent Price and Tim Holt to record "talking picture" interviews, with the transcriptions to be made soon at the International Recording Studios.

Jack Hasty was set for scripting assignment on "Jackson and Jill," new comedy video series slated for filming next month at Jerry Fairbanks Productions. Producer also is buying scripts for incorporation in the series.

Fibber McGee & Molly, stars of Johnson's Wax Tuesday night comedy show over NBC, will make one of their rare guest appearances with Dorothy Lamour on her Sealtest Variety Theater, under auspices of AFRA, December 16, over NBC.

Within the past week, KMPC has added another top show to its schedule with the commencement of the "Chesterfield Supper Club" program, December 6th. Chesterfield stars include Jo Stafford, Perry Como, Peggy Lee and Dave Barbour with frequent guest star appearances.



TELEVISION engineers call this the "Test Pattern" of WMAR-TV.

Set-owners call it a sure identification of finest in television entertainment.

Businessmen are discovering that it means the best buy in television in Maryland!

WMAR-TV The Sunpapers Station CHANNEL 2 • BALTIMORE, MD.

TELEVISION DAILY

Section of RADIO DAILY, Tuesday, December 14, 1948 — TELEVISION DAILY is fully protected by register and copyright

SUNDAY HOLDS UP COAX ACCORD

TELE TOPICS

THE "STUDIO ONE" production of Gian-Carlo Menotti's opera "The Medium" over CBS Sunday nite was by far the best show the series has done so far and one of the most exciting dramatic productions ever seen on video. Even more important, perhaps, is the fact that it showed that opera can be effective TV fare. Of course Menotti's work is not grand opera as we know it, but no one can deny that someday it might be one of the great music-dramas of all time. . . . "The Medium" is ideally suited for tele, and every phase of Sunday's production was beautifully handled. Marie Powers as Madame Flora and Lois Hunt as Monica were wonderful as both singers and actors, and dancer Leo Coleman was excellent as the mute Toby. The smaller roles also were ably filled by Beverly Dame, Joseph Bell and Catherine Mastic. Alfredo Antonini and the CBS Symphony handled the score in their usual expert manner. . . . The opera requires only one set, but director Paul Nickell's camera work provided unusual mobility, and was aided considerably by the use of a boom camera. Lighting and photography during the performance were especially effective and gave the scene an eerie, haunting quality that will not be easily forgotten. . . . Producer Tony Miner really advanced the TV art with the work, and now I'd like to see CBS, or anyone else, do other operatic productions solely for the home audience.

STUDIO 8-G at NBC will be flying the red ball Thursday when the Swift stanza puts on an ice show there. A 22 by 22 foot rink will be installed Wednesday nite, flooded and frozen by one-half mile of pipe in time for rehearsal the following morning. Several ice skating stars will be featured and even Lanny Ross will be on skates. The most amazing part of the entire operation, however, is that it will be done within the program's normal budget. Although thermal tests have shown that freezing temperature will just be maintained, producer Lee Cooley said yesterday that if it doesn't work, "We'll have the shallowest water ballet on record."

Set Increase

Cleveland—At least 18,157 receivers were sold in the Cleveland-Akron area during the past year, a distributor survey revealed yesterday, with 15,452 in homes and 2,705 in public places. When the first station, Scripps-Howard's WEWS, went on the air a year ago, there were about 300 sets installed in the area. Figures do not include sets made from kits.

Chicago Battle Raging Over Survey Claims

Chicago — Claims and counter claims are being bandied about by Chicago's four tele stations in their battle for prestige. Robert L. Anderson of the ABC research department has issued a statement refuting findings of Jay and Graham, new research organization, regarding local outlets.

In the first Jay and Graham rating issued, it was stated that for the period of October 31-November 6, WBKB's share of the Chicago video audience was 36.7 per cent, WGN-TV's 29 per cent, WENR-TV's 24 per cent, and WNBQ, still test telecasting, had 10.3 of the audience. Says Anderson: "Obviously the reason for the relative positions taken by these stations is dependent to a large extent on the amount of telecasting time. The normal telecasting schedule for this week showed WENR-TV as being on the air 16 hours, WBKB 28 hours, and WGN-TV 30 hours. If the foregoing share of audience figures are correct for the amount of time on the air, the share of audience enjoyed by WENR-TV would be 39.9 per cent, WBKB would be 35.5 per cent, and WGN-TV 25.6 per cent."

"Another paragraph in this same article (on the Jay and Graham ratings)," Anderson continued, "reads 'viewers report that WENR-TV loses clarity when WNBQ comes on the air.' Upon seeing this article I called Allan Jay of the Jay and Graham research organization, to question this statement. During the course of the conversation Jay told me that this statement was based on comments by 12 television owners. Obviously it is not accurate statisti-

TV Box Score

On the Air.....	47
CP's	77
Applications	310

WDSU-TV Debut Set; Ten Stanzas Sold

New Orleans—This city's first station, WDSU-TV, will begin commercial operation Dec. 18, with ten quarter-hours of its weekly programs sponsored by local advertisers, Fred Weber, veepee and general manager, announced yesterday. Station will be affiliated with DuMont, ABC and NBC.

Five of the stanzas sold are programs tele-transcribed by WABD, DuMont flagship.

WDSU-TV's first program will be the station's dedication ceremonies held at the New Orleans Municipal Auditorium with state and city officials participating. The ceremonies will be covered by a remote unit complete with three image orthicon field cameras.

Station's studios, transmitter and tower are situated in downtown New Orleans in the Hibernia Bank Building, the tallest building in the deep south.

Weber is well known in both radio and television. Before going with WDSU-TV he was general manager of Mutual and prior to that was associated with NBC.

cal procedure to base a statement such as this on 12 comments out of 450 interviews. In other words, less than three per cent of the people interviewed made this statement."

Committees Reach Agreement For East, West Talent Unions

West Coast Bureau, RADIO DAILY

Hollywood—An agreement was reached here yesterday by committees representing eastern and western talent unions on details of a partnership plan for the administration of the affairs of their members participating in television. The agreement reached yesterday now will be submitted for approval by the governing boards and the memberships of the unions involved, and the American Federation of Labor and the International Associated Actors and Artistes of America.

Major points of the plan are: Merger of Actors Equity, AFRA, American Guild of Musical Artists

and Chorus Equity into one union; a joint venture on partnership agreement to be signed between the merged association of unions as one partner and Screen Actors Guild as the other partner, and in this partnership will be vested television jurisdictions of the participating unions. American Guild of Variety Artists was invited to join merger.

Each partner is to make an initial contribution of \$100,000, thus creating a \$200,000 partnership fund for immediate use in the organization and administration of the television field. All television collective bargaining contracts will be approved by both parties.

Gen'l Agreement Reached For Week Days

Sunday night, in addition to being a major source of network revenue, has become one of the web's biggest headaches as well, because the peak hours on that night have become the keystone around which industry agreement on allocation of time on the coaxial cable to the Mid-West will stand or fall.

Several meetings between AT&T and the four nets and the WPIX-WGN-TV combo have produced general areas of agreement for the hours between 8 and 10 p.m. Monday through Saturday. If the webs can agree on Sunday night allocation at a meeting slated for today or tomorrow, the week-night schedule probably will stand. However, if one or more webs are dissatisfied with the decision on Sunday, they probably will make a pitch for increased time during the week.

Sunday night preferences were the subject of briefs handed to AT&T at the meeting last week, and it is believed that the phone company will come up with a decision at this week's session.

NBC, it is known, has asked that time be allotted on a prior commercial commitment basis. Some of the others, however, have pointed out that under FCC regulations, AT&T must divvy up the time on an equitable basis.

Tentative Sunday night sked, as handed down by AT&T, would give the cable to DuMont, from 6:30-7:30; NBC, 7:30-8:30; ABC, 8:30-9:30; and CBS, 9:30-10:30. Almost without exception, the nets are dissatisfied with this arrangement because of conflicting commercial contracts and prospects of new sales if both hookups can be delivered.

Meanwhile, AT&T sent out a press release yesterday announcing a five-net program the night of Jan. 11 to herald the opening of the cable the following day.

Info, Please

San Francisco—Josephine Lohmore, information clerk at KPIX, which goes on the air here soon, was thrown for a loss the other day when a woman phoned to ask, "What size pictures will KPIX telecast?" The lady who asked the question, it seems, was about to buy a receiver, but wanted to be sure she purchased one with the proper screen to match the station's picture size.

SOUTHWEST

CHARLES "BUD" LUTZ, manager of KYFM, San Antonio is in receipt of a letter from Pfc. John Murphy, a soldier stationed at the Aleutian Islands, more than 3,000 miles from here, stating that Murphy enjoys listening to the broadcast of the local FM outlet. Other letters have been received, according to Lutz, from several California cities. KYFM recently increased its operating power to 72,000 watts.

Pat Flaherty of KPRC, Houston and Sid Pietzsch, of WFAA, Dallas, both news editors have been appointed to committees of the National Association of Radio News Editors. Flaherty was named to the Standards committee which will formulate a code of ethics for the NARND while Pietzsch was named as a member of the Television committee.

MBS Web Signs Heatter To Five-Year Contract

(Continued from Page 1)

period of 10 years, being iron bound for the first five. At that time it is subject to renewal for another five years and, if so done, can later be cancelled after eight years (under certain conditions) from the original signing.

Heatter has been identified with Mutual for some years but this is the first contract with the web which sews up his services. Whether or not the guarantee is any more than his present income from MBS shows, the commentator is at least certain of pulling down a high salary for the next five years and maybe ten.

Heatter is bowing out of his Sunday night MBS show after Dec. 26 but will continue to do the 9 p.m., EST, program five nights a week, which has three sponsors, and the co-op series at 11:30 a.m., EST, daily.

RWG, Agencies Conclude Discussions; Write Pact

(Continued from Page 1)

Fisher, chairman of the committee, and Roy Langham, national executive secretary of RWG.

The new agreement, which marks the first time RWG has had a contract with agencies covering free lance writers, is said to cover rights, minimum fees, definition of the unit and scope of the agreement. It's understood that a change has been made in the old policy of scripters turning over all rights to agencies and sponsors.

A sub-committee consisting of representatives of RWG and the employer group will start work immediately on drawing up the actual contract. When the legal document is drafted it will be submitted to the membership of both sides for ratification. Drafting is expected to take about a month.

NETWORK SONG FAVORITES

The top 30 songs of the week (more in case of ties), based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast over Radio Networks. Published by the Office of Research, Inc., Dr. John G. Peatman, Director. Survey Week of December 3-9, 1948

TITLE	PUBLISHER
A Little Bird Told Me.....	Bourne
A Tree In The Meadow.....	Shapiro-Bernstein
Am I All Of Your Future Or Part Of Your Past.....	Fremart
Bella Bella Marie.....	Leeds
Bouquet Of Roses.....	Hill and Range
Brush Those Tears From Your Eyes.....	Leeds
Buttons And Bows.....	Famous
By The Way.....	Bregman-Vocco-Conn
Clancy Lowered The Boom.....	Patmar
Cuanto Le Gusta.....	Southern
Far Away Places.....	Laurel
For You.....	Witmark
Galway Bay.....	Leeds
Hair Of Gold, Eyes Of Blue.....	Robert
Here I'll Stay.....	Chappell
I Got Lucky In The Rain.....	Sam Fox
It's A Most Unusual Day.....	Robbins
Lavender Blue.....	Sanly-Joy
Lillette.....	Jefferson
Maybe You'll Be There.....	Triangle
Money Song.....	Crawford
My Darling, My Darling.....	E. H. Morris
On A Slow Boat To China.....	Melrose
Pretty Baby.....	Remick
Say It Isn't So.....	Berlin
That Certain Party.....	Bourne
Until.....	Dorsey Bros.
What Did I Do.....	Triangle
You Call Everybody Darling.....	Mayfair
You Were Only Fooling.....	Shapiro-Bernstein
You're All I Want For Christmas.....	Porgie

Second Group

A Bluebird Singing In My Heart.....	Advanced
Again.....	Robbins
Ah But It Happens.....	Bourne
Cornbelt Symphony.....	Mellin
Down Among The Sheltering Palms.....	Miller
Ev'ry Day I Love You.....	Harms
Gloria.....	Leon Renee
Hold Me.....	Robbins
I Love You So Much It Hurts.....	Melody Lane
If We Can't Be The Same Old Sweethearts.....	Feist
In The Market Place Of Old Monterey.....	Shapiro-Bernstein
It's Magic.....	Witmark
It's Whatcha Do With Whatcha Got.....	Sanly-Joy
Little Jack Frost Get Lost.....	Henry Spitzer
My Happiness.....	Blasco
Night Has A Thousand Eyes.....	Paramount
One Sunday Afternoon.....	Remick
Play The Players.....	E. B. Marks
Rendezvous With A Rose.....	Jay-Dee
So In Love.....	T. B. Harms
Tara Talara Tala.....	Oxford
This Is The Moment.....	Miller

NOTE: WINTER WONDERLAND published by Bregman-Vocco-Conn is No. 1; SANTA CLAUS IS COMIN' TO TOWN published by Feist is No. 3; WHITE CHRISTMAS published by Irving Berlin, Inc. is No. 5, and CHRISTMAS DREAMING published by Leeds is No. 11 this week on our list of "Favorite Standards of the Week."

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BEHIND THE MIKE

FRANKIE LAINE racked up another record at the Click in Philly the past week and then planned out to H'wood for his Chestnutfield Supper Club show that starts Dec. 23rd for 13 weeks.

Ray McKinley's work getting nine Mutual and two NBC wires weekly during his Meadowbrook stay.

Les Tremayne and Alice Reinheart presented the American Museum of Natural History with 200 slides covering their photographing safari last summer to Mexico.

WHOM's Willie Bryant setting up a plan whereby the various sponsors on his "Afternoon Swing Session" will anonymously donate Christmas food baskets to the needy in all five boroughs.

Sy Fischer, of Frank Cooper Associates, has set Michael Cramoy on the Herb Shriner show.

WWRL's forthcoming "Collegiate Forum" session on the U. N. will be plattered and shipped to colleges worldwide.

Songstress Gloria King guesting on Bob Smith's show and following it up with an appearance on the Barry Wood stanza.

That television short the Alan McPaige Trio turned out for the Milk Distributors' Institute of America being touted as one of the best yet produced. Composer Jeanne Burns did the special material.

Ra-Best Features have completed an audition film of Ida Bailey Allen and the Chef, a twice-weekly series devoted to helping Mrs. America stretch her food dollar.

"Joyful Hour" Participants Announced In Hollywood

(Continued from Page 1)

both New York and Hollywood in cooperation with Father Patrick Peyton of the Family Rosary Association, will include among its cast: Bing Crosby, Dennis Day, Ann Jamison, Ann Blyth, MacDonald Carey, Jeanne Crain, Joan Leslie, Roddy McDowall, Ricardo Montalban, Maureen O'Hara, Maureen O'Sullivan and orchestra leader Max Terr.

The New York portion of the show will include Perry Como, the Mullen Sisters, Christopher Lynch and Sylvan Levin's orchestra.

Hope Bids On WHAS; Would Manage Outlet

(Continued from Page 1)

ceive the license, from the standpoint of service to the public. A TV permit is also included in the sale package.

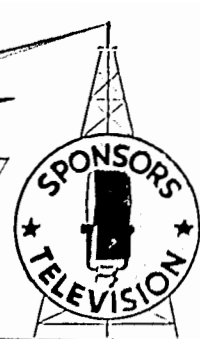
The Hope application was filed by his attorneys, Cohn & Marks, in the name of Hope Productions, Inc. Hope is the sole stockholder, with several Hollywood people listed as officers.

Also bidding for the station, at the same price of \$1,925,000, is the Fort Industry Company, licensee of stations in Michigan, Indiana and Florida.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 45, NO. 51

NEW YORK, WEDNESDAY, DECEMBER 15, 1948

TEN CENTS

LEADING FIRMS RESUME RECORDING

Picture Firms In Radio-TV Get D. Of J. Scrutiny

Washington Bureau, *RADIO DAILY*
Washington—The move of motion picture producing companies into the field of radio and television is being closely watched by the Department of Justice, it has been revealed here by Attorney General Tom C. Clark in a brief copyrighted interview appearing in the current issue of the United States News. The subject under discussion was monopolies and moves against them through the medium of anti-trust administration.

Radio Stars To Germany To Entertain Air Force

Irving Berlin, Jinx Falkenburg and Tex McCrary will fly to Berlin on Sunday night to entertain members of the Air Force in a gala Christmas Day show, portions of which will be rebroadcast over the CBS "Skyway To The Stars" program, Sunday, December 26, 4:30-5:00 p.m., EST. The Bob Hope troupe also will leave for Germany on Tuesday evening, December 21, to join the other members. Hope's portion of the show also will be heard on the 'Skyway' show.

WNBC Gets Citation For Youth Programs

Washington Bureau, *RADIO DAILY*
Washington—In recognition of its all-day "Salute to Youth," which launched National Youth Month last September, station WNBC yesterday was awarded a citation "for outstanding service to the youth of the United States" by the National Con-

(Continued on Page 2)

Anniversary

Lionel Barrymore's performance of the role of Scrooge on Columbia network's annual two-hour "Christmas Festival," from 4:00 to 6:00 PM, EST, Saturday, Dec. 25 will mark not only his 13th portrayal of the famous Dickens character, but the 15th anniversary of his colorful career in radio. The distinguished actor made his radio bow as Scrooge in 1934.

Recording Resumed Amid Vocal Obligato

James Petrillo and David Sarnoff joined in the spontaneous pow-wow, signalling the end of the recording ban, held at RCA-Victor studios yesterday afternoon. RCA's first recording of the new era was Perry Como singing "The Missouri Waltz." Artists, including Tommy Dorsey, Lawrence Tibbett and Jan Peerce, joined in a round of "I'm Just Wild About Harry," which along with Petrillo's recorded greetings, is being sent to President Truman. Jinx Falkenburg interviewed Petrillo and others and will play back the material on WNBC's "Hi Jinx!" show Friday morning.

Says Tele In Canada Will Be Nationalistic

Montreal — When television is well established in Canada, it will be basically Canadian and probably be the most important single social force in the country, and it is "surely worth while to wait weeks or months to ensure the most important first steps to set a pattern for development which is in the best interests of the country," A. Davidson Dunton, chairman of the CBC, de-

(Continued on Page 7)

"My Favorite Husband" Gets First CBS Sponsor

General Foods, for Jell-O, picks up sponsorship of "My Favorite Husband" on CBS starting Jan. 7. Development marks a switch for GF which is dropping "Mr. Ace and

(Continued on Page 3)

Formal Signing Of AFM-Disc Contract Is Signal For Resumption Of Platter Cutting

Announcer Situation In Baseball Unsettled

Reshuffling of baseball announcer teams in New York for next season is beginning to take on some of the tension that arises in the last half of the ninth of a tie ball game. Chesterfield and the Giants are still to decide on a second announcer to work with Russ Hodges on WMCA, the Yankees and WINS are looking for a sidekick for Mel Allen, and the Dodgers have to consider the expired contracts of Red Barber and Connie Desmond plus the dis-

(Continued on Page 6)

Hooper vs. Nielsen Card Announced In Chicago

Chicago—Two experts — C. E. Hooper and A. C. Nielsen, will tell the inside story of the radio research industry today, at a symposium at the Columbia Broadcasting System offices at 410 N. Michigan Avenue. Hooper and Nielsen, inventors of their own systems

(Continued on Page 2)

Canadian Receiver Sales Show Increase In Sept.

Montreal—Reversing the downward trend which has been in evidence for some months, producers' sales of radio sets rose 23 per cent in September to reach the highest

(Continued on Page 3)

Recording companies prepared to paste up new labels yesterday as the phonograph record industry and American Federation of Musicians officially signed a five year contract, thus ending immediately the year old recording ban. On hand for the signing in James Petrillo's New York office was Samuel R. Rosenbaum of Philadelphia, trustee for the royalty fund, who will be paid \$25,000 a year.

While yesterday's development applied specifically to phonograph records, the ET industry is expected to fall in line shortly under the

(Continued on Page 8)

Stations Mailing Bids For Peabody Awards

Athens, Ga.—WDSR of Lake City, Fla., last week submitted the first entry to compete with radio stations all over the United States for a 1948 George Foster Peabody Radio Award in the field of public service by a local station. Owen W. Parnacott, program director of WDSR, has called the Peabody Board's atten-

(Continued on Page 3)

IRE Convention Theme To Stress Progress

"Radio Electronics—Servant of Mankind" will be the theme of the technical sessions, social events and manufacturers' exhibits at the 1949 National Convention of the Institute of Radio Engineers, set for March 7

(Continued on Page 3)

BMB Gives Progress Report And Figures On Radio Homes

Hugh Feltis, John Churchill, Phil Frank and the rest of the Broadcast Measurement Bureau staff held open house for the press at their Park Avenue headquarters yesterday and aside from dishing out a Christmas gift in the way of news, answered questions concerning the Second Study of audience measurement now

in the process of BMB compilation. Feltis, proud father of an eight pound son born Saturday, passed out cigars along with statistics and then came up with an attractive brochure titled, "Who Owns Radios?" Churchill was his own statistical self as he smilingly answered questions on the

(Continued on Page 6)

New Deal

Representatives of the trade press in the New York area have agreed to give the Radio Executives Club a lift by buying their own luncheon tickets for further REC affairs. Move followed reports that some free loaders had been taking advantage of the REC hospitality and the club was going in the red because of the added complimentaries.



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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES

Ralph Wiik, Manager
6425 Hollywood Blvd. Phone: Granite 6607

WASHINGTON BUREAU

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Phone: Wisconsin 3271

CHICAGO BUREAU

Nat Green
1417 Ashland Bldg. 155 No. Clark St.
Phone: State 2332

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FINANCIAL

(December 14)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include ABC, Admiral Corp., Am. Tel. & Tel., CBS A, CBS B, Farnsworth T. & R., Gen. Electric, Philco, RCA Common, RCA 1st pfd., Stewart-Warner, Westinghouse, Westinghouse pfd., Zenith Radio.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include Hazeltine Corp., Nat. Union Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include DuMont Lab., Stromberg-Carlson.

Kemper Joins Agency

Raymond C. Kemper, has joined the radio production staff of the Hollywood Office of Mc-Cann-Erickson, Inc., it was announced by Lloyd O. Coulter, vice-president in charge of radio and television. Mr. Kemper was formerly a staff producer with Don Lee Broadcasting System.

INS has served



FOR 10 YEARS

★ COMING AND GOING ★

H. ALLEN CAMPBELL, vice-president and general manager of Trendle-Campbell Broadcasting Co., operators of WTCCB, Flint, is back at his Michigan headquarters following a short trip to New York.

E. R. VADEBONCOEUR, vice-president and general manager of WSYR, outlet of NBC in Syracuse, N. Y., is back in the Salt City following a week-end business trip to New York.

ED SULLIVAN, master of ceremonies on "Toast of the Town" over CBS-TV, and STANLEY ABRAMS, sales promotion manager of the Emerson Radio and Phonograph Co., are in Hollywood for special meetings with Emerson radio dealers, also with radio and television press representatives.

CHARLES SEEL, Atlantic City reporter and member of the news staff at WFPG in the resort city, spent Manday and yesterday in New York gathering material for a forthcoming column, which will tell of "fluffs" inadvertently broadcast.

ROBERT HUDSON, director of education and opinion broadcasts for the Columbia network; GEORGE CROTHERS, assistant director of education; LEON LEVINE, director of discussion broadcasts, and DWIGHT COOKE, moderator on the "People's Platform" heard over the web, have gone down to Washington via American Airlines.

JOSEPH H. REAM, executive vice-president of CBS; HERBERT V. AKERBERG, vice-president in charge of station relations; JOHN J. KAROL, sales manager, and WILLIAM B. LODGE, vice-president in charge of engineering, have returned from Los Angeles, where they conducted the meeting of District 9, Columbia Affiliates Advisory Board, held Monday and Tuesday.

JOHN MADIGAN, national news editor at ABC; WILLIAM TREVARTHEN, of the network's engineering department, and MICHAEL ROSHKIND, manager of special events, have returned from Washington, where they completed plans for the web's AM and TV coverage of President Truman's inaugural, which takes place Jan. 20.

JAMES G. RIDDELL, general manager of WXYZ, Detroit station of ABC, has returned to the automobile city after having been in Gotham for a few days on station and network business.

OGDEN PRESTHOLDT, of general engineering at CBS, will leave today for a brief stay in Boston.

CHARLES BISHOP, of ABC television, left by American Airlines yesterday for Washington, scene of the web's wrestling show. He'll return to New York tomorrow, also by the air route.

WNBC Gets Citation For Youth Programs

(Continued from Page 1)

ference on the Prevention and Control of Juvenile Delinquency.

The citation was presented to Thomas B. McFadden, manager of WNBC, by G. Howland Shaw, chairman of the Conference, and took place at a symposium of the Continuing Committee of the organization, held at the Hotel Mayflower here.

Album to President Truman

At the conclusion of the symposium, McFadden took to the White House an album of transcriptions of the "Salute to Youth" programs, especially inscribed for President Truman, and presented it to William Simmons, of the President's staff, who accepted it in the Chief Executive's absence. It was at Mr. Truman's instigation that the nationwide anti-delinquency campaign was launched in the early part of last summer.

10 YEARS AGO TODAY

From the Files of Radio Daily

If and when the American Federation of Radio Artists scale becomes effective, "speed up" processes and certain changes are anticipated by radio directors. It is believed that complete schedules of the exact amount of time that is necessary to produce shows will be maintained by all agencies with the establishment by AFRA of definite rehearsal fees of \$6 per hour and \$3 per half. The advertising firms concentrating on large numbers of daytime script shows will probably be most affected by the change and it is believed that any changes in procedure that occur will originate with these agencies.

Hooper vs. Nielsen Card Announced In Chicago

(Continued from Page 1)

of radio research, are appearing for the first time on a Chicago platform at an open meeting of the midwest region of the Radio Writers' Guild, Authors League of America. All radio personnel have been invited to the discussions on rating systems, which will begin at 8:30 p.m. in CBS studio 10. Moderator will be Jim Cornell, radio research director of Foote, Cone & Belding, advertising agency.

In the opinion of Shelby Gordon, RWG midwest region vice-president, the unique meeting will have an added significance in view of what happened to pollsters and political surveys in the recent presidential election. "We welcome everyone in the radio industry to attend and learn what the Hooper and Nielsen ratings really mean," Gordon stated. "Not only writers, but radio production and advertising personnel are invited."

Polish ET Service Launched In Jersey

Launching of a Polish ET service was announced yesterday by John Nowak, director of the Polish Program Service in Passaic, N. J.

Broadcasters or advertisers subscribing to the service send the commercial scripts to Passaic for translation into Polish and then the scripts are recorded on 16-inch aluminum platters. Clients buy the transcriptions on an outright basis with authority for unlimited airings.

Stork News

Mr. and Mrs. Hugh Feltis are the parents of an 8 pound, 12 ounce son, Edward Hugh, born Saturday at the New Rochelle hospital. Mr. Feltis is president of Broadcast Measurement Bureau, Inc.



Try Your Hand at This

Sit down sometimes and try your hand at making one of these lace tablecloths. You'll soon realize how much skill this Belgian lacemaker has.

If you're buying time, your job calls for plenty of skill, too. It's not just a matter of picking out big-wattage stations and sending out your orders.

No, sir! Not if you're trying to get top value for your client's dollar! Get the facts, if you want to get the most for the money.

For instance, in Baltimore, it's a fact that WITH delivers more-listeners-per-dollar than any other station in town! WITH isn't the biggest station, but, as many an advertiser knows... it's the "cost-less" station.

So, if you've got clients who want to make money in the nation's 6th largest market, make sure you talk to a Headley-Reed man about WITH.



Baltimore 3, Maryland

TOM TINSLEY, President

Represented by Headley-Reed

Stations Mailing Bids For Peabody Awards

(Continued from Page 1)

tion to the station's activity in promoting a community recreational and camping program for Lake City's children.

Dean John E. Drewry of the University's Henry W. Grady School of Journalism announced receipt of the entry, since the opening of the 1948 contest was announced in November. Deadline for all entries is Jan. 8.

The Peabody Awards, radio's equivalent of Hollywood's "Oscars," are presented annually to radio stations and programs which have made outstanding achievements in the various fields of broadcasting activity. The addition, this year, of a prize for "the most outstanding program promoting international understanding" brings the total number of awards to eight.

Other prizes will be presented to the program or series of programs by a regional station making an outstanding contribution to the welfare of the community or region the station serves; the program or program series by a local station making a similar contribution to its community; outstanding reporting and interpreting of the news; outstanding entertainment in drama; outstanding entertainment in music; outstanding educational program,

Canadian Receiver Sales Show Increase In Sept.

(Continued from Page 1)

monthly total since December last, the Dominion Bureau of Statistics reports. The advance in sales was common to all provinces. Total sales during the month amounted to 78,228 units as compared with 63,695 in the corresponding month last year, while the December, 1947 sales totaled 86,946 units. During the first nine months of this year, producers' sales amounted to 351,931 units as compared with 544,535.

Bate Heads Night Staff At NBC Headquarters

Fred B. Bate, assistant to William F. Brooks, vice-president, has been appointed night executive officer of NBC, it was announced by John H. MacDonald, administrative vice-president of the network. Allin Robinson will continue as night program manager.

Bate joined NBC in 1932 as director of the network's European staff. He was manager of the International Division from April, 1942, until October, 1947, when he was named assistant to Brooks.

and the outstanding children's program of the year.

The awards are administered by the Henry W. Grady School of Journalism, University of Georgia, and will be presented in the spring in New York City.

MBS Board Meets

Chicago—Members of the board of directors of the Mutual Broadcasting System met in "routine session" here on Monday. Commenting on the meeting, Edgar Kobak, president of MBS, said: "No new vice presidents, nothing in the way of news."

IRE Convention Theme To Stress Progress

(Continued from Page 1)

to 10 at the Hotel Commodore and Grand Central Palace in New York.

In the program designed to interest scientist and layman alike, the entire field of electronics, including nuclear energy, loran, radar, and other products of postwar research will be thoroughly discussed. Nearly 200 exhibits of the latest developments in both radio and television are planned under the theme of "Spotlighting the News."

The initial luncheon will honor the IRE's incoming president, Stuart L. Bailey. Thirty-one members, newly elevated to Fellows for their contributions to radio, will be honored at the annual banquet. The acceptance speech will be delivered by Dr. Karl Spangenberg of the Office of Naval Research and Standard University.

"My Favorite Husband" Gets First CBS Sponsor

(Continued from Page 1)

Jane" after the broadcast of Dec. 31. Agency is Young & Rubicam.

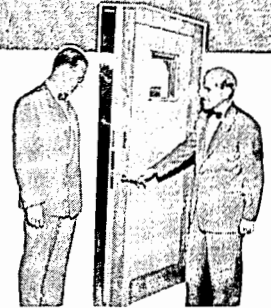
"My Favorite Husband," now aired on Saturday night, will switch to Fridays at 8:30 p.m., EST, when the Ace show moves out. "Husband" stars Lucille Ball and Richard Denning and is a CBS package. It premiered last summer broadcast as a sustainer.

Goodman and Jane Ace will leave for a three-week vacation in Miami the first of the year. They'll return to CBS the latter part of January and continue their show as a sustainer, probably in a Tuesday night slot.

Traube Handling AM-TV For Auto Daredevils

Len Traube of Leonard Traube Associates has been assigned to handle radio and television contacts for Ward Beam's World Champion Auto Daredevils and is lining up an exchange plug deal with an auto sponsor who will premiere a network show next month. Traube just returned to New York from Chicago, where he negotiated several new accounts.

Another deal for Traube is a television tie-up with Thearle-Duffield, producers of pyrotechnical displays. The Traube office also has arranged with the Johnny J. Jones Exposition for supervision of radio and other publicity during the 1949 tour.

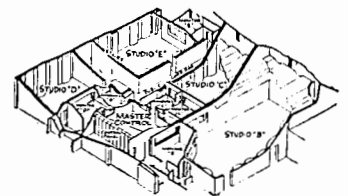


In their spacious fourth floor quarters in The Oregonian building, KGW's staff members work in soundproof, vibrationless quarters. The studios of KGW and KGW-FM are architecturally perfect . . . efficiently designed, completely soundproofed. Television facilities are here, also, two stories tall and large enough for half a dozen stage settings at one time. Five studios, two announcer booths, four monitor booths, master control, lounges, music library, newsroom, spacious offices . . . it's a dream of a place, fitting home for a radio station that's really going places.

Above . . . H. Quenton Cox, right, demonstrates soundproofed "sound lock" studio door to Arden X. Pangborn, Oregonian business manager.

Below . . . Diagram of KGW's studios, showing relation of master control to studios.

Another Step Ahead for KGW & KGW-FM



KGW and KGW-FM
 PORTLAND, OREGON
 COMPLETE SCHEDULE
 SIMULTANEOUS SERVICE
 REPRESENTED NATIONALLY BY EDWARD KELLY & CO.

clara campana

Sounds like a cigar, eh? 'Tain't. It's just another way to remind you that KEX's 50,000-watt signal is heard *clear as a bell* throughout all of populated Oregon and a very considerable part of Washington. Advertisers keep ringing up more and more sales in this growing market . . . by consistent use of KEX, Oregon's only 50-kw. voice. To strike the right note for your Pacific Coast plans, get in touch with Free & Peters.

50,000 WATTS
 ABC AFFILIATE
 PORTLAND, ORE.

KEX



WESTINGHOUSE RADIO STATIONS Inc
 KYW • KDKA • WBZ • WBZA • WOWO • KEX • WBZ-TV

National Representatives, NBC Spot Sales, except for KEX; for KEX, Free & Peters

AGENCIES

JOHAN R. SHEEHAN, television and radio head of the Buchanan and Company Advertising Agency, arrived yesterday at Houston, Texas, to address the Advertising Club of Houston on the subject of "Television in Advertising." Houston's first television station, KLEE-TV, is due to go on the air on or about January 1st. Mr. Sheehan's speech will deal with the advertiser's problems in the new medium, with special reference to those that will be faced by the ad men in the Southwest, where network lines have not yet reached. After his Houston talk, Mr. Sheehan leaves for San Antonio and Dallas on agency business.

MCCANN - ERICKSON, Buenos Aires office, has been appointed by Molinos Rio de La Plata, S. A. to handle its press advertising for "Cocinero," a popular-priced cooking oil.

IRWIN NADLER has joined the staff of Pan American Broadcasting Company—international radio station representatives of New York—as assistant accountant. Nadler, ex-Army Air Corps veteran, was formerly with Nite Kraft Corporation.

SPEAR & CO., New York furniture chain, has appointed the William Warren Agency to handle its television advertising. Stevens P. Jackson is the account executive. At present, Spear & Co. is sponsoring Jimmy Jemal, the Inquiring Photographer, (WPIX) 7:40-8:00 p.m., Thursdays.

"**FASHION FLASHES**," the transcribed five-minute daily radio series starring style commentator Adelaide Hawley, has been purchased by the J. D. Tarcher agency on behalf of its client, Seeman Bros., to advertise White Rose Tea in a limited number of the larger eastern markets beginning Jan. 3, 1949. The syndicated feature will run concurrently in a number of other cities in the United States and Canada where it went on the air Nov. 29 under sponsorship by local department stores or women's specialty shops.

Chapin To WLWT Sales

Cincinnati—Don L. Chapin has joined the WLW-T sales staff, according to an announcement by Marshall N. Terry, veepee for Crosley television. Chapin comes to WLW from Lima, Ohio, where he headed sales for WIMA. For two years prior, Chapin was successively announcer, salesman and sales manager for WMOH, in Hamilton, Ohio.

The BEST CHRISTMAS SONG
in the Country!

"BLUE CHRISTMAS"

CHOICE MUSIC, Inc.

1576 Broadway New York City



Mainly About Manhattan. . . !

• • • When Art Linkletter moves his "House Party" to ABC Jan. 23rd, originating point of the show will be Tom Breneman's restaurant. . . . One of E. Bergen's last appearances in radio will be for free. He's going to do the Screen Guild Players' version of "Snow White" on the 23rd. . . . Rudy Vallee, who soon makes his first B'way nitery appearance in years, has received permission from the Reader's Digest to make a series of telepix of that mag's famous feature, "Life In These United States." . . . The personal sword of Gen. Wainwright was added to "Stop the Music" jackpot this week. (Wainwright made a plea on the show for folks not to forget the 117,000 disabled vets in the country). . . . When Alan Young starts his new show on NBC Jan. 11th, his wife will be in the singing chorus. (She's Gini McCurdy, formerly one of the 4 Chicks and Chuck). . . . Judy Canova visiting plenty of shows between Jan. 14th and the 31st plugging March of Dimes. . . . "Doorway to Fame," broadcast regularly on the DuMont net, is now subscribed to, on film, by seven video stations, including outlets in Detroit, Toledo, Cleveland, Memphis, Seattle, New Orleans and Albuquerque. . . . Jack Barry's prize kid on Juve Jury, Dickie Orlan, not only sounds like Oscar Levant, he even looks like him, poor kid. . . . New Hooper on "True Or False" jumped to 6.

★ ★ ★

• • • Mary Margaret McBride, NBC's columnist of the air, is written up in two top mags this week. She is profiled and photographed in the new Collier's and cartooned and written up in Look. The Collier piece credits her with having over 300 imitators and adds: "MMM is undoubtedly the number one miracle of modern radio. Because she frequently interviews authors on her program, she has been credited with exercising, in radio, at least, greatest influence on book sales since Alexander Woolcott.

★ ★ ★

• • • The voice of Bob Trout is the best duck lure in the country, according to a letter just received from a fan of his out in Okla. This particular fan was listening to Bob broadcast the election returns while hunting for ducks early that morning. "Your voice must have sounded like Bluebill talk," he writes. "I fell asleep around 8 in the morning after listening to you all night. Around 9 I was awakened by a terrific chattering just outside my duck blind. To my amazement I saw about 50 Bluebills jabbering in response to your voice coming out of the radio. They clustered around spellbound and I was able to get my limit and go home by 9:30. It occurred to me that this is an unusual talent of which I am certain you're not aware."

★ ★ ★

• • • Sports ace, Harry Wismer, adds to his busy schedule the task of toastmaster'ing the Banquet of Champions which will be held in Toledo tomorrow nite and which will be aired on ABC at 9 p.m. Champion Spark Plug Co. is bankrolling the event which will be an annual affair. Champs from all sports divisions have been invited to attend opening affair, including such greats as Joe DiMaggio, Lou Boudreau, Walter Hagen, Red Grange, Ty Cobb, etc., plus Toots Shor, champ of the restaurateurs as an extra added attraction.

★ ★ ★

• • • **SMALL TALK:** Charlotte Manson will announce the new 5-minute musical stanza with Johnny Desmond just bought by Ronson. . . . Bret Morrison opens a singing engagement at the Penthouse Club on the 16th. . . . Jane Jordan's show on WOR going across-the-board Jan. 3rd, plus an additional half-hour weekly on CBS. . . . After Myron Kirk, of the Kudner agency, had stated at TBA clinic that the commercials in television should be well integrated, Claude Barrere wanted to know if that was the pitchblende that everybody's talking about. . . . And Winnie Garrett sez that most TV shows are still in the stage of tele-wishin'.

SOUTHWEST

NEW audience participation show titled "It Pays To Remember" has made its debut on KITE, San Antonio and is being heard for a full hour daily. Alec Chesser, KITE program director is emcee of the airing. Listeners are given a set of clues on the program and are asked to identify a hidden personality. Program begins with a set value and increases each day the questions remains unanswered.

The construction permit for KHCO-FM, Houston, would be turned over by Texas oilman, Earl C. Hankamer to the Houston Baptists Missionary Union. There is no cash consideration involved.

Miss Margaret Brice, director of the Christmas Clearing Bureau and who is known in Dallas as "Mrs. Santa Claus" because of her work in gathering and distributing gifts for needy families will be the guest of Julie Benell on the "News Concerning Women" heard over WFAA and WFAA-FM daily at 1:15 p.m. on Tuesday.

George R. Winston has applied to the FCC for a new standard broadcast outlet to be built at Cisco at a cost of \$11,075 and which would operate on 1250 kilocycles with a power of 250 watts. Winston is sales engineer for the Houston Radio Supply Co., Inc., and at one time headed his own engineering firm.

Joe Morin, well known pianist and musician started a new series of programs on Dec. 2 over KITS, San Antonio. Programs will be titled "Melodies by Morin" and will be aired each Thursday for a quarter hour.

John W. Scott, news editor-analyst and commentator for KABC, San Antonio, has returned after a month's junket to Europe. While there he visited Germany and other troubled spots in Europe for first hand material for his newscasts.

Charles Harris, manager of KCOR, San Antonio, and Bob Roth of KONO, San Antonio, were both elected to the board of directors of the San Antonio Advertising Club for the coming year. The outgoing president is Tony Bessan, program director of KMAC, San Antonio.

Roy Rogers, the King of the Cowboys heard each Sunday over the Mutual network in his own program is spending a few days ridin' and huntin' at the famous King Ranch at Kingsville, Tex.

HI THERE!

JUST A FEW DAYS UNTIL
CHRISTMAS EVE

Why be burdened with Christmas shopping when you can get experts to do it for you? Turn your entire Christmas list over to us and make this your most carefree holiday. Call Circle 6-5173 for all gift and personal shopping.

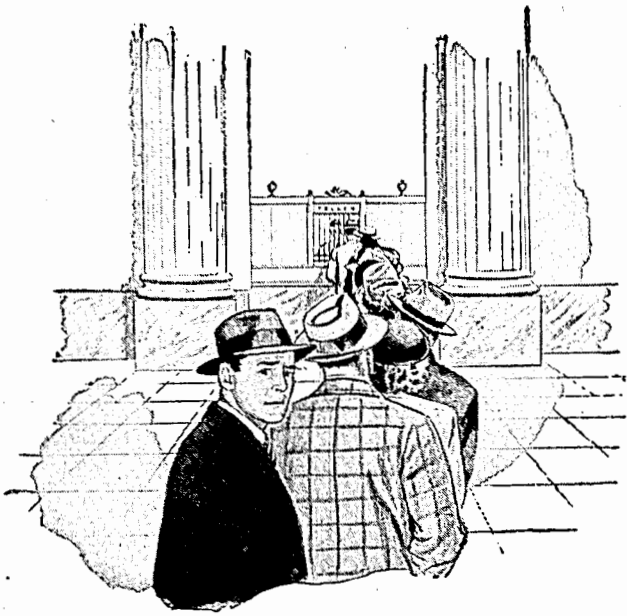
PERSONAL
SERVICE

417 West 50th St.
New York City

Mildred Roselle

Lillian Stewart

15 years of established radio contacts



THIS IS HARD



BUT THIS IS EASY



**AND THIS IS
MIGHTY WONDERFUL**

SURE, you believe in saving.

But it's mighty hard to make yourself take cash out of your pocket, and time out of your day, to do it *regularly*.

The sure way, the *easy* way to do your saving is to get started on an *automatic* savings plan with U. S. Savings Bonds. Like this . . .

1. If you're on a payroll, sign up in the Payroll Savings Plan, then forget it. From then on the money saves itself—so much per week, or so much per month.

2. If you're not on a payroll, sign up at your bank for the Bond-A-Month Plan. Equally easy. You decide how much you want to put into bonds every month, your bank does the rest.

In just ten years after you start buying bonds, your money starts coming back to you—well-fattened! Every \$3 you invest today brings you back \$4 to make possible all the wonderful things you dream of doing.

And remember—any time you need your money for emergencies, you can get it back *in minutes*, without losing interest.

Automatic saving is sure saving—U.S. Savings Bonds

***This space contributed by* RADIO DAILY**



COAST-TO-COAST

WKBN Football Awards

Youngstown, Ohio—The Sixth Annual Football Banquet in honor of WKBN's All-County Football Teams of the Mahoning Valley was held in the dining room of the Veterans of Foreign Wars. Members of the All-Star First Team were presented with gold footballs, with certificates of award going to boys on the second, third and honorable mention teams. Don Gardner, station sportscaster, introduced the evening's speaker.

WHAT-FM Begins Operation

Philadelphia, Pa.—It has been announced that WHAT has begun operation of their FM station WHAT-FM. Located at the top of the FM dial at 105.3 megacycles, the FM'er will duplicate all regular programs aired on WHAT. At the present time WHAT-FM is the only station in the area with foreign language broadcasts.

WHBC Staff Changes

Canton, Ohio—Phyllis Peters, WHBC promotion secretary, has been named commercial secretary of the station, filling the position of Louise Capestrain, resigned. . . . Mary Ann McGonagle has been appointed promotion secretary and Peggy Clark has joined the staff as receptionist.

Announces Sale Of KHBG

Okmulgee, Okla.—Pat Buford, president and general manager of KHBG since 1939 has announced the sale of 100 per cent of the stock of Okmulgee Broadcasting Corporation, owner and operator of KHBG. The new owner of the station is the Okmulgee Daily Times with Tim Carroll, formerly general manager of KELP, El Paso, succeeding Mr. Buford as general manager.

WCSC Wax Works Visitors

Charleston, S. C.—Announcer Bill Hedgepeth on WCSC has created two characters, Little Audrey and Mrs. Bruno, who visit him on his night show The Wax Works. Little Audrey (Hedgepeth) sings and speaks in a child's tiny voice during moments between records and converses with a gruff voice as Mrs. Bruno to the control operator during the show.

1906 *Henri* 1948
CONFISEUR
FRENCH RESTAURANT
LUNCHEON from \$2.00
DINNER from \$3.00
COCKTAIL BAR
Famous French Candies
15 East 52nd St.
AIR CONDITIONED

BMB Gives Progress Report
And Figures On Radio Homes

(Continued from Page 1)

progress of the Second Study and what they hoped to attain. Frank, who doubles as secretary-treasurer and press relations officer, was busier than a hive of bees as he distributed brochures and four (count 'em) press releases.

Xmas Cheer Included

The BMB Christmas cheer contained in the press releases included: BMB now has 774 subscribers, an increase of 68 over July, nine of whom signed up this month. Break-down of present subscribers are 625 AM stations, 127 FM and 13 TV stations, four nationwide and four regional networks.

Digging deeper in BMB's bag of holiday surprises, the brochure, "Who Owns Radios?" reports that 40.9 per cent of all radio families have more than one home set and multiple set families are placed at 15,376,100. The survey on which the book is based found 74 million sets in working order in addition to 5

million out of order. Median daily listening is reported at 5 hours and 53 minutes.

Release No. 3 of BMB announced the appointment of a six-man engineering advisory committee. The committee consists of R. V. Howard, NAB engineer, chairman; Neal McNaughton, NAB; William Duttera, NBC; Earl C. Johnson, MBS; William Lodge, CBS and Frank Marks, ABC. Committee's first assignment will be to consider the relationship between nighttime signal and nighttime audience and the first meeting will be held early in January.

"Piece de Resistance"

Final release and a bargain one at that, announced that the prices of BMB's Study No. 1 Area Report, Network Report and the complete set of Station Audience Reprints have been reduced to one third of their original price. They had previously been reduced 50 per cent, the release states.

Announcer Situation
In Baseball Unsettled

(Continued from Page 1)

position of Ernie Harwell. This is only part of the very unsettled picture for 1949, another question being whether Old Gold will string along with the Dodgers.

Although trade rumors have already put Marty Glickman, now WMGM sports director, in the Polo Grounds' radio booth as number two man with Hodges for next season, the Chesterfield agency, Newell-Emmett, says that no decision has been made. An agency exec said it will be several more weeks yet before the announcer is definitely selected. If it should be Glickman, that would open up the sports director's job at WMGM.

The Yankees and WINS, plus sponsors Ballentine and White Owl, have much consultation ahead before a new partner is picked for Mel Allen, a vacancy created by the exit of Hodges to the "Giants and WMCA. One of those pitching for either of the announcing jobs is Lefty Gomez, former Yankee pitcher. During the war Gomez and Ethan Allen did the pre- and post-game broadcasts over WINS. Three announcer possibilities have been suggested by WINS to the Yankees as a successor to Hodges.

Red Barber refers all questions on his 1949 baseball plans to Branch Rickey, president of the Dodgers. (Rickey is currently in Chicago at the baseball meetings.) According to Barber, there is an agreement that whenever any announcement is to be made, it will come from Rickey. The contracts of both Barber and Connie Desmond expired at the end of the 1948 baseball season.

Last summer the Dodgers called in Ernie Harwell from Atlanta when Barber became ill. Harwell, under contract to Old Gold, was doing the Atlanta Cracker games

Holiday Service Begins
To Canadian Outposts

Winnipeg—For the 15,000 persons living in the Northwest Territories and the Canadian Arctic, the Northern Messenger program of the Canadian Broadcasting Corporation is a link with friends and families and a solace through the long winter.

The Messenger's 1948 season started November 5 and 6 when personal messages began flowing out of stations in the Prairies and the Maritimes to trappers, traders, settlers, missionaries and Mounted Policemen, telling of births and marriages and just bringing a cheery hello from the outside world.

The idea of the service was born in the 20s. At that time station KDKA in Pittsburgh was one of the U. S. most powerful transmitters and one of the few heard clearly by residents of the Far North. Through negotiation with Canadian authorities KDKA in 1926 began sending personal messages to those who had no contact with outside.

over WBGE. From a listener standpoint, the Dodgers and their baseball sponsors found Harwell was a big hit and they'd like to keep him if possible. But Harwell's future is unsettled because he's under contract to Old Gold which has not yet decided if it will return with the Dodgers next year. If another cigarette sponsor should take over, it's a cinch that OG would not release Harwell since it refused to do so prior to last season when Chesterfield wanted him for the Giants.

Old Gold's indecision on the Dodger situation is based on its consideration of buying "Second Honeymoon" on ABC. If it takes on another network show there is no doubt that OG will drop the Dodgers. General Foods, for Grapenuts, is expected to back one-half of the Dodger air schedule next season.

New Subscribers

Broadcast Measurement Bureau yesterday announced a list of new AM FM and TV subscribers to the Second Study. The new subscribers follow:

AM Stations: WSGN Birmingham, Ala.; WEBJ Brewton, Ala.; WOOF Dothan, Ala.; WHBS Huntsville, Ala.; KCRA Sacramento, Cal.; WHOO Orlando, Fla.; WSIR Winter Haven, Fla.; WGAC Augusta, Ga.; WLGA LaGrange, Ga.; WTHI Terre Haute, Ind.; WIRL Peoria, Ill.; KVGB Great Bend, Kansas; WZIP Covington, Ky.; WWL New Orleans, La.; WGUY Bangor, Me.; WNBH New Bedford, Mass.; WBCM Bay City, Mich.; KYSM Mankato, Minn.; KROC Rochester, Minn.; KOPR Butte, Mont.; KILLO Grand Forks, N. D.; WBEX Chillicothe, Ohio; WLEC Sandusky, Ohio; WCVI Connellsville, Pa.; WKST New Castle, Pa.; WCOS Columbia, S. C.; KPAB Laredo, Texas; KFDX Wichita Falls, Texas; WCYB Bristol, Va.; and KOMY Omak, Wash.

New FM Subscribers: KCRA-FM Sacramento, Cal.; KNBC-FM San Francisco, Cal.; KQW-FM San Francisco, Cal.; KOA-FM Denver, Colo.; WRC-FM Washington, D. C.; WHOO-FM Orlando, Fla.; WGAA-FM Cedar-town, Ga.; WLAG-FM LaGrange, Ga.; WMAZ-FM Macon, Ga.; WMAQ-FM Chicago, Ill.; WGN-FM Chicago, Ill.; WBEQ-FM Harrisburg, Ill.; WTAD-FM Quincy, Ill.; WTAX-FM Springfield, Ill.; WGUY-FM Bangor, Maine; WALW-FM Lawrence, Mass.; WCFR New Bedford, Mass.; WBCM-FM Bay City, Mich.; KROC-FM Rochester, Minn.; KFAM-FM St. Cloud, Minn.; WSOC-FM Charlotte, N. C.; WNBC-FM New York, N. Y.; WGFH Schenectady, N. Y.; WTAM-FM Cleveland, Ohio; WHIO-FM Dayton, Ohio; WLBR-FM Lebanon, Pa.; WKST-FM New Castle, Pa.; WZMA-FM Charleston, N. C.; WESC-FM Greenville, S. C.; and WSIX-FM Nashville, Tenn.

New TV Subscribers include: WGN-TV Chicago, Ill.; WNBC-TV Chicago, Ill.; WNBK Cleveland, Ohio; WHIO-TV Dayton, Ohio; KNBH Los Angeles, Cal.; WNBZ New York, N. Y.; WRGB Schenectady, N. Y.; and WNBW Washington, D. C.

Seasonable Signal

San Antonio—With the arrival of the Christmas season, a new note is being heard on the daily newscasts every hour on KITE. Sleigh bells now herald the newscast. Heretofore they have been introduced by the ringing of a cowbell.

Stork News

A 5 lb. 12 oz. son, Louis Raymond, was born December 10 to WINS staff announcer and Mrs. Louis L. Fisher.

INTRODUCTORY
SAVINGS SERVICE

Suits and Coats 21% to 40%
Furniture and Bedding 20% to 40%
Rugs 15% to 35%
Lamps and Fixtures 20% to 40%
Luggage 10% to 20%
Jewelry 30% to 50%
Watches 33-1/3%

Ask us for Introductory Card to any of above savings services—all in Manhattan. Visit them and take advantage of these big savings on nationally advertised brands.

TEL-APP SALES CO.
47 W. 56th ST., N. Y. 19
Circle 5-4262

TELEVISION DAILY

Section of RADIO DAILY, Wednesday, December 15, 1948—TELEVISION DAILY is fully protected by register and copyright

INDIE PRODUCERS START TALKS

TELE TOPICS

THE THIRD ANNUAL TV survey by Geyer, Newell & Ganger is as complete a progress report on the industry as one could hope to find, with 31 pages covering circulation, stations, networks, costs, commercials, films, etc. Some of the agency's comments on programming are worth repeating: "While we believe that a time franchise is of tremendous importance and is much to be desired, we doubt the wisdom of going 'completely verboard' in the matter of program costs. And, without appearing too cynical, we also believe that when some of the long established radio advertisers not yet using television 'want in'—that NBC and CBS will find them time. . . . Television is usual—and something has to happen on that screen. There must be interesting action. As great as the telecasts of the NBC Symphony have been, there is grave doubt as to whether even Arturo Toscanini's conducting will stand up as good usual entertainment week after week. . . . Television has plenty to learn from the motion picture industry and television production will be better when some of his knowledge is absorbed—but the motion picture industry can learn plenty in return. Television has shown and is showing the way to vastly simplified production that the movie makers in Hollywood would do well to emulate. . . . In television, the viewer is apt to expect something different than radio and programs that fall short of this expectation don't create such curiosity—or loyalty."

WHEN NBC scans the annual Christmas candlelight service at St. Thomas Episcopal Church Sunday, the only light will be the burning candles of the congregation and choir. Three page orthicons under direction of Bill Iarden will be used in the experiment. . . . Doug Edwards has been bedded by testinal flu, and Quincy Howe will pinch it on his CBS news stanza for several days. . . . Chuck and Jack Luchsinger, of the ABC "Cartoon Teletales" series, entertained at the benefit for the N. Y. Foundling Home yesterday at the Waldorf. . . . Highlight of the Advertising Club's Christmas Party today will be a capsule version of "High Button Shoes" staged by DuMont and the Shuberts. Setting will be a giant Chatham table model receiver with a 30-foot stage instead of a screen. There'll be over 500 door prizes at the indie, with a real Chatham as one of the top attractions. . . . One of the most optimistic predictions on 1949 set production comes from Frank Andrea, who said that between 2,250,000 and 3,500,000 receivers would be available during the coming year, with 5,000,000 for 1950. Looks like the newest national pastime to see who can make the biggest predictions about video.

E. Hammons Named ABC Film Consultant

Earle Hammons, president of Lion Television Pictures Corp. and founder of Educational Pictures, Inc., has been named film consultant for ABC-TV, Paul Mowrey, director of the web's tele operation, announced yesterday.

Through the use of films, Hammons said, "video will become an increasingly vital factor in the schools of America. Providing education by sight as well as by sound, students of all ages, and eventually in all sections of our country, can establish a bond between their own communities and the rest of the nation through televised motion pictures. With the expansion of cable facilities, it is entirely possible that history, geography and many allied subjects will be taught by illustrated video lectures in even the remotest sections of our country."

He added, "On the lighter side, we can improve the quality of entertainment films and broaden their scope immeasurably by a complete and comprehensive survey of the film libraries in the East and on the Pacific Coast. I believe that intensive research of this kind will uncover scores of top-flight motion pictures that can be made available to television."

Hammons is one of the real pioneers in the motion picture field, who over a period of many years has been one of the nation's foremost producers of short subjects.

Tree Lighting

Traditional Christmas Eve tree-lighting ceremony on the White House Lawn will be scanned by the four networks as a pooled presentation Dec. 24, 5-5:30 p.m., EST. The annual ceremony includes music by the Marine Band and choral singing and usually is climaxed by the lighting of the tree by the President.

Three New Affiliates Signed By Columbia

Signing of three new CBS-TV affiliates was announced this week by Herbert V. Akerberg, web veepee in charge of station relations. Stations are KDYL-TV, Salt Lake City; WKRC-TV, Cincinnati, and WFBM-TV, Indianapolis, and bring web's total affiliates to 20.

WKRC-TV, owned and operated by Radio Cincinnati, Inc., subsidiary of the Cincinnati Times-Star Co., with Hubert Taft, Jr., general manager, has been assigned Channel 11. It will go on the air about April 1, 1949. Station will operate on 24.5 kilowatts visual power and 12.25 aural power.

WFBM-TV, is owned and operated by WFBM, Inc. General manager of the station is Harry Bitner, Jr. KDYL-TV is owned and operated by the Intermountain Broadcasting Corp. S. S. Fox is general manager of the station.

CBC Rejects U.S. Programs For Canadian TV—Dunton

(Continued from Page 1)

clared at a meeting of the press and radio branch of the Canadian Legion, here. He said the CBC was "hard at work" figuring out the solutions to a variety of pertinent problems.

"I think the time has come for Canada to start in television but, for instance, if the CBC had recommended that licenses be granted to the six parties requesting them at its last meeting," he said, "the stations would have to rely heavily on American material, and we want television in Canada to be basically Canadian." It would not be easy to retrace false steps, he added.

Dunton said that, as with radio, Canada's great distance, variety of time zones, and her two official languages, made government sub-

sidies necessary if Canada were to have a national network in video. If this were not done, Canadian stations would bring in great numbers of programs from the U. S. because they could not afford to produce their own.

"There are only 12 television channels available for use with present sets, and since this would make television broadcasting monopolistic, its development must for this reason be controlled in the public interest," he said.

In short, the ideal to which television in Canada should look toward, according to Mr. Dunton was "the greatest possible amount of Canadian material and talent, serving the greatest possible number of Canadians."

Merger of Trade Groups Aim Of Coast Meets

Los Angeles—Initial steps toward the formation of a national TV package producers trade organization were taken here this week when Martin Gosch, president of New York's Independent Television Producers Association, met with the board of directors of two West Coast groups, Television Producers Association and Television Film Producers Association.

Major topic at the meeting was a plan of cooperation by the three groups in fields of community interest. These would include a standard literary rights contract, uniform system of credits, handling of kinescope recordings and retention of ownership rights. Working cooperation probably would be the forerunner of actual merger of at least two of the organizations.

Growing Need Seen

Before Gosch returns to New York, he will meet with the membership of TPA, of which Mal Boyd is president. Hal Roach, Jr., is TFPA prexy. The next step would be coordinated action by the three boards.

The need for unified producers groups is increasing, trade execs here feel, especially in view of the agreement reached Monday by representatives of the various talent unions whereby a central bargaining agency for TV talent would be established. Many leading producers feel they must be equally organized as buyers of talent.

Evans Named News Ed. Of WOIC, Washington

Washington Bureau, **RADIO DAILY** Washington—Appointment of Ken Evans as news editor of WOIC, Bamberger outlet slated to go on the air here Jan. 16, was announced yesterday by James S. McMurry, program director. Evans has been in radio news for the past eight years, most recently as WMAL's "Senate Reporter." Previously he was with WSYR, Syracuse; WFMJ, Youngstown and WOL, Washington.

Xmas Service On DuM

Christmas Eve Candlelight Service of New York's Grace Church will be scanned by DuMont under sponsorship of U. S. Rubber Co. for the third consecutive year. Procter & Gamble will relinquish its regular "Fashions on Parade" segment, 8:30 p.m., EST, for the church program. WABD's mobile operations director Harry Coyle will handle remotes.

Record Companies Resume Cutting Of New Platters

(Continued from Page 1)

same type of deal. Petrillo, saying that all the ET companies had to do to make musical transcriptions again was to come in and sign the contract, added, "We won't have any trouble with those fellows."

Already there have been discussions between AFM and certain ET companies. One transcription executive said that his industry in general "will demonstrate an interest in making a quick settlement" after one or two points are cleared up.

Among the ET companies who will undoubtedly be among the first to sign are NBC Radio-Recording Division and Lang-Worth Feature Programs. Milton Diamond, AFM general counsel, said he anticipated ET firms to "settle shortly." Transcription industry will get the same type of deal it had previously, paying royalties to the trustee on a percentage (roughly three per cent) of the volume of business.

Fund Now at \$1,250,000

Petrillo said the old royalty fund kitty, which accrued prior to last Jan. 1, now contains \$1,250,000. AFM will continue to spend this money for free concerts, etc., but it is separate from the new royalty fund. The AFM president said about \$4,000,000 has been paid into the royalty fund since it was set up in 1943.

When the record ban went into effect last January there was controversy as to whether companies were liable for royalties on later pressings of platters actually recorded before the deadline. Possibility of any future debate under the contract may be avoided because of a paragraph reading: "The payments provided for shall continue so long as any of the phonograph records, wire or tape recordings, or other devices, described therein shall continue to be sold."

Record companies who signed the AFM contract yesterday included Capitol Records, Columbia Records, Dana Music Co., Decca Records, DeLuxe Record Co., King Records, Loew's, Mercury Record Corp., National Sound Corp., RCA, Rainbow Records, Seva Records Corp.

At its first cutting of a new disc since the lifting of the AFM ban, Capitol records yesterday brought in their old team, Jo Stafford and Gordon MacRae. The new recording was "I'll String Along With You."

Cutting to Begin

The cutting of new records by RCA Victor, Columbia, Mercury, King and Capitol was resumed immediately after the signing of the new contract yesterday afternoon by the disc firms and AFM. Decca had nothing scheduled for cutting.

Predictions on the time the new releases would hit the market varied from one day to three weeks. Victor, who had artists waiting at the recording studios at 3:20 P.M. yesterday, announced that its new releases would be available to the public today. King expected its new cuttings to be ready within three days, Mer-

cury within ten days, and Capitol set three weeks as its goal.

Since the AFM ban went into effect on December 31, 1947, new contracts pending yesterday's action had been signed with Fran Warren, Rose Murphy, the Spooner and Hawthorne, RCA Victor announced yesterday. On the same basis, Mercury reported that it had signed up the Golden Gate Quartet and the Basin Street Boys. King had added Tod Rhodes and Earl Bostic to its roster of artists. Columbia had not signed up any new vocalists.

All Optimistic

Although none of the disc firms would venture to predict how long it would take for the number of new cuttings to reach the rate of one year ago, all expressed optimism on future output.

"With yesterday's lifting of the ban, we hope to double or triple the sale of new cuttings," Jack Pearl, representing King Records, said. He explained that King had acquired additional new equipment in anticipation of yesterday's lifting of the ban.

Wallichs Comments

Capitol Records president Glenn Wallichs said that he was "happy" the ban was over, although "1948 has been the most successful year in the history of Capitol sales. The past 11½ months have given us the opportunity to prepare definite plans for the resumption of recording activities," he added. "Many outstanding numbers will be recorded immediately," his message to RADIO DAILY continued, "and the net result will be the finest and most satisfying records for the public."

Nat Shapiro, the spokesman for Mercury Records, pointed out that there was a "considerable backlog" in public demand for new cuttings. Mercury, therefore, expects the production levels of last year to be reached almost immediately.

Wisner Names Choices For Top Sports Events

In announcing his choice of the top ten sports stories of 1948, ABC Sportscaster Harry Wisner yesterday put as first the Olympic Games of 1948 and as second the death of Babe Ruth.

The play-off game of the American League pennant race ranked third in the opinion of the sportscaster. In fourth place among the leading sports stories of the year, Wisner chose the World Series with its much-discussed "pick-off" play. The remaining six on the Wisner list in order were: the Louis-Walcott bout, the victories of Citation, the Army-Navy game, the switch of Leo Durocher to the N. Y. Giants, the Jack Kramer-Bobby Riggs tennis series and the network coverage of sporting events by television.

IF

"The Lord Helps Those Who Help Themselves"

You can help worthy charities and quite conceivably help yourself to:

- \$750 Crosley AM-FM-TV receiver.
- Liquors—by the case—lesser amounts.
- Tickets to President Truman Inaugural with American Airlines transportation.
- Smoked Hams from Virginia-Texas and points West . . . Turkey.
- Silver Plate—Cash—Gift Certificates—Pop-Up Toaster.
- Citrus and other fruits—Table Delicacies—Seafood (Shellfish).
- Pen and Pencil Sets—Mammoth Mennen Toilet Sets.
- Westinghouse Receiver Portable Radios.
- LP Columbia Player—Choice of Records—Ed Murrow Discs.
- Dinner or Supper for two—Stork Club—Lou Walters' Latin Quarter—Maya Grecia's "Chez Moi"—Theater Tickets.
- \$500 Scholarship at Radio-Electronic School.
- Bulova Watches—In fact it will take hours to parcel out all the gifts made available by generous donors.

JACK STERLING

will emcee a great program of entertainment

BE THERE AT 12 NOON TOMORROW

Grand Ballroom—Roosevelt Hotel

The Annual Christmas Party

and Luncheon Meeting

of the

Radio Executives Club

of New York



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 45, NO. 52

NEW YORK, THURSDAY, DECEMBER 16, 1948

TEN CENTS

CODE ENFORCING PRESENTS PROBLEM

Asks FMA Board Aid In FM Set Distribution

Charging the FM receiver manufacturers have by-passed some areas in the distribution of sets, and that the quality of some of the receivers manufactured "lack the proper sensitivity to bring forth the real FM tones," Graeme Zimmer, radio director of Syndicate Theaters, Inc., yesterday petitioned the FM Association board to adopt a resolution and take some drastic action. Zimmer's company is the operator of WCSI at Columbus, Ohio.

Zimmer reports that radio dealers in cities such as Columbus, Shelbyville and Indianapolis, Ind., are ab-

(Continued on Page 5)

Wight Leaving ABC For Adv. Agency Post

Read Hamilton Wight, executive producer for ABC of Stop The Music and a member of the web's television sales department, will become the director of the radio and television department of J. M. Mathes, Inc., effective Monday, December 20, it was announced yesterday.

Before going to ABC, Wight had been associated with the William

(Continued on Page 2)

Bickford Heads AP Group In New England States

Boston—Leland Bickford of the Yankee Network was elected president of the New England Associated Press Broadcasters Association at its first annual meeting here December 13. Gene Zack of station WSPR, Springfield, was named vice-presi-

(Continued on Page 2)

First On The Air?

Ted Husing claimed a first for his Bandstand program on WMGM, New York, yesterday. At 11:55 a.m., he presented a recording of "Slaughter on 10th Avenue" from the picture, "Words and Music" and said the pressing was hot from the wax works of MGM recording studios at Bloomfield, N. J. The record features Lennie Hayton's orchestra.

Recording Returns To Canadian Studios

Montreal—Lifting of the Petrillo ban on record making has come at an opportune time, because "we're just about at the bottom of our stock of popular records not yet released," Hugh Joseph, manager of the record division of the RCA-Victor Co., Ltd., said yesterday.

The company's Montreal studios hadn't made a single recording of a musical instrument since the ban had been imposed last Jan. 1, he said, but recording here, done largely for the French-Canadian market, would get under way directly with the roster of artists much the same as before the ban.

Mr. Joseph said that no increase in prices was expected to result from provisions of the new contract between the AFM and the record companies.

Weather Bur. Using Facsimile Service

Use of facsimile receivers manufactured by Finch Telecommunications for the transmission of New York City weather maps was demonstrated successfully yesterday in co-operation with the United States Weather Bureau.

Maps prepared by Dr. Benjamin Parry in his Weather Bureau offices at 17 Battery Place were relayed from the transmitter of the Finch Telecommunications through their

(Continued on Page 5)

NBC Making Full-Time Use Of Carrier Synchronization

First practical use of carrier synchronization to extend TV coverage by reducing interference between stations is now under way on a full-time basis between WNBT and WNBW, NBC outlets in New York and Washington, respectively, it was announced yesterday by David Sarnoff, chairman of the board of RCA and the network.

The system eliminates co-channel interference, which is one of the

Opinions Vary About Effectiveness Of New Standards Of Practice; Enforcement Starts Jan. 1

Hope Would Switch WHAS To ABC Web

A major behind-the-scenes battle between two major networks—ABC and CBS—is shaping up over the three different bids to buy 50,000-watt WHAS, Louisville, a sale which also includes a television CP. Impending scrap, which takes the development out of the more or less local class and gives it top billing, is sparked by the bid of comedian

(Continued on Page 5)

Philco Corp. Purchases Television News Column

San Francisco—A new approach to television advertising has been started by Philco through a weekly paid column entitled "Television News" in three Bay Area newspapers. Column provides facts and news on television and plugs Philco

(Continued on Page 5)

Southgate Foods Signs Co-op For 8 Stations

On a co-op basis, Southgate Foods has signed to sponsor ABC's Tuesday and Thursday broadcasts of "Breakfast In Hollywood" over eight stations in Virginia and North

(Continued on Page 5)

After a two-year hassel which ripped commercial broadcasting from one end to the other, the NAB code on the eve of its effective date seems doomed to die a-borning. There are enough facts at hand, some of them expressed privately, to reveal that NAB is faced with the situation of putting a code into effect when there's a tre-

(Continued on Page 5)

Pro Football Team May Drop TV In '49

There's a strong probability that television will not be on deck for the 1949 schedule of the New York Football Giants at the Polo Grounds. This tentative decision comes from Jack Mara, president of the Giants, who gives several reasons for not selling TV rights.

From a personal viewpoint, said Mara, "I'd rather stay home myself

(Continued on Page 7)

WNEW To Premiere New UN Jingle Series

WNEW has completed production of a new series of public service jingles, "Little Songs About U. N.," which will be premiered from U. N. headquarters at Lake Success on

(Continued on Page 2)

Morning Line

Latest hourly bulletin from the NBC-CBS front is that Phil Harris won't be heard on Columbia until after Feb. 20. This supersedes an earlier bulletin which said Harris would be heard on CBS starting Jan. 2, a play back of the NBC show a half-hour earlier. Generals on both sides admit the situation is confused but not hopeless.



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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES

Ralph Wiik, Manager
6425 Hollywood Blvd. Phone: Granite 6607
WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlonega Rd.
Phone: Wisconsin 3271
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg. 155 No. Clark St.
Phone: State 2332

Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(December 15)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	197 3/8	185 3/8	195 3/8	+ 1/2
Am. Tel. & Tel.	150 1/8	149 7/8	150 1/8	+ 1/4
CBS A	22 1/2	21 3/4	21 5/8	- 1/4
Farnsworth T. & R.	7 1/2	7 1/8	7 3/8	- 1/4
Gen. Electric	39	38 3/4	38 3/4	+ 1/8
Philco	41 1/8	40	40	+ 1/8
Philco pfd.	85 1/2	85 1/2	85 1/2	+ 1 1/2
RCA Common	13 1/4	13	13 1/4	+ 1/8
Stewart-Warner	13 3/8	13 3/8	13 3/8	- 1/8
Westinghouse	24 3/8	24	24 3/8
Westinghouse pfd.	89 1/2	89 1/2	89 1/2
Zenith Radio	32 3/4	32	32	- 3/4

NEW YORK CURB EXCHANGE

Nat. Union Radio 3 1/2 3 3/8 3 1/2 - 1/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	145 1/2	155 1/2
Stromberg-Carlson	15 1/4	16 3/4

Mary Dunlavy Resigns

Mary Dunlavy, time buyer at Pedlar and Ryan for the past four and a half years, has announced her resignation effective December 31st. Prior to joining Pedlar & Ryan, Miss Dunlavy was employed at Ruthrauff & Ryan, and Erwin, Wasey in the same capacity.

INS has served



FOR 10 YEARS

★ COMING AND GOING ★

R. DANILO VALVERDE, technical director of Difusoras del Uruguay, and ANTONIO FERNANDEZ BARCENA, business manager of Difusoras Ariel, Montevideo, in town visiting at NBC headquarters.

CARL BURKLAND, general manager of CBS Radio Sales, is on a short business trip to Boston.

GEORGE P. HOLLINGBERY, station rep., is here from Chicago for conferences with Eastern executives in the New York offices of the organization.

KINGSLEY HORTON, of the CBS television staff, today will go up to Rochester on business.

JOHN DERR, assistant sports director at CBS, is back from a trip to Vermont and New Hampshire, where he gathered material for a series dealing with winter sports, and which will be heard on the network.

L. W. LOWMAN and ADRIAN MURPHY, vice-presidents of CBS, today will board a sky-sleeper of American Airlines for a trip to Los Angeles. They'll return by the same route next Wednesday.

HARRY W. BETTERIDGE, commercial manager of WWJ, Detroit, a visitor yesterday at the New York headquarters of the station's national representatives.

ARTHUR GAETH, American network commentator who had been broadcasting from New York during the past two weeks, yesterday went back to Washington, D. C.

DAVE BRAUN, president of De Luxe Record Co., Inc., left yesterday on a six-week business trip across the country to set up a new De Luxe branch office in Los Angeles, also to engage personnel.

CAL ABRAHAM, of NBC's international relations department, has returned from a three-week vacation in Louisiana.

WNEW To Premiere New UN Jingle Series

(Continued from Page 1)
December 22 at noon, it was announced yesterday.

The series will be distributed throughout the world both in English and in translation by the U. N. Radio Division. The U. N. jingles were produced by the same team which made the tolerance series, "Little Songs About Big Subjects."

Ted Scott, v.-p. in charge of programs, directed the production. Lyrics were done by Hy Zaret, music by Lou Singer, vocals by the Jest-ers and accompaniment by Roy Ross and the WNEW orchestra.

Wight Leaving ABC For Adv. Agency Post

(Continued from Page 1)
Morris Agency as manager of the Chicago and midwest radio department, handling accounts in the agency's midwestern territory. Between 1933 and 1944, Wight was vice-president of the World Broadcasting System, Inc., acting as manager of the Chicago office. In the advertising department of Procter & Gamble, Wight handled radio activities when the soap company first went into sponsored broadcasts.

10 YEARS AGO TODAY

From the Files of Radio Daily

Niles Trammell, newly elected vice-president of NBC, told the Omaha Advertising Club, "America enjoys a free radio system, free in every sense of the word."

... A national campaign will be conducted after the first of the year by the Policyholders' Advisory Council which has been buying time locally for two years. ... In one of the first official statements regarding the business outlook for the new year, Gerard Swope, president of General Electric expressed the belief that 1939 would find an upturn in all phases of business.

Bickford Heads AP Group In New England States

(Continued from Page 1)
dent and C. G. Douglass, chief of the Boston bureau of The Associated Press, secretary-treasurer.

Directors chosen were: F. E. Whitmarsh, WBZ, Boston; Ron Cochran, WCOP, Boston; James Chalmers, WEIM, Fitchburg; Al Spokes, WJOY, Burlington, Vt.; Frank Hoy, WLAM, Lewiston, Me.; John Hogan, WCSH, Portland, Me.; Tom Powers, WMUR, Manchester, N. H.; Arthur Rothafel, WFEE, Manchester, N. H.; Arnold Schoen, WPRO, Providence, R. I., and William Koster, WPJB, Providence, R. I.

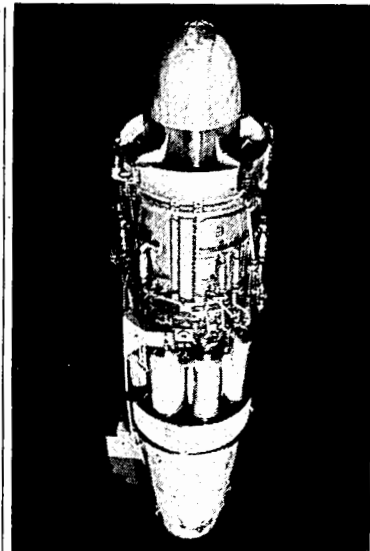
The broadcasters adopted a constitution and considered ways and means of promoting their common interests.

Managing Editor G. E. McLaughlin of the Rutland, Vt., Herald, one of the speakers, urged cooperation between newspapers and radio stations. State Senator William Geary of Lowell discussed a measure he has sponsored which would permit newspapermen, clergymen and physicians to withhold their sources of information. Another state senator, Sumner Whittier of Everett, explained his bill, which would permit radio broadcasts of committee hearings in the state house. Another speaker was Paul H. Kutschenreuter, chief meteorologist of the Boston office of the United States Weather Bureau.

Radio Program Filmed

The film-short version of CBS' popular quiz series, "It Pays To Be Ignorant," will be released Friday, December 24, in 8,000 RKO theaters throughout the country. Short, produced by RKO-Pathé, features the regular members of the cast—Tom Howard, George Shelton, Harry McNaughton and Lulu McConnell.

Radio and Television PERSONNEL Interviews by Appointment Only Edward C. Lobdell Associates (agency) 17 East 48th St. New York 17, N. Y. PLaza 5-1127



Spelled J-E-T

We don't know about you, but we've always wondered just what a jet job looked like. There it is.

It seems that GE has developed a "streamlined, axial flow jet power plant" for civilian and military aircraft. It's light. And it's more powerful at high speeds than any reciprocating engine in current use.

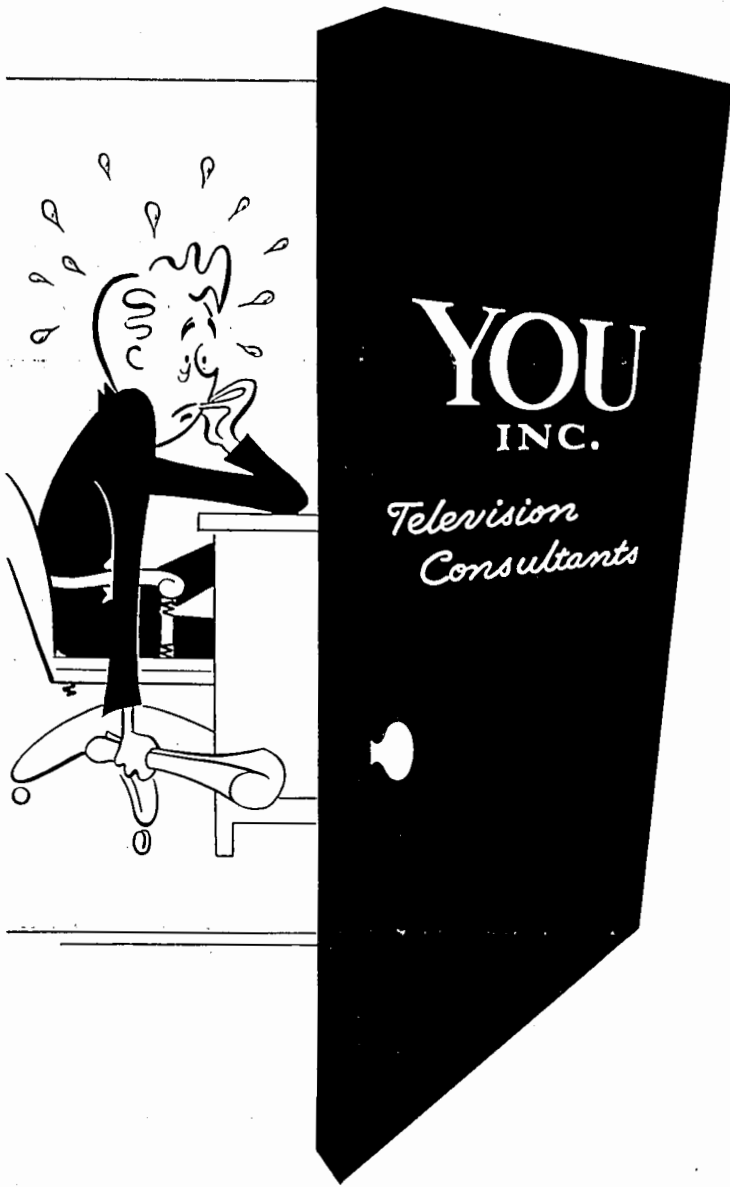
Sounds just like a W-I-T-H story. Down here in this big and diversified Baltimore market, it is the streamlined programming of W-I-T-H that has developed more sales power than some of the heavyweight letters. Modern science has pretty well established that you don't have to be a top-heavy, cumbersome thing to be BIG and fast on the uptake.

Smart advertisers have known this a long time in Baltimore radio. They've been buying W-I-T-H... that's the successful independent that delivers more listeners - per - dollar - spent than any other station in town.



W·I·T·H

Baltimore 3, Maryland TOM TINSLEY, President Represented by Headley-Reed



Sure you can be a consultant! Just hire top-flight market analysts, salesmen, cost accountants, talent scouts and electrical engineers. Then put 'em to work in the key cities of the United States and Canada for five or ten years. That's the way *we*

acquired our television "know how"! But the easier way—and the vastly cheaper way—to get the TV facts and figures you need is to consult us. Serving America's television stations, advertisers and advertising agencies is our business!



Adam J. Young Jr.
INCORPORATED

22 EAST 40th STREET • NEW YORK, N. Y.
RADIO & TELEVISION REPRESENTATIVES
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

RADIO DAILY

SAN FRANCISCO

THE U. S. Forest Service has awarded KNBC a certificate of appreciation for distinguished public service in forest conservation for their "Forest Aflame" series which was broadcast during 1948 by 26 NBC stations in the ten western states. The series was written and produced for the network by KNBC. The presentation was made to KNBC general manager John W. Elwood by Perry A. Thompson, regional director of the U. S. Forest Service in San Francisco.

Back in 1926 Gayle Grubb, now KGO general manager, wrote a novelty tune titled "Etiquette Blues." At that time, as Gloomy Gus, he entertained mid-west radio listeners with piano and vocal numbers. The song which sold in sheet music form 22 years ago has just been brought out as a recording by Capitol recorders, featuring Butch Stone and Van Alexander's orchestra.

Monty Masters and Dick Bertrandias, KNBC producers, have been appointed instructors at the San Francisco State Teachers College. Masters will teach radio drama and Bertrandias instruct in radio writing.

Members of the San Francisco branch, American Association of University Women, were guests of the Standard Oil Company of California at the Standard Symphony Hour at the War Memorial Opera House Sunday in appreciation for the recognition given the Standard School Broadcast and the Standard Symphony Hour by the AAUW Radio Listeners Committee. Both programs were given the AAUW Certificate of Achievement in recognition of outstanding contribution to better radio listening. A buffet party was given the group at the Opera House before the broadcast.

Former Syracuse Grad Heads Radio In Austria

Vienna, Austria—W. Stuart Green, a graduate of Syracuse University, has been appointed network program director for the U. S. controlled broadcasting system in Austria.

Green entered Austria in 1945 with the first contingent of U. S. troops and helped set up radio communications later used by network correspondents for direct reports from the Austrian capital. He has been active in radio as a Department of Army civilian employee in Vienna ever since.



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Windy City Wordage . . . !

• • • "Welcome Travelers" staff will take a holiday vacation from the air waves. Tommy Bartlett and his crew will record six broadcasts from December 24 to 31 in advance from the College Inn of the Hotel Sherman. . . . Arthur H. Berg, formerly director

Chicago

of radio programs for the McFarland Aveyard agency, joined the WGN-TV sales staff this week. . . . Jim Ameche was official greeter at the "command" performance of the stage show "Command Decision" on December 10 for the Air Force reservists and their guests, in honor of "Know Your Air Force Week" proclaimed by Mayor Martin Kennedy. . . . Dick (Two Ton) Baker will play host to a large studio audience on his December 24 WGN show in conjunction with a Salvation Army Christmas toy party. He's planning a special after-show with games and prizes for the youngsters. . . . The Friedenbergs Agency, Inc., station reps, have been appointed national representative of stations WEXL and WEXL-FM, Royal Oak, Mich., and also for the Boston supplement group composed of WBKA, Brockton; WHAU, Haverhill, and WKOX, Framingham, all in Massachusetts.



• • • The original steam whistle used on the famous steamboat Robert E. Lee is now a regularly scheduled WGN identification time signal, given daily on WGN at noon and midnight. Whistle was first heard by listeners coast-to-coast at the conclusion of a talk on "Steamboat Years" by Col. Robert R. McCormick on the "Chicago Theater of the Air" last November 13. Floods of mail were received with requests that the whistle be heard again, so it has been made a regular feature.



• • • Steve Phillips, who for several years has free-lanced as a radio announcer and night club emcee in Detroit, has joined the WBBM announcing staff. . . . Smoky Lohman has rejoined the WLS talent staff as a member of the Dawnbusters' foursome, after a two-year absence. Lohman recently had a part in the Columbia picture soon to be released, "El Dorado Pass." . . . When Jack Owens goes with the "Breakfast Club" to New Orleans on December 18 it will be his first visit to that city, although one of his most popular songs, "Louisiana Lullaby," was written about that part of the country.



• • • A letter received by I. E. Showerman, NBC vice-president in charge of the central division, from Arthur Butler and his wife, known to Yank friends as "Auntie Scotty," from London, England, told of the "grand time" they had in America and requesting that "Auld Lang Syne" be played at Christmas-time as the couple's greeting to their American friends. Showerman has arranged for the tune to be played December 19 on the Dave Garraway show.



• • • Holiday activities: For the 13th year WLS "National Barn Dance" stars will stage a Christmas party for patients of the Chicago Municipal Sanitarium on December 23. On Christmas Eve WENR-TV will present "Christmas Fantasy," a dramatic adaptation of an original musical narrative composed by ABC's central division director of music, Rex Maupin. For the ABC-NBC annual children's Christmas party, Harold Stokes, ABC program director, has lined up Cliff Soubler in clown regalia; Lee Marks, juggler; Roy Newman and his wonder dog Lucky; Helen Thrilston and her puppets; Bob Lotz, magician, and the Warrens, acrobats. WJJD will hold its annual Christmas party Dec. 17 at the Sheraton Hotel, with festivities from 4:30 to far into the night.

AGENCIES

WILLIAM ESTY CO. has added to its television staff Stan Lomas, recently with Newell-Emmett, and Max Wylie, formerly of Young & Rubicam.

BUDDY LESTER, RUSSELL SWANN and TED STRAETER are the latest to switch to Radio Artists Corporation, the new Bernard Schubert-Jack Bertell talent agency.

GENE SCHNEIDER, formerly partner in the publicity firm of Sadowsky - Schneider Associates, has been named director of press relations by Mannie Greenfield Associates.

EDWARD ESTY STOWELL and PHILIP A. CLELAND have been elected vice-presidents of Benton & Bowles. Stowell, who joined the agency in 1934, is account exec for Maxwell House. Cleland, who came to B&B in 1944, is account executive for Post's Cereals handled by the agency.

THE TURNER HALL CORPORATION of New York City announces that advertising for Eska Cold Wave has been placed with the Harry B. Cohen Advertising Co.

CE-LECT BAKING COMPANY, Boston, has appointed J. M. KORN & Company, Philadelphia, to handle its advertising.

Rathbone In CBS Series

Chicago—Basil Rathbone, stage, radio and screen star currently appearing in "The Heiress" here, is to be star and narrator of a new dramatic series to be heard over the CBS network starting January 8. Rathbone also will read the commercial announcements. Program will be sponsored by Liggett & Myers Tobacco Co. for Fatima cigarettes. Newell, Emmett & Co. is the agency.

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF
DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK
METROPOLITAN AREA
Send for WHO'S WHO
Among Advertisers on WEVD
WEVD
117-119 W. 46th St.
HENRY GREENFIELD, Mgr. Director N. Y. 19

Asks FMA Board Aid in FM Set Distribution

(Continued from Page 1)

completely out of FM sets and no new sets in sight. On the other hand charges that in one city in Indiana, now serviced by an FM station, the community is literally "flooded" with FM sets.

The statement forwarded to the FMA board of directors in Washington in the form of a resolution follows:

Text of Resolution

"1—The Board of Directors of the FMA Association, should take immediate action to review completely the entire FM set distribution, to make sure that those areas, readily serviced by FM stations have sets made available. Evidence is offered to the fact that one city in Indiana, not serviced by an FM station, is generally "flooded" with FM sets, yet cities, such as Columbus, Shelbyville, and Indianapolis, all in Indiana, are absolutely out of FM sets, and no new sets in sight. There is no use for this, and it is lack of interest on the part of the FM set manufacturers to service those areas serviced by FM stations.

"2—The Board of Directors of the FMA Association should take immediate action to condemn with the FMA set manufacturer for extremely poor F. M. sets that are being put on the market; 90 per cent of the FM sets on the market today have absolutely no sensitivity in the front end of the set.

"This is a result of mass production without the proper testing of the set. A survey shows that there is only one FM set on the market today that does the industry justice, merit. Every other set is weak, and lacks the proper sensitivity to bring forth the 'real,' true FM tones."

Southgate Foods Signs Co-op For 8 Stations

(Continued from Page 1)

Carolina, it is announced by Harold Day, ABC's co-op program sales manager. Contract is effective Jan. 1 and was signed through W. Wallace Orr, Inc., Philadelphia. Product is Red Mill peanut butter.

"Breakfast In Hollywood" was made a co-op two months ago. At present it has 57 advertisers sponsoring the show on 53 stations.

Seven Stations Linked In Ecuador Network

Expansion of the commercial radio network in Ecuador to a seven station web was announced by the Pan American Broadcasting Company, international station reps in New York. Radio El Mundo is the new Guayaquil station replacing Radio Zenith in that city. Other changes include the addition of Ondas del Zamora in the city of Loja and the change of name of the Quito outlet from Emisoras Spondio to Radio Atlántide.

Lack Of Sentiment For Code May Cause Its Abandonment

(Continued from Page 1)

mendous lack of sentiment to back it up.

A check on attitudes of various broadcasters towards the code reveals that many, despite their earlier views are now completely unenthusiastic about the whole matter. This attitude, now that the shouting and clamor has died away, is even shared by some members of the NAB board. One board member admitted that he has misgivings now and is sorry the code was put through.

Only last week a certain station manager was asked by a visitor how he felt or what he planned to do about the Standards of Practice starting Jan. 1. The answer was, "I haven't gotten around to reading it yet."

"Jackpots" a Factor

Privately, the major networks are a little unhappy that they backed the code or did nothing to stop it. Foundation for the code was laid long before the era of giant jackpot quiz shows came along, a type of programming which in some aspects is not compatible with the code.

Another broadcaster, recently defending the economic structure of his programming against the NAB code, said that last year a women's program, with participating sponsors, netted the station from \$20,000 to \$30,000. This show, the broadcaster admits, goes far beyond upcoming commercial limits but he's not thinking of any change because the income is too vital to profitable operation. And still another station owner said that it would be impossible for his disk jockey shows to live up to the code since the income from these programs carries the freight for sustainers.

The Standards of Practice was finally authorized by the board at the annual NAB convention last May but the association still is trying to organize certain machinery, just two weeks before the effective date, to encourage broadcasters to live up to the document. A month ago the NAB board authorized President Justin Miller to appoint a seven man code committee for purposes of education and interpretation. Members of this committee are still to be announced, not because invitations haven't gone out from Miller but more likely because volunteers are few and far between.

Plan Outlined

Plan calls for one network representative on the seven man code committee. One web president, being officially notified of the plan by NAB, sent letters to the other three web presidents, suggesting a meeting. A reply came back from one and the other two are still to be heard from.

There's a legal angle on the code matter to which no one has the answer and which will be carried over far into next year. Ed Breen of KVFD, Fort Dodge, Iowa, a very determined man, is still pushing his

proposal calling for a by-law to forbid the NAB board to promulgate the standards. Breen and his claimed signatures of NAB members were frozen out at the Los Angeles convention but he came back to the November board meeting and got the matter on the docket. The board agreed to appoint a committee to explain the matter to the membership, although there's controversy on what is to be explained and who is qualified to do so. But the explanation first has to be okayed by the board at its February meeting.

NAB Members May Vote

As things stand now, NAB members may be given a chance to vote on whether or not (in effect) the board has power to promulgate a code. Such a referendum, if it occurs, will come long after the code actually goes into effect.

Aside from the lack of enthusiasm for the code, the trend of the times could never be more in direct opposition to its success than the trend is now. Television, with its mounting costs, is busting out all over, an operation for which AM pays the tariff. New AM stations are still springing up to spread the revenue thinner and thinner.

On the positive side of the picture, there are some broadcasters who honestly aim and will strive to live up to the code. Some are better prepared to do so than others. But here again, it's a question of how long one man can withhold his fire when a neighbor is throwing stones. To put the facts on full view, all indications point to the NAB code withering away from the lack of exercise.

Philco Corp. Purchases Television News Column

(Continued from Page 1)

products. Bob Laws, Philco's western television advertising manager developed the column advertisement for Thompson & Holms, Ltd., Philco distrib. Written by Laws under the pen name of "Don Webb," the column invites readers to send in questions on television to be answered by mail or in the column. Plans call for the immediate adoption of the idea in Los Angeles and other new television cities in the west.

According to present plans, San Francisco's first television station to go on the air will be KPPIX. It expects to start broadcasting Christmas eve or Christmas day. Test broadcasts will be started about ten days before the official programming begins.

Two other television stations, one to be operated by KGO-ABC and the other by the Chronicle in cooperation with NBC, are now under construction, but actual broadcasting operations will not start for two or three months, according to present indications.

Weather Bur. Using Facsimile Service

(Continued from Page 1)

offices at 10 East Fortieth Street. These maps were received at the offices of Board of Transportation at 250 Hudson Street where officials said the service would be invaluable in planning snow removal and other operations affected by weather changes.

Weather maps prepared by the U. S. Weather Bureau will be transmitted by facsimile two times daily. Anyone having a facsimile receiver can pick up the Finch transmission, it was said.

Co-incident with the fax weather service demonstration, Dr. Parry revealed that within the next two weeks radar equipment installed at the weather bureau station will scan the skies within a radius of 200 miles of New York and will give accurate reports on how fast storms are moving in the direction of Manhattan. With this unit in operation, Dr. Parry said it would be possible to predict exactly where a rainstorm will hit the city and the approximate rainfall.

Radar equipment being installed is of the same type as formally installed in B-29 bombers. The equipment will be located on the top of the Whitehall Building and will be manned by electronic experts attached to the Weather Bureau.

Bob Hope Would Switch WHAS To ABC Network

(Continued from Page 1)

Bob Hope in the name of Hope Productions, Inc.

Hope told the FCC that if WHAS is sold to him, he will switch to ABC affiliation. Station now is affiliated with CBS. ABC's Louisville outlet is WINN, a 250 watt.

There isn't much doubt that the other two bidders for the \$1,925,000 package—Fort Industries and AVCO—would retain CBS affiliation. WHAS, owned by the Courier-Journal and Louisville Times Co., is the city's oldest station, having gone on the air in 1922.

With ABC having the possibility of getting a 50 kw. outlet in Louisville, plus TV advantages, it's expected to back up Hope's bid to the limit. ABC and CBS may not be called "front and center" in the hearings but it's logical for them both to offer all-out aid to the respective bidders.

Alaskan Web Stations To Carry Benny-Winchell

All five stations of the Alaska Broadcasting System will feature two of the top Hooper shows, the Jack Benny program and Walter Winchell, back to back every Sunday, starting January 2, 1949, Martin L. Nierman, Alaska sales manager for the Pan American Broadcasting Company, New York office for the sole Alaskan chain, announced yesterday.

PLUG TUNES

ON RECORDS and TRANSCRIPTIONS

"I'M A LONELY LITTLE PETUNIA"
(IN AN ONION PATCH)

Rytvoc, Inc.

1585 Broadway New York 19, N. Y.

MICHAEL TODD'S NEW MUSICAL

"As The GIRLS Go"

With Sensational Songs

by HAROLD ADAMSON and JIMMY McHUGH

SAM FOX PUBLISHING COMPANY

The Ballad Beautiful!
"REMEMBER SEPTEMBER"CECILLE MUSIC CO., Inc.
580 Fifth Ave. New York City

Climbing Fast!

"JANIE and ME"

by Thomas G. Meehan

JAMES MUSIC, Inc.

1650 Broadway Room 709 N. Y. C.
Sally Cohn, Mgr.The ORIGINAL
"KITTY CAT EMILIA-POLKA"

On Spiro Records

'It's The Cat's Me-OW'

Disk Jockeys, write for copy

DAWN MUSIC PUBLICATIONS
130 W. 70th St., New York 23, N. Y.SPINNING THIS DOG BISCUIT?
I WANT A DOG (For Christmas)LONE STAR RECORD No. 103-A
VICTOR PUBLISHING CO., Inc.
2210 Pacific Avenue — Dallas 1, Texas

ENCORE Material

Freddy Martin's Wonderful
Victor Record

On The Santa Claus Express

Encore Music Publications, Inc.
1674 Broadway New York CityDOWN AMONG THE
SHELTERING PALMSLyric by James Brockman
Music by Abe OlmanScoring A
Great New Popularity

MILLER MUSIC CORPORATION

WORDS AND MUSIC

By PINKY HERMAN

● ● ● Egbert Van Alstyne, Chicago's grand young man of popular songs, is rounding out his fiftieth year of tunesmithing . . . after graduating from Cornell College in Iowa. Van became pianist for theatrical troupes, where he met Harry Williams. . . . In 1903 they clicked with their first hit, "Navajo" . . . since then Van Alstyne has written over 300 published ditties including all time favorites like "Memories," "In The Shade of the Old Apple Tree," "Sailing Away on the Henry Clay," "What's The Matter With Father," "Your Eyes Have Told Me So" and his "Pretty Baby," is currently getting a revived plug which should land it on the Hit Parade. . . . E.V.A., many happy returns of the day (and the hits). . . . ● If "Stop The Music" phones you try to win the jackpot with "When The Bridegroom Comes." . . . ● Henry Spitzer Music has a new ballad, "Just Once More," which can make the grade . . . penned by Marty Symes, Dick Robertson and Frank Weldon. . . . ● Joe Given, former ace announcer and newscaster at WBT, Charlotte has signed to spiel over WOV starting Jan. 3. . . . ● Announcer-Director Gene Hamilton of the Sunday "Carnegie Hall" ABCconcerts, will augment the regular 26-voice male chorus with a 20-voice Boys' Choir this week. . . . ● Radiolites Elliott Roosevelt, Arthur Vinton and Joe Mansfield have seasonal avocations. . . . Roosevelt sells Christmas trees, Vinton raises and sells Turkeys on his up-state farm and the latter is selling Fruit Cakes (made from an old-time Christmas recipe.)

★ ★ ★ ★

● ● ● For years Irving Caesar has been considered one of the stem's cleverest lyricists with a string of hits including, "Tea For Two," "Swanee," "Just A Gigolo," "Is It True What They Say About Dixie," "I Want To Be Happy" and others . . . several years ago he wrote modern nursery rhymes designed not only to entertain children but to educate them in the ways of safety and healthful living via "Songs of Safety" (Gerald Marks wrote the music) . . . to teach youngsters the great heritage of our founding fathers, he also wrote and published "Songs of Friendship," which extol the virtue of true democracy . . . school authorities, safety councils and grateful parents 'not only praise Caesar but bury him' with thousands of letters. . . .

★ ★ ★ ★

● ● ● A lyric, written by Stan Robinski, a hospitalized vet, caught the fancy of Carmen Lombardo, who wrote the music to it and the ditty, "Powder Your Face With Sunshine" is a cinch for top musical honors . . . published by Lombardo Music. . . . ● George Ansbro is in his 11th year as announcer on the NBC Coast-to-coaster, "Young Widder Brown." . . . ● Helmy Kresa's '4-minute operas,' namely "Freddy The Rabbit," "Oscar The Octopus" and "Polly The Parrot," with lyrics by Lanny Ross, has just been published by G. Schirmer . . . the latter will be performed Dec. 26 by Mimi Benzell, Felix Knight and Jerome Hines at Carnegie Hall. . . . ● Johnny Olsen resumes his "Doorway To Fame" telecasts Monday at 7 p.m. via WABD. . . . ● Moved by the many letters he received from music men during his lengthy siege at a local hospital, Nemo Roth is physically unable to personally answer and thank them so we're thanking them, via this pillar. . . . ● Cecille Music has acquired five new songs from Harry Roy, one of England's top-ranking ork pilots. . . . ● Spied Eddie Dowling, Anthony Galuccio, George M. Cohan, Jr. and Johnny McLaughlin in an animated huddle at Moore's earlier this week . . . could it be a new musical being hatched? . . . ● The pianist accompanying Mae West at the revival of "Diamond Lil" currently at the Montclair Theater in Jersey is Al Ulin of the Chappel staff. . . . ● Julle Stern and Harold Wald at BMI clicking with ace plugs on "You Started Something," clefted by Al Rinker and Floyd Huddleston. . . .

★ ★ ★ ★

● ● ● ON AND OFF THE RECORD: Arthur Godfrey made a promise months ago . . . Tuesday he KEPT that promise and the first ditty he recorded for Columbia was "I'm A Lonely Little Petunia In An Onion Patch," which he has been featuring on his CBStints. . . . ● The Korn Kobblers' latest MGM waxing couples "We Got To Put Shoes On Willie" with "Never Make Eyes At Gals With Guys Who Are Bigger Than You."

PLUG TUNES

A H-I-T!

"FARAWAY PLACES"

LAUREL MUSIC CO.

1619 Broadway, New York 19, N. Y.

Eddy Howard Is Playing
BELLA BELLA MARIE
LEEDS MUSIC CORPORATION

To You, You and You!

"MY BEST TO YOU"

FORSTER MUSIC PUB., Inc.

1619 Broadway, New York 19, N. Y.
216 S. Wabash Avenue, Chicago 4, Ill.A Great Ballad!
THEN I TURNED AND
WALKED SLOWLY AWAYADAMS, VEE & ABBOTT, Inc.
216 S. Wabash Avenue, Chicago 4, Ill.**"UNTIL"**

DORSEY BROS. MUSIC, INC.

1619 Broadway, New York 19, N. Y.

Everyone Is "Dating"

LILLETTEJefferson Music Co., Inc.
1619 Broadway New York City

HIS FRATERNITY PIN

Kramer-Whitney, Inc.

New Ballad Sensation!

"THE BRIDE WORE BLUE"By Leonard Whitcup, Sy Lefco &
Dale Wood

CECILLE MUSIC CO., Inc.

580 FIFTH AVENUE
NEW YORK CITY

TELEVISION DAILY

Continuation of RADIO DAILY, Thursday, December 16, 1948 — TELEVISION DAILY is fully protected by register and copyright

NBC'S CARRIER SYNCHRONIZATION

TELE TOPICS

COPOLD STOKOWSKI and producer **Henri Leiser** have joined forces to make musical films for tele with live and animated pix interpreting the classical and semi-classical score. Known as Telecon-tract, Inc., firm is located in Steinway Hall. Stokowski will select the music, conduct, and aid in preparation of the visual text. Initial series of 26 films is planned, with each to run 15 minutes or a half hour. Buffalo Evening News, licensee of WEN-TV, is prepping a special TV special for Jan. 6 to mark the opening of the special link between the East and Midwest nets. . . . The entire "Television Screen Magazine" over NBC Saturday night will be devoted to Grandma Moses and her work, with an audio interview from the artist's home in upper New York. Lily Schwab produces and directs.

THE U. S. AIR FORCE'S TV camera plane gets its first network workout today when it will be used in connection with NBC's pickup of the installation of a Kitty Hawk in the Smithsonian Institute. The plane, a C-47, will fly over the landing and will scan the scene for transmission to the net. Craft has one camera and a relay transmitter operating on 336 Mc. Signal will be picked up by an Air Force receiver on the ground and fed via cable to the NBC remote equipment nearby. Should the pickup prove successful, the Air Force hopes to transfer the TV to a C-54, which can carry three cameras and other equipment. This would be the forerunner of a projected Air Force program series on one of the commercial channels. . . . Dodge Motors will sponsor the 15-minute Ziv "Football Album" reel on NBC Sunday just preceding the coverage of the NFL playoff between the Chicago Bears and the Philadelphia Eagles. . . . "It So Long Ago," an original drama by Joseph Liss, will be the next "Studio 54" production over CBS-TV on the

ALREADY the possessor of an outstanding public service record, WJW-TV, Detroit, has added still another such title to its weekly sked. Aired in cooperation with the Police Department, the program is aimed at reducing traffic accidents. Titled "Wagon On the Way," it features films of the worst accidents of the week and shadow screen versions of what they happened. Fran Harris is narrator. . . . Celomat Corp., makers of TV lighting lenses, have set a \$100,000 advertising budget for the coming year. . . . By, Kent & Co. is the agency. . . . Beginning Jan. 12, Dorothy Doan's "Vanity" daytime over CBS adds Wednesday to Friday to its present two-a-week sked. . . . Nat Winecoff, head of Fairchild's Music, has lined up his first song positions, eight pops by Al Stewart and by Stevens. All are cleared for tele-

Pro Football Team May Drop TV In '49

(Continued from Page 1)

and watch the game on television. If I feel that way it must mean that other people do too."

The Giants president said that during 1948 he noticed that on bad days many season ticket holders didn't show up for the game, much more so than in former years. Mara figures that if fans who've paid in advance don't show up, certainly many late ticket buyers will stay away under adverse conditions when they can watch the game on television.

Giant schedule was televised this fall by WJZ-TV which paid about \$35,000 for the rights. New York Football Yankees have another four years to go under their contract with DuMont.

Mara commented that small stadiums don't have to worry about TV hurting the gate but that it's a different story for a place as large as the Polo Grounds. One year ago at the annual meeting of the pro football clubs, it's reported, Mara highly recommended the selling of TV rights.

Crosley Names Struble

Cincinnati—William H. Struble, former manager of dealer relations for the Miami Margarine Company, has been named promotion manager for the Crosley Broadcasting Corporation's TV interests, according to Marshall N. Terry, Crosley vice-president in charge of tele.

Struble has just completed the Midwestern Scrap Metal Drive, a

Sad Sack Santa

Santa Claus is taking an awful beating on tele with fat ones, thin ones, long bearded gents and some in ill fitting Arctic dress popping up on commercial programs. Suggestions for standardizing Kris Kringle for viewers are being received by the stations.

British Film Circuit Plans Theater Video

Brighton, England (By Cable)—About 150 executives of Associated British Cinemas meeting here yesterday discussed plans for inclusion of a 30-minute video show on every program in 400 theaters. Warner Bros. is substantially interested in the British circuit via Associated British Pictures Corp.

There is a strong possibility, it was said yesterday, that ABC and J. Arthur Rank may cooperate in the development of theater video, the circuit using Rank-manufactured equipment.

However, it was learned that ABC will also thoroughly investigate French and American large-screen systems.

(In the U.S., Warners has been interested in the potentials of the RCA large-screen tele system.)

public-service project conducted by WLW this fall. His former business association, both before and after the war, has been with Miami Margarine, with whom he has had various sales and executive posts.

Report \$2,225,500 Price Tag On James' Sterling Drug Pact

Talent costs amounting to \$2,225,000 are involved in the ten-year contract between Sterling Drug and WABD covering the daily half-hour "Okay Mother" stanza, it was reported yesterday. Major slice of the pie goes to emcee Dennis James, it was said, with director Lou Sposa and assistant Julia Meade receiving less.

Program has been on the air since the DuMont flagship began daytime operation on Nov. 1. Sterling Drug began sponsorship this week, thru Dancer-Fitzgerald-Sample.

According to James Hill, Jr. Sterling proxy, the firm's 1949 radio budget will be reduced by \$1,000,000, which will be diverted to TV and additional printed space. He added

that the company would continue in radio, however, "as long as its effectiveness continues."

"Faced with higher costs," Hill said, "manufacturers and retailers alike require greater advertising effectiveness to push brand name products from the shelves across the counter to the ultimate consumer. Television promises to be a most important advertising force; if its development duplicates that of radio, Sterling will expect to sponsor many programs on a coast-to-coast basis when network television becomes available just as we now sponsor no less than 10 national nighttime and daytime network radio programs."

Sarnoff Tells Use Of System By WNBT, WNBW

(Continued from Page 1)

tween New York and Washington consists of two units, one at RCA Labs in Princeton and the other at WNBT. In operation, signals from New York and Washington are compared electronically at the output of two radio receivers in Princeton.

Information regarding frequency differences of the two distant transmitters is carried as frequency modulation of a 1,000-cycle tone by telephone line to New York. The frequency shift of this tone is utilized to change the frequency of the New York transmitter to maintain it on exactly the same frequency as the Washington transmitter. The operation of the system is entirely automatic and will require little or no attention.

System Widely Adaptable

It was pointed out that a similar system could be established, when equipment is available, to synchronize any two or more stations operating on the same assigned channel.

"These operations," Sarnoff said, "therefore, can be regarded as highly successful and point the way to application of synchronization to stations in other parts of the country where the co-channel interference has become a problem.

"Use of synchronization permits a closer spacing of television stations on the same channel than is possible without this method of reducing interference between stations. It also enlarges the service area of television stations, thus enabling television to reach out and serve many more people than otherwise could be served. This is of particular importance to rural sections since it makes possible service to such sections which could not otherwise be obtained."

WAAM Begins Daytimer; Full Schedule Planned

Baltimore — Beginning its sixth week of commercial operation, WAAM launched its first daytime show yesterday, 4 p.m. with Joseph M. Zamoiski Co. picking up the tab on behalf of the local Philco dealers. Titled "Movie Matinee," program features a daily 30-minute film package supplied by United World Films. Harry J. Patz Co. is the agency.

In announcing the show, Norman Kal, general manager of WAAM, said other daytime programs are planned with a full daytime sked in view for the near future.

BEHIND THE MIKE

SONG-PLUGGERS tell us that the No. 1 plug to land these days is on the "Kate Smith Sings" on Mutual, due to her starting "A Slow Boat To China," "Buttons and Bows," etc. Kate's program is a natural in the homes at noon each day and is carried on over 400 Mutual stations.

For the fifth year in a row, Dennis Day has been selected by the St. Patrick's Day Society as the favorite Irish tenor of the year.

Harvey Stone, fresh from his triumphs of the nite clubs of the nation, returns to Gotham Dec. 26th for a guest shot on Ed Sullivan's "Toast of the Town."

If and when Ozzie and Harriet Nelson put their show on video, their two youngsters will be featured regularly.

Naya Grecia, socialite daughter of a Greek Member of Parliament who debuts with her own little show at Bradley's next week, has been offered a radio series here.

Lenny Herman and his great little ork broadcast nitefly from the Tavern-on-the-Green via WNBC.

Ted Nelson, who had been doing such a smooth job interviewing celebs between halves of the basketball games of the N. Y. Gothams via WNBT Sat. nites, will be missed. (Seems that station policy is 'against' anyone else but the sportscaster doing the job).

Medicine Company Buys Canadian ET Series

Toronto.—Dr. A. W. Chase Medicine Co. through the F. H. Hayhurst agency, has purchased the quarter-hour series of programs, "Strollin' Tom," from All-Canada Radio Facilities, and will sponsor the broadcasts on more than 40 Canadian stations.

The packaged program is a successor to previous productions by the same artist, which featured him in characterizations as Wade Lane and Pinto Pete. The new series was produced under the direction of the All-Canada Program Division, as the result of the highly successful runs of the other programs on a large number of Canadian outlets.

The Dr. Chase schedule for "Strollin' Tom" will begin in January.

Van To Have Xmas Party

Lyle Van, WOR newscaster, last week invited his 6 p.m. listeners to attend a Christmas party at the Guild Theater on Dec. 20 and watch him do his new show. In two days time over 1,000 letters asking for tickets were received by WOR. Guild Theater holds only 600 people.

COAST-TO-COAST

WKNX Staff Changes

Saginaw, Mich.—Ernest T. Guy has joined WKNX as program director and promotion manager. He was formerly associated with WATL, Atlanta, and prior to then as a student at Michigan State College worked on WKAR. Don Meyer, formerly conductor of the "Jughead Jukebox Review" on WRVA, Richmond, and Gene Ellerman formerly of KHMO, Hannibal, Mo., have also joined the WKNX staff.

WTAR Toy Shop

Norfolk, Va.—The Community Toy Shop, a joint project of the Community Fund, The Norfolk Firemen and WTAR, is now in its third year of operation. Through the efforts of Trafton Robertson, WTAR's "morning man," and other promotional work of the station, toys have been donated by listeners to take care of approximately 2,500 children on the welfare list of social agencies.

KECA's Ski Trails

Hollywood, Calif.—"Ski Trails" is the title of a program aired Thursday nights from 8:25 to 9:00 p.m. over ABC affiliate KECA. The program is aimed at giving up-to-the-minute information to ski enthusiasts of So. California on snow conditions in mountain areas within weekend range of Angelenos. The series, presented in the public interest, will continue throughout the winter season and will be voiced by Lou Cook.

Record Show on WCCO

Minneapolis, Minn.—Bill Wiggin, WCCO staffer, will emcee a program of popular music to be heard Saturday afternoons from 4:00 to 5:00 on the Columbia outlet in the Twin Cities. The Club Carnival Theater Cafe in Minneapolis will sponsor the hour-long record show beginning January 8, 1949.

WNJR Staff Hospital Show

Newark, N. J.—Service veterans hospitalized at Lyons General Hospital were entertained by staff members of WNJR at the hospital's annual Christmas party. Johnny Clarke staged the entertainment portion of the party, which included the Silver Echoes Quartette heard Sunday's on WNJR. Joan Drury, studio receptionist sang. In addition, Clarke obtained the services of a dance team and a magician to round out the program.

WCOP, WCOP-FM Series On China

Boston, Mass.—"What I Saw In China," a series of three broadcasts aired Mondays from 3:45 to 4:00 p.m. on WCOP and WCOP-FM made its debut on December 6th. Special Events man Kenny Mayers interviewed Mrs. Reva Esser, recently returned from three years as technical teacher in the textile field at the Baile School, Sandan, a post she filled on the invitation of the International Committee for Chinese Industrial Co-operatives.

Youth Groups On WWDC

Washington, D. C.—A program of special music will be heard over WWDC on Thursday evening, December 23rd from 10:45 to 11:00 p.m. Presented will be the Washington Federation of Christian Youth, which will represent 198 Youth Groups within the Washington Federation of Churches.

Circus Clown On WSB

Atlanta, Ga.—When the Ringling Bros. circus appeared in Atlanta recently, Lulu Adams, the only female clown in the circus world, was guest on Bob Van Camp's "One-Thirty Date" show, which is heard daily on WSB.

Named Assistant Manager

Bloomington, Ind.—It has been announced that Lyle Warrick, commercial manager of WSUA for the past two years, has been advanced to the position of assistant manager and promotional director. Stanley Dixon, former station manager of KORN, replaces Warrick as commercial manager.

WGBF Basketball Best

Evansville, Ind.—"Your Basketball Best" sports program under the direction of Sports Director Dick Shively of WGBF is aired each night that an Evansville team plays a basketball game. Featuring play-by-play highlights of the important games, scores of all Tri-State games and telephonic reports as well as the latest news from Indiana's top hardwood squads, the program is designed to give the complete state picture in basketball emphasizing local and Tri-State basketball games.

First Year On Air

Kansas City, Kansas—More than 100 staff members attended the birthday breakfast on the occasion of the anniversary of KFRM's first year on the air. Arthur B. Church, president and founder of KMBC and KFRM cut the birthday cake and told of the advancement made by KFRM in its first year on the air.

Family Fair On WLW

Cincinnati, Ohio—Included in the program format of "Family Fair," half-hour program on WLW, are the four Swanee River Boys and musical host Jimmy James, who supply music for the program, in addition to a musical contest, weekly guest and a salute to the citizen of the Ohio Valley who has performed "The Good Deed of the Week." The program is aired Saturdays at 10:30 a.m.

Glee Club On WCAE

Pittsburgh, Pa.—Consisting of 60 male voices under the direction of William A. Schaefer, Pittsburgh's Carnegie Institute of Technology Glee Club has been featured in a half-hour program of Christmas music and a variety of spiritual and folk songs on WCAE from 7:30 to 8:00 p.m. December 14th.

PROMOTION

Advance Advertising

A series of one column 2x2 inch ads are appearing in the amusements sections of San Antonio dailies with the legend "Soon On The Air. KIWW broadcasting in two languages, Spanish and English 1450 on your dial." Station is now under construction and will be owned and operated by the Good Neighbor Broadcasting Co. The outlet will operate daytime hours with 250 watts. The transmitter building has been completed and tower placed, with work now going on at its studios in the International Building.

Beauty Aid Campaign

Jerry Spengler, merchandising and promotion manager for KABC, San Antonio, has gone all out in the promotion for "Insta-Curl" new beauty aid which has made its appearance on the local market. In addition to the large schedule spot announcements over KABC blanketing the southern half of Texas, over 600 packages were mailed free to druggists throughout the trade area as an introduction to the product. Inclosed with the sample was a card telling about the product, the spot campaign over the station and several other forms of the promotion campaign.

Movie Exploitation

Following the showing of the MGM picture "Hills of Home," the State-Lake Theater, Chicago, showing a picture trailer promoting NBC's "Lassie" show, aired on WMAQ. The trailer was produced for WMAQ in cooperation with the Balaban & Katz Corporation, operators of the theater, and WMAQ reciprocating with daily static breaks plugging the film.

WMAQ also is getting good results from its promotion of the "Food Magician" program. Mailing of the recipe bulletins offered by the program have increased to almost 5,000 a week, having jumped from less than 1,000 a week when it was decided to eliminate the necessity of making separate requests for each daily bulletin.

Hackbusch Heads Gros

Ralph Hackbusch, vice-president and general manager of Stromber Carlson, Ltd., Toronto, is the new president of the Canadian Radio Technical Planning Board. Hackbusch, an electrical engineer, headed the radio division of Research Enterprises, Ltd., when that body was organized as a government-owned industry in 1940. He was later elected vice-president and director.

GOOD VIDEO SHOW

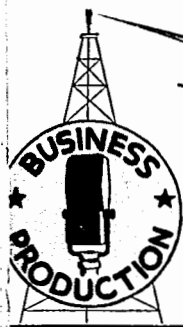
"INVENTORS' HOLIDAY"
HAROLD GINGRICH, RA 6-46
Room 1411, 155 North Clark Street
Chicago 1, Illinois

The BEST CHRISTMAS SONG
in the Country!

"BLUE CHRISTMAS"

CHOICE MUSIC, Inc.

1576 Broadway New York City



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 45, NO. 53

NEW YORK, FRIDAY, DECEMBER 17, 1948

TEN CENTS

PARA. CONTROLS DU MONT, SAYS FCC

REC Party Raises \$3,000 For Charity

Over \$3,000—a new record—for charities and public service causes was raised yesterday at the annual Christmas party of the Radio Executives Club of New York in a luncheon session lasting four hours. Some 250 prizes were given away—all donated by stations across the country, agencies, station reps, sponsors, manufacturers, record companies and individual radio executives.

REC will divide evenly the \$3,000 fund between the Herald Tribune Fresh Air Fund, Boys Club of New York and City College of New

(Continued on Page 6)

New York AFRA Begins Vote For 1949 Officers

Announcer Nelson Case is unopposed for re-election as president of AFRA's New York local, according to the nominations which have just been completed. Ballots are now going in the mail to the membership with Dec. 30 set as the deadline for their return.

Eleven of the local board members were nominated for vice-president and five are to be chosen. Can-

(Continued on Page 3)

Contest Winners Saluted By Penn. Governor

Philadelphia — Governor James Duff saluted two Philadelphia high school students—winners in a city-wide oratorical contest—at a dinner last night in the Gimbel banquet hall. Philadelphia, sponsored jointly by the Philadelphia Junior Cham-

(Continued on Page 2)

Cincy Radio Editor Gives Views on FM

Cincinnati—Reporting on the public's reaction to FM radio in Cincinnati busses, Mary Wood, writing in the Post, said "most of the passengers seemed completely oblivious of it." Miss Wood took a bus ride to note passenger reaction and then reported her findings.

"The music was scarcely audible over the babble of female voices," Miss Wood wrote. "Now and then when the newscast came on, you could notice two or three men straining their ears to hear it."

"All in all, I don't think Transit Radio has had much effect on our cultural pattern, one way or the other."

250 Million In Sales Forecast For Records

Philadelphia — Samuel R. Rosenbaum, trustee who will administer the royalty trust fund of AFM and the recording industry, yesterday predicted gross sales of around \$250,000,000 for the recording industry during 1949. The Rosenbaum predic-

(Continued on Page 6)

Transit Radio Receivers Set For Boston Busses

Boston—An agreement providing for the installation of transit radio receivers in more than 250 busses of the Worcester Street Railway was

(Continued on Page 4)

Pending TV Requests Of Both Denied; Sole Ownership Of Class "B" Stock Factor In Unanimous Decision

Pepsi-Cola-ABC Deal Involves \$1,800,000

The Pepsi-Cola Company, through the Biow agency, has purchased \$1,800,000 worth of time on the ABC network for a sponsored program which will begin broadcasting Tuesday, January 11. Company is expected to make its decision on the talent and format of the program at a conference tomorrow. Two programs, "Counter Spy" and a chil-

(Continued on Page 3)

Studebaker Buys News For Coast NBC Network

Purchase of a three-a-week news program to be aired on an eight-station NBC western network was announced yesterday by the Studebaker Corporation.

The Sam Hayes News show, heard from 10:00 to 10:15 p.m., PST.

(Continued on Page 2)

CBC Board Meeting Set For January 20-22

Montreal—The next meeting of the Canadian Broadcasting Corporation board of governors will be held in Montreal on January 20-22 inclusive, it is officially announced. The last meeting of the governors was held at the end of October.

Washington Bureau, RADIO DAILY
Washington—The FCC declared yesterday that Paramount Pictures does in fact exercise control over the Allen B. Du Mont Laboratories, Inc., and proposed to deny the pending TV applications of Du Mont for Cleveland and Cincinnati and of Paramount subsidiaries for TV stations in San

(Continued on Page 8)

Glickman Signs With WMGM For 2 Years

Among late developments of the baseball announcers' situation for New York next year is the signing of Marty Glickman by WMGM under a new two year contract at \$30,000 annually, thus halting any switch by him to Chesterfield, the Giants and WMCA. Also, there is a strong possibility that John Derr, CBS assistant sports director, will

(Continued on Page 3)

Hanlon To Handle Rose Bowl Broadcast

Tom Hanlon, veteran KNX-CBS sportscaster, will do the commentary for the exclusive KTTV television broadcast of the Pasadena New Year's Day Rose Bowl Game between California and Northwestern;

(Continued on Page 6)

TV Receiver Sales Exceeding Xmas Demand For Radio Sets

Overwhelming public demand for television receivers at the expense of radio-set sales was reported by more than 80 per cent of the manufacturers, distributors and retailers polled in this week's RADIO DAILY survey.

One of the confidential reports said the demand for video sets was 1,000 per cent greater than for radios. "We can't give away radio-

phonograph combinations," the spokesman stated. As an example, he cited the fact that only two men were needed in the radio department whereas eighteen employees were assigned to the tele department.

"Of course, the demand is greater for television," an official of another large outlet declared when asked for his views on the present market;

(Continued on Page 6)

Popularity Poll

It was said that the election polls would end all polls. But UP Radio has since polled its clients and came up with President Truman on top. The client stations picked Truman as the man of the year and State Secretary Marshall as runner-up. Mrs. Eleanor Roosevelt was selected as the woman of the year in the balloting.

Xmas Address

The annual Christmas Day address by King George VI of England, now planned to be broadcast from Buckingham Palace, will be carried to the radio listeners of the United States by the Columbia network, Saturday, Dec. 25, 10:00-10:15 a.m., EST. The King usually spends Christmas at Sandringham but this year is in London.



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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES
Ralph Wilk, Manager
6425 Hollywood Blvd. Phone: Granite 6607
WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlonga Rd.
Phone: Wisconsin 3271
CHICAGO BUREAU
1417 Ashland Blvd. 155 No. Clark St.
Phone: State 2332

Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(December 16)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include ABC, Admiral Corp., Am. Tel. & Tel., CBS A, CBS B, Farnsworth T. & R., Gen. Electric, Philco, Philco pfd., RCA Common, RCA 1st pfd., Westinghouse, Westinghouse pfd., Zenith Radio.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include Hazeltine Corp., Nat. Union Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include DuMont Lab., Stromberg-Carlson, U. S. Television, WCAO (Baltimore), WJR (Detroit).

Clair Manager Of WHYU

Newport News, Va.—Frederick F. Clair, formerly chief engineer and assistant to the manager of WSAP, Portsmouth, Va., has taken over his new duties as station manager of WHYU, Newport News, performing also the functions of program director and technical director.

The BEST CHRISTMAS SONG in the Country!

"BLUE CHRISTMAS"

CHOICE MUSIC, Inc.

1576 Broadway New York City

★ COMING AND GOING ★

ELMER DAVIS, ABC commentator, leaves for a 10-day visit to Berlin after his broadcast of Dec. 21. During his stay in the German capital he'll report his observations on his regular ABC program at 7:15 p.m., EST, nightly. While Davis is en route to and returning from Berlin, his program will be taken over by Jack Beall.

ROBERT P. MYERS, assistant general counsel of NBC, accompanied by MRS. MYERS, will leave tomorrow via American Airlines for Los Angeles.

ED SULLIVAN, master of ceremonies on "Toast of the Town" over CBS-TV, has returned from Chicago and the West Coast, where he conferred with Emerson radio dealers.

FRANK FITZPATRICK, staff member at George P. Hollingbery Co., national station representatives, will return today from a business trip to Syracuse and Utica.

NEAL MOYLAN, production supervisor of New York State's radio bureau, is in Manhattan to cut a dramatic series for the State Department of Health.

EDGAR KOBAK, president of the Mutual network, is expected back today from Chicago, where he attended the MBS board meeting. He also spent several days visiting Midwestern affiliates of the web.

GEORGE SOKOLSKY, American network commentator, will spend the week-end in Washington, during which time he will broadcast from WMAL.

BOB WILSON, Mutual network exploiteer, is back in Gotham after having spent two days in Washington, D. C.

EDDIE DUNN, emcee on "True or False," has returned from a trip to Washington in connection with his new video package, "Dunn in Five Minutes."

ART FELDMAN, director of news broadcasts in the Washington office of MBS, is back in the Nation's Capital following confabs with Mutual executives in New York.

DWIGHT WEIST, flying emcee of "We, the People," has returned from an out-of-town origination of his program.

Studebaker Buys News For Coast NBC Network

(Continued from Page 1)

will be sponsored by Studebaker on Mondays, Wednesdays and Fridays, starting January 3, for 52 weeks. Roche, Williams and Cleary, Inc., is the agency.

Stations which will carry the program are: KFSD, San Diego; KERO, Bakersfield; KNBC, San Francisco; KCRA, Sacramento, KGW, Portland; KOMO, Seattle; KHJ, Fresno, and KFI, Los Angeles. Program will originate at KFI in Los Angeles.

Seeman Bros., To Sponsor News Program On CBS

Sponsorship of a news program and renewal of a daytime serial was announced yesterday by CBS in New York.

Seeman Brothers, Inc., will sponsor Allan Jackson and the News, a new Saturday news series on the CBS web beginning January 29, 11:00-11:05 a.m., EST. The agency

Contest Winners Saluted By Penn. Governor

(Continued from Page 1)

ber of Commerce and Gimbel Brothers.

The contest, based on the theme "I Speak For Democracy," is part of a nation-wide competition sponsored by the Junior Chamber of Commerce and is part of National Radio Week. Promotion awards for four national area winners will include \$500 scholarships, a wrist watch, a trip to Washington, including a visit to President Truman, and personal prizes.

The names of the two Philadelphia winners were revealed for the first time at the dinner when transcriptions of their speeches were played. They were chosen from among fifteen Philadelphia finalists who were also guests at the dinner.

is William H. Weintraub & Co., Inc. "Rosemary," daytime serial was renewed by Procter & Gamble company, Cincinnati, effective December 27. Agency is Benton & Bowles, Inc. Program is aired across-the-board, 11:45 a.m.-12:00 noon, EST.



Collapse

That's not a pleasant picture. It's a shot of a New York tenement house that fell apart following the explosion of a nearby ice-house.

No, it's not pretty. And neither is the point we're about to make in this ad.

It's this: A great many businesses are going to fall apart just like that building if they don't get ready for the battle of brands that lies just ahead.

The smart outfits are mending fences now. Putting new vitality into salesmen and advertising that have been coasting along in the buyers' market.

And the smart operators are covering the 6th largest city with radio over W-I-T-H, the successful independent. This is the station that delivers more listeners-per-dollar-spent than any other in this big town.

How about you? Is W-I-T-H on your list?

Advertisement for W-I-T-H radio station, featuring a logo with a stylized face and text: AM W-I-T-H FM, Baltimore 3, Maryland, TOM TINSLEY, President, Represented by Headley-Read

10 YEARS AGO TODAY

From the Files of Radio Daily

The major networks are in the midst of conducting a drive to sell their affiliated Florida stations on the basis of bonus listeners in that area for the coming season. . . . Solomon Sagall, managing director of the English television company Scopphony, Ltd., has indicated that a deal is practically set whereby Scopphony, Ltd., will establish an American division with at least 75% financed by American capital and operated as an American company. . . . An anti-radio meeting was held at the Manhattan Opera House to protest against radio's actions against Father Coughlin, Boake Carter and Cong. Dies and to protest against the "radio monopoly" in general.

MUSIC . . . SPORTS . . . NEWS

FULL TIME

WINZ

Florida's Big Independent

Primary Signal Covers GREATER MIAMI and Florida's Rich East Coast from the Palm Beaches to Coral Gables.

STUDIOS:

MIAMI, HOLLYWOOD, WINZ BLDG., MIAMI BEACH

MAIN STUDIO:

HOLLYWOOD BEACH HOTEL 940 Kc. — FULL TIME

JONAS WEILAND, President

Represented by: John H. Perry Associates

AGENCIES

WILLIAM F. REILLY, vice-president of the Evans Case Company, manufacturers of fitted handbags, compacts, cigarette cases and automatic lighters, has announced the appointment of Dick Mooney as Director of public relations and promotion. Mr. Mooney, for many years member of the Steve Hannagan organization, will coordinate the firm's advertising, radio, publicity and promotion, and maintain offices at 33 East 33rd Street, New York City.

MARTHA TORGE, publicist for Conrad Thibault, has left Sidney Ascher Associates to join the publicity department of RKO Radio Pictures, Inc.

BASCH RADIO & TELEVISION PRODUCTIONS are readying a new television show titled "Can You Do It?" featuring Bill Slater as emcee, and a permanent panel composed of Col. Stoopnagle and Joe E. Marks, stage and screen comic. The third panel member will be a different name star each week. There is also viewer-participation gimmick.

W. I. SHUGG, advertising manager of Home Products International, has resigned to become vice-president of Copifier Lith Corp. of Cleveland, in charge of its New York office.

ERNEST W. GROSS, who six months ago joined the staff of John J. Dowd, Incorporated, Boston advertising agency, as account executive, has been named assistant to the president of the firm, effective January 1, 1949.

AMERICAN LEGION MAGAZINE has appointed the New York office of Roy S. Durstine, Inc. as advertising agency.

Pepsi-Cola-ABC Deal Involves \$1,800,000

(Continued from Page 1)

Children's show are reported under consideration. The time schedule for Pepsi-Cola has been held up pending the decision of the show.

Charity Talk On WCBS

G. Howland Shaw, president of the Welfare Council of New York City and Assistant Secretary of State in 1941, will discuss with Bill Leonard the field of organized charities, the tenth in Leonard's "New York's Business Is Your Business" series on WCBS' "This Is New York" program Monday, Dec. 20, from 15:59-9:45 a.m.

Phil Brito On WOV Today

Phil Brito will discuss the popularity of "Bella Bella Marie," which he introduced in the Monogram film, "Music Man," when he appears today on Fred Robbins' platter session over WOV. The program is heard from 6:30-9 p.m.

Glickman Signs With WMGM For Two Years At 30 Gs Per

(Continued from Page 1)

team up with Mel Allen to do the Yankee games over WINS.

WMGM announced yesterday that Glickman is relieved of his job as sports director, held since 1942, and that under the contract he is tied up exclusively in New York for radio work, although he is allowed to do television here for other employers. Glickman is not barred from doing play-by-play on radio broadcasts not heard in the New York City territory.

In recent weeks there were trade rumors—but nothing official—that Glickman would leave WMGM to do the Giant games over WMCA for Chesterfield. Bertram Lebar, Jr., as well known in WMGM's sports picture as he is on the business side, conducted negotiations with Glickman and signed him to the new contract, effective Jan. 1. The sportscaster will do college and pro basketball, football and several daily sports shows. Lebar said a new sports director will be announced shortly.

John Derr of CBS is somewhat of a surprise entry in the Yankee-WINS race but at present he is reported to be heading the list of

prospects. Derr has been in several conferences with Dan Topping, president of the Yankees, and is understood to be the personal choice of Mel Allen, number one man of the radio team. Derr joined CBS in 1946, somewhat by chance but as a result of his own initiative, and prior to that did sportscasting in North Carolina for WBT, Charlotte; WGNC, Gastonia; and WSOC, formerly in Gastonia but now located in Charlotte. His background also includes jobs as sports editor for several North Carolina papers and official scorer for minor baseball leagues in his old home territory.

Derr got considerable recognition for his job of reporting the Olympics over CBS last summer from London. If he should definitely clinch the Yankee job, presumably he would leave CBS.

There's still no official word on the Brooklyn Dodgers radio lineup for next season but it's a good bet that Red Barber will be back, maybe with more concentration on television. Chances are that Ernie Harwell also will be back at Ebbets Field. Connie Desmond is considered a cinch.

New York AFRA Begins Vote For 1949 Officers

(Continued from Page 1)

didates for vice-president are Kenneth Banghart, Alan Bunce, Julie Conway, Gordon Cross, Chuck Goldstein, Ben Grauer (now treasurer), Jay Jostyn, Virginia Payne (incumbent), Robert J. Prescott, Lanny Ross and Karl Swenson.

The two nominees for treasurer are Dan Seymour and Ted de Corsia. Candidates for recording secretary are Vinton Hayworth and Ted Osborn.

WMCA Drops Exclusive On Ellington Program

WMCA's exclusive rights to the Duke Ellington Disc Jockey Show have been dropped in the new contract signed with Harry S. Goodman Radio Productions, it was announced yesterday.

Under the terms of the new agreement, stations, agencies and sponsors may purchase up to one hour each day of the show in which two big name guests will be interviewed each week. WMCA has signed up for the show for six hours a week for 1949, it was reported.

Andrea Expansion Set

Increased production of television sets at the Andrea Radio Corporation has resulted in the expansion of the company's purchasing division, Frank A. D. Andrea, president, announced yesterday. Lester Murphy, formerly with North American Phillips, has been added to the purchasing division staff.

News Clinic Staged For AP Radio Clients

More than 20 station executives, news editors and others attended the first two clinics of the Chesapeake Associated Press Radio Association in the main studio of WWDC, Washington on December 7 to study methods of obtaining the maximum value from typical wire news and features, especially AP coverage.

News Coverage Discussed

Relman Morin, AP Washington Bureau chief, outlined the main principles by which news can be evaluated. WARK, Hagerstown, manager Stewart Phillips, told the gathering of the advantages of regularly assigning legmen on station staffs for local news coverage. Max Fullerton, AP's chief of Baltimore Bureau, presided at this, the first of the clinics.

Other participants in first two clinics included: Cassius M. Keller of WRC, Al Wienert of WMAR-TV, James Connolly of WITH, Ben Strouse of WWDC, and Howard L. Kany of AP Radio.

Others Attending

Also attending were: Charles Warren of WOL; Fred Hoffman, Tony Wakeman, Norman Reed, Milton Ford, Bill Cox, Willis Conover, Roy Hansen and Felix Grant, all of WWDC; Ernie Tannen and Tom Kennedy of WGAY; Bill Irwin of WMFD; Charles H. Eckstine of WARK; Bob McBride of WPIC, and Matthew Warren, Sid Willard and Art Lamb of WEAM.

The next of the present series of clinics is not yet scheduled, but the date will be announced in the future.

PROMOTION

Sound Effects Kit

The Toy Show at the Museum of Science and Industry in the RCA Building, is exhibiting a new and educational toy labeled the Radio City Sound Effects Kit. The kit, created by William Brinkmeyer of NBC's sound staff, is designed to give the youngster basic sounds used in producing a radio show. It contains manual and recorded sound effects, printed and recorded instructions, professionally written scripts and recorded dramatic sketches featuring Ezra Stone, Ty Perry and Edwin Jerome. Sound effects are purposely omitted in these recorded skits so that the youngster operating the set can insert the proper effects where needed.

Agnew Horine and Arthur Zacks, both with the NBC Sound Effects Division, have assisted Brinkmeyer in the kit's production. The sets are assembled and packaged by the Association for the Blind on East 59th St., New York City.

New Service Manual

Andrea Radio Corp., manufacturers of the "sharp-focus" Andrea television sets, announces that the 1949 edition of the company's Service Manual is now ready for distribution. It will be distributed to authorized franchise Andrea dealers, and covers, in detail, such pertinent television subjects as picture tube handling, power, high voltage.

Merchandising Tiein

It cost the Hirsch Clothing Co., Chicago, over five grand to discover the terrific pulling power of the "Passing Parade," heard over Chicago stations WGN and WGMB. In an unprecedented practical test of the drawing power of radio advertising, the Hirsch company invited listeners to the "Passing Parade" to make purchases of women's dresses regularly offered at \$25 at a sale price of \$9. The announcement, made on one broadcast only, brought 1,500 customers to the store on November 30, with an overflow waiting outside the building. There were 750 dresses in the lot offered, and Hirsch's loss on them was \$5,341.00. The sale offer was withdrawn following the overwhelming customer response, with a statement by Hirsch officials that the "Passing Parade" had proved its worth and would be renewed.

Co-operative Plugs

WMCA and Bond Clothes have inaugurated a reciprocal pre-Christmas promotional deal resulting from a 52-week tieup.

The block-long Bond Clothes electric sign above Times Square is plugging WMCA 14 times daily between 11 a.m. and 1 p.m. In return, the station is giving the clothing firm heavy commercial programming on participation shows, including the Ted Steele disc jockey session and the Antique Record Shop.

CHICAGO

By NAT GREEN

THE WIND "Forum of the Air" gets under way Sunday night at 8 o'clock with a symposium on "Are Civil Service Exams Fair?"

The "Quiz Kids" program will originate from quizmaster Joe Kelly's home Sunday and the kids are planning big doings for the occasion, including their own "home talent" show.

Captain Stubby and the Buccaneers, five-man novelty act now winding up a long engagement at the Vilage Barn in New York, will join the staff of WLS on January 31 and will be featured on the "National Barn Dance" and on daytime spots. Act includes Captain Stubby Fouts, Tiny Stokes, Jerry Richards, Tony Walberg and Sonny Fleming.

Vernon R. Brooks, director of operations of WGN-TV, back from a sojourn in New York, where he attended the Television Broadcasters Association clinic.

The Midwest Baseball Network had named Radio Representatives, New York, as eastern sales representatives. The 1949 baseball network will include some 30 stations and will cover an eight-state area.

Kathy Carey, WIND accounting department, is writing a modern music suite.

Grace Wilson and the Sage Riders, of the WLS "National Barn Dance," go to Purdue University, Lafayette, Ind., on December 30 to entertain at the noon banquet of the Purdue Agricultural Association and the Indiana Flying Farmers' banquet that evening.

"This Holy Night," original Christmas cantata, will be originated by WGN for WGN-Mutual network audiences on Christmas Eve. Cantata was written by Jack LaFrandre, writer-director of the "Chicago Theater of the Air."

Les Atlas Jr., WIND program director, back from Boston.

Filmland News On ABC

A Thursday night five-minute show of Hollywood news and interviews will be sponsored over 39 ABC stations by Beauty Factors, Inc., makers of "Insta Curl," starting Dec. 16. Bill Stewart is emcee. For three broadcasts the show will be aired from 8:55-9 p.m., EST, but on Jan. 6 switches to 9:55 p.m. Agency is Leo Burnett Co.

ARTHUR EDDY

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Mainly About Manhattan. . . !

• • • Radiating health and good cheer, Mrs. Eleanor Roosevelt, assisted by her daughter, Anna, held a small informal press conference in her apartment home overlooking Washington Sq. Wednesday night. It was unlike most other press conferences for Mrs. FDR with her articulate charm made everyone feel more like guests than nosy scribes. She laughed and talked about the problems of getting her ABC program on the air, and told a story of getting lost in the RCA Building while trying to find her studio. "Three months in Paris," she opined, "causes one to lose a sense of direction upon returning home and I wasn't quite clear whether ABC was a part of NBC or whether they had studio accommodations of their own." Mrs. FDR likes radio and people who are in the industry. Her mission in her program, she explained, is to humanize the workings of UN and the personalities who are striving for world peace. Daughter Anna's charm lies in the fact that she has many of the characteristics of the late FDR. She has the famous Roosevelt smile, manner of speech and even the late President's mannerism while smoking a cigarette. Her business acumen will enhance her mother's success in radio and the publication field.

★ ★ ★ ★

• • • That VD public relations drive handled by Jack Banner and Ed Greif for N.Y.C. and the United States Public Health Service socked this town as hard as it has been hit in a long while. A preliminary survey indicates that the average New Yorker was impressed with the message 43 times during the four weeks of the campaign. The mayors of 77 cities have swamped the Health Department here seeking blue-prints showing how the campaign can be duplicated in their towns.

★ ★ ★ ★

• • • MAIN STREET SEEN-ery: Walter Craig, the ad exec, hurrying along Park Ave. to address a business execs' club to convince them "it pays to advertise." . . . Beatrice Lillie doing a devastating version of Shakespeare for her table-mates at Arnold, Jr.'s. To Bea or not to Bea. . . . Cornel Wilde mobbed by the bobby-soxers outside Toots Shor's. Call of the Wilde. . . . Beautiful Gregg Sherwood, the actress-model, staging a free legshibition on Fifth Ave. . . . Walter Kamer, WWRL's alert publicist, taking deserved bows for the N.Y. Post series on starvation pensions paid aged police and fire vets. He spark-plugged the drive for pension boost.

★ ★ ★ ★

• • • LUV 'n' KISSES: Douglas Edwards' nitely presentation of the news via CBS-TV at 7:30 p.m. (First CBS staffer to be handed this assignment and rates it). . . . Joe Bolton's work on the fights via WPIX. . . . Ira Brant's piano'ing at the Tavern-on-the-Green. . . . Larry Douglas' singing on CBS-TV's "Make Mine Music." . . . Buddy Lester's clowning at the Paramount. . . .

★ ★ ★ ★

• • • AROUND TOWN: Dick Mooney's army of pals (Steve Hannegan, Morton Downey et al) will be happy to hear that the old boy has just been handed a terrific post with Evans Case Co. His title reads something like Public Relations and Promotion Director and Co-ordinator of National Advertising. Nice goin', Dick. . . . J. Walter Thompson's crack radio publicity dept' copped that recent radio editors and columnists poll as "the best individual publicity service in the industry." Take a bow, Al Durante! Incidentally, Al, the big baby, just had his tonsils removed. . . . Nets talking about raising daytime rates and lowering nighttime fees next fall. . . . Cornelia Otis Skinner guesting on Leo Shull's "Show Business" stanza Sunday nite on WNEW. (Shull is the fabulous publisher of seven or eight magazines, including Actors' Cues, etc., and has whipped up a smooth idea for air entertainment).

EQUIPMENT

Robbins Now Emerson V.P.

The board of directors of Emerson Radio and Phonograph Corporation has elected Charles Robbins as vice-president in charge of sales. Robbins is the present sales manager of the company.

Edward Lane has been named advertising manager for Emerson Radio and Phonograph Corporation. He formerly served as merchandising director for Columbia Records. Prior to that he was advertising, promotion and publicity director for the Muzak Corporation.

Entries Being Received For 'Democracy' Contest

Washington Bureau, RADIO DAILY

Washington—NAB headquarters is receiving the first of the state-wide transcription winners of the "Voice of Democracy" contest, scheduled to end Wednesday.

National Radio Week, November 14-20, marked the opening of the contest for 2nd, 3rd and 4th year high school students who wrote and voiced scripts on the subject, "I Speak for Democracy." The national contest awards \$500 college scholarships to four co-equal winners each year and is sponsored by the NAB, the Radio Manufacturers Association and the U. S. Junior Chamber of Commerce.

It is expected that this year's entries will exceed last year's contest when some 25,000 students from 1,700 communities in 40 states and Alaska participated. The complete list of state winners will be announced next week after all transcriptions have been formally entered into the national contest.

Transit Radio Receivers Set For Boston Busses

(Continued from Page 1)

announced yesterday by the Yankee Network.

Yankee's FM outlet in Paxton, a few miles from Worcester, station WGTR, will provide the broadcasts for the vehicles. Maurice J. Mahoney, formerly with the bus company, has joined WGTR to supervise the sales and service activities of the new set-up.

HI THERE!

JUST A FEW DAYS UNTIL
CHRISTMAS EVE

Why be burdened with Christmas shopping when you can get experts to do it for you? Turn your entire Christmas list over to us and make this your most carefree holiday. Call Circle 6-5173 for all gift and personal shopping.



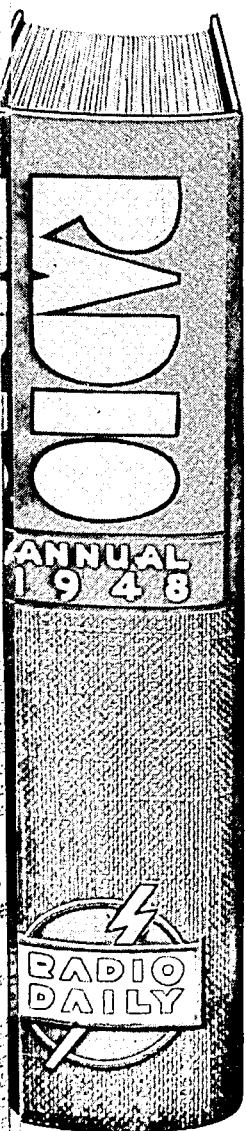
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— • —

**THE 1949
RADIO ANNUAL
IS NOW IN
INTENSIVE
PREPARATION**

REC Party Raises \$3,000 For Charity

(Continued from Page 1)

York's evening school of business, the latter recipient using the money as a special loan fund in behalf of 12,000 students.

Jack Sterling of WCBS emceed the entertainment phase of the luncheon. Talent included the Melodaires quartet, Irving Fields trio and singer Eddie Fisher.

Haverlin Altruistic

REC President Carl Haverlin read the number of one winning ticket and discovered he had the stub which entitled him to a Benrus watch. Haverlin, with the permission of all present, said he was giving the watch to his secretary, Mildred Chetkin, who is giving up her job in a few weeks to be married. Miss Chetkin has been Haverlin's secretary for nine years.

Radio-TV Representatives Meet Boy Scout Leaders

Representatives of radio and TV stations in the New York area met with officials of the Boy Scouts yesterday at a luncheon at the Sherry Netherland Hotel to discuss plans for the 1948 campaign. Warren Jennings, chairman of the radio-TV committee, presided.

Attendance Heavy

Among those attending were: Zac Freedman, public relations committee, Edward F. Thomas, chairman of the public relations committee, and scout speaker Jacques Lipetz. Representatives of radio and television included: Clarence Worden, CBS; Louis J. Carino, WMGM; Marily Congdon, WQXR; John Neal, WINS; Charles Baltin, WHOM; Fred Barr, WWRL; Thomas B. Morgan, WOV; S. Fitts, WOR; Raymond Johnson, WNBC; Richard Stahlberger, WNBC; Bert Briller, WNEW; Sally Tucker, CBS-TV.

Will Handle ETs

Milo Stelt, president of Billboard Attractions, Chicago, announces that negotiations have been completed with Teleways Radio Productions, Inc., Hollywood, to handle their line of transcriptions in the midwest area. First deal was set last week by Billboard Attractions through Ruthrauff & Ryan, for the Southern Select Breweries. Shows are scheduled for Corpus Christi and Victoria, Texas. Transcriptions to be handled include Foy Willing and the Riders of the Purple Sage, "Barnyard Jamboree," "Strange Wills," Bob Nolan and the Sons of the Pioneers, "Moondreams" with Marvin Miller, and others.

ADVERTISING EXECUTIVE

Seeks sound proposition with agency organizing television department—sales promotion—animated cartoon background—age 45—\$6500—available Jan. 1. Write RADIO DAILY, Box 196, 1501 Broadway, N. Y. C.

TV Receiver Sales Exceeding Xmas Demand For Radio Sets

(Continued from Page 1)

"The radio-phonograph is a dead duck," he said.

No Trend Indicated

The spokesman for a large manufacturer, however, said he did not think that present demand means any trend toward television. "The approach on this question," he explained, "should be in terms of the normal market, not on the number of sets sold in a certain period. In fact, the industry expects 13,000,000 radios to be sold next year. Such a record would constitute a very good year."

The spokesman disclosed that the industry predicted gross sales of radios this year to exceed 15,000,000, a drop of 5,000,000 from last year's record. "This reduction in sales," he pointed out, "is an approaching of normal radio-demand levels."

In admitting that television will affect radio-set sales in the future, he continued "there is no question that demand will turn toward television, but it's anybody's guess when that will be. I don't by any means think the time has come for television to replace radio."

Retailer Gives Viewpoint

The radio buyer for a large department store reported to RADIO DAILY that the sale of radios has dropped off two-thirds during the year and that the demand for television sets has skyrocketed from four to six times above last year.

A major distributor, typical of others engaged in both types of receivers, disclosed that video demand is ten times greater than radio, although he pointed out a 50-50 ratio in dollar sales.

"There is a marked decrease in the demand for radios since last year even though general sales of other products, including radio parts, are considerably higher," the

Will Edit Magazine

Anna Roosevelt will take over the editorship of the national monthly, 'The Woman,' Tom Farrell, publisher, announced yesterday, disclosing that the magazine will change its format to be linked with the ABC broadcast, Eleanor and Anna Roosevelt.

Anna Roosevelt recently inaugurated with Mrs. Franklin D. Roosevelt, the mother and daughter series of news and feature commentary on the ABC network three days a week, Monday, Wednesday, and Friday at 10:45 a.m., EST.

Luncheon For Barry

Louis Cowan gave a farewell luncheon party for Charles "Bud" Barry at the 21 Club yesterday. Barry leaves January 3 for Hollywood to become vice-president in charge of west coast operations of the American Broadcasting Company. Among those attending the luncheon were Abe Schechter, William Murray, Robert Kintner, Paul Whiteman, Jack Alicoate, Phil Carlin, Hub Robinson, Al Hollender.

general manager of a large chain store selling only radios stated.

TV Set Sales Explained

In contrast to the general picture obtained in the survey, the buyer at one large department store said radio combination units were selling on a 50-50 basis with television sets, whereas last year more radios were sold. "The largest part of our trade," he explained, "hasn't the money to buy television units. The only reason that television sets are selling so well at other stores," he added, "is that their salesmen are subject to the mob psychology of pushing that product instead of radios."

The more conservative retailers reported a 60-40 preference in public demand for television, adding that this is the reverse of last year's statistics. Christmas demand was generally discounted in the present indicated trends.

One major television manufacturer disclosed that "even though production is many times over last year's, we still have a backlog of orders. The demand is far greater than we have been able to deliver."

In this connection, only one retailer reported he was able to meet the demands for television sets. Present trends, however were expected to change his supply-demand picture.

Hanlon to Handle Rose Bowl Broadcast

(Continued from Page 1)

Bill Henry, Washington newsman, will handle the color.

Both the Rose Bowl and Orange Bowl games will be aired exclusively over the CBS radio network with Mel Allen and Red Barber handling the respective assignments.

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250 Million In Sales Forecast For Records

(Continued from Page 1)

tion came as a sequel to the resumption of recording under terms of the new pact.

Rosenbaum said that manufacturers had paid \$100,000 or one-third of the total amount due for the last quarter of 1948, into the fund. He added that no less than \$1,500,000 would be paid during the first year of the agreement.

"The record business at the present time is greatly reduced," Rosenbaum said, "but we expect the fund will receive an estimated \$2,000,000 each year."

"Superman" In Spanish

"Superman" scripts in Spanish and English are being offered by the Pan American Broadcasting Company for commercial sponsorship in export markets. The "Superman" comic strip which gets wide distribution in Australia, Cuba and South American countries has enhanced the popularity of the radio script show.

Buys ABC News Program

Beauty Factors, Inc., in behalf of "Insta-Curl," will sponsor a new weekly five minute program of news and interviews with film celebrities over a 39-station ABC network beginning today. The program will be heard from 8:55 to 9 p.m., EST., for the balance of December and starting January 6 will be heard from 9:55 to 10 p.m., EST.

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TELEVISION DAILY

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PARA. CONTROLS DU MONT—FCC

TELE TOPICS

AT 8:30 LAST NIGHT, when "The Swift Show"—a program notable because its producers are trying to develop it into pure television entertainment—was skedded to go on over NBC, the screen showed a long shot of Studio 8-G in Radio City with several pieces of equipment in the foreground. The camera then dollyed, and closed on two men sitting on a rail about a foot off the floor. They were Lanny Ross, star of the show, and Lee Cooley, producer. Both of them looked somewhat dejected. Turning to face the camera, they explained that they had planned to do an ice show from the studio, but that the rink they had installed for the purpose had not yet frozen. They asked viewers to stay with NBC until 10 p.m., at which time they hoped to put the show on the air. The web filled the half hour with a film showing Toscanini conducting the NBC Symphony. At 10 o'clock, the first ice show ever done in a TV studio went off smoothly—or so NBC told me. At 9:35, the set I was watching blew out.

ANOTHER PROGRAM that apparently is trying to develop a format for video—this time it's comedy—is "The Arrow Show," with Phil Silvers. The stanza last night was an improvement over the debut last month, mainly because of the increase in the number of sight gags. Some of them fell rather flat, 'tis true, but many of them were quite funny. A good part of the dialogue was also on a high comedy level. Given time, I think the producers can develop a pleasant combination of visual and aural comedy which will make excellent viewing. . . . High spot last night was the cleaning-shop routine, and Silvers' opening bit. Main commercial for Arrow shirts was neatly integrated into a better-than-average comedy piece, featuring takeoffs on several well-known ad slogans. Closing spot about the hockey games was the weakest portion of the show. . . . In addition to Silvers, the program features a crew of excellent tooges, and the Mack Triplets. The latter form an attractive vocal group and were used between each spot. This is overdoing it, for their harmony is a bit too close for these ears.

DETE WASSER, former general manager of KQV, will handle promotion and production of WDTV's kickoff program. The DuMont outlet in Pittsburgh goes on the air the nite of Jan. 11 with a gala show from Syria Mosque. . . . Highlighting ABC's Christmas programming will be full-hour production of "A Christmas Carol" featuring the Rufus Rose marionettes and a cast of professional thespians handling the dialogue. . . . The Procter & Gamble series, "I'd Like To See," moves into the lush 9-9:30 p.m. Tuesday spot over NBC following Milton Berle.

Names Gallery To Public Relations Post

Appointment of Tom Gallery as director of public relations of DuMont was announced yesterday by Lawrence G. Phillips, director of the net. Gallery has been general sales manager of the New York Yankees for the past four years, and was in charge of all promotional activities. He will take over his new post Jan. 2.

Before he joined the Yanks, Gallery promoted the Brooklyn Dodgers pro football team and previously organized and managed pro grid outfits on the West Coast. Shortly after World War I he acted in several Hollywood motion pictures, and left that field to handle major sporting events.

Johns Hopkins Science Series Set On CBS-TV

"The Johns Hopkins Science Review," said to be the first weekly tele show presented by an American university, bows in over CBS Friday, 9-9:30 p.m., via WMAR-TV, Baltimore. Faculty members will present scientific demonstrations of the work being done in the laboratories of the school each week. Kickoff will be the story of how the earth's surface was photographed from a guided missile 70 miles in the air. Films taken from the missile in its ascent will be shown for the first time.

RCA Exhibition Hall, Proving Ground For Video Personnel

The RCA Exhibition Hall, showcase for RCA products and services on 49th Street near Rockefeller Plaza, is turning out to be also a "training ground" for TV station personnel. Of the 25 men who have been employed there, six have gone on to production and executive jobs at television outlets around the country.

Staff at the showroom consists of a manager, assistant manager, publicist and eight public relations attendants, in addition to technicians and maintenance workers. Turnover of attendants is rather high, since they usually go on, after a few months, to better jobs within RCA.

The six staffers now with TV stations are: Steve deBaun, formerly publicity manager, now head of the script department of WJZ-TV. Prior to the

Film Group Out Of Package Org. Merger

Los Angeles—Projected merger of indie package producers organizations will not include the Television Film Producers Association, president Hal Roach, Jr., indicated yesterday. He added, however, that TFPA would "cooperate fully with other organizations in thrashing out common problems."

First indications of a merger were revealed here this week when Martin Gosch, president of Independent Television Producers Association, of New York, met with representatives of Television Producers Association, a West Coast group headed by Mal Boyd, and of Roach's group. Purpose of the meeting was to work out a plan for cooperation by the three.

Plans for merger were included in the discussions it was reported. Roach's statement, however, means that TIPA and TPA probably will join forces without the film group.

Writers Guild Formed

Formation of a Television Writers Guild as a member unit was voted by the Council of the Authors League at a meeting here this week, it was learned yesterday. The TWG will have jurisdiction over video script writers.

At the same time, the Council acted to give the Screen Writers Guild an "in" in tele via the proposal that the latter change its League status from affiliate to member unit.

Exhibition Hall, he was in the NBC press department.

Jack Boyle, formerly assistant manager, now production manager of WAVE, Louisville. Previously, he was with the RCA Television Promotion Unit.

Al Hartigan, former public relations attendant, is a director for WBZ-TV, Boston.

Walter K. Witherbee, former assistant manager, now director of remotes at WAVE. A graduate of Yale, his first job at the hall was as an attendant.

Peter Molnar, former attendant, now assistant director at WPIX. A West Point graduate, he spent his spare time while at the hall working with the NBC remote crew.

Jerry Cudlipp, one of the original eight attendants, joined WNBT as a cameraman.

Pix Firm's Power Held More Than Simply 'Veto'

(Continued from Page 1)

Francisco, Detroit and Boston. The number of stations which may be held under common control is limited by Commission regulation to five, and Paramount already has stations in Los Angeles and Chicago. DuMont has stations in New York, Pittsburgh and Washington.

Still before the FCC is the difficult anti-trust issue as it affects the big film companies and their TV aspirations.

Decision Unanimous

Yesterday's decision was unanimous, with the exception of a partial dissent by Commissioner Robert F. Jones, although he praised the decision—adopted by the Commission without change from the recommendation of examiner Jack Blume. Jones said he thought it "unnecessarily harsh in denying the applications involved." He said he thought Paramount "should be afforded the opportunity of divesting itself, if it so wishes, of its holdings in its subsidiary corporations. . . and its control of DuMont," so that the applications could be considered from the multiple-ownership issue.

Some curiosity was aroused by the fact that Blume's proposed decision was submitted on Election Day, November 2, and six weeks elapsed before the FCC finally acted upon it. Commissioners Hyde and Sterling, both Republicans, did not participate.

Points To Stock Holdings

Yesterday's decision pointed out that Paramount is the second largest Class "A" stockholder in DuMont and the sole holder of Class "B" stock, making it far and away the largest DuMont stockholder. It has the right to elect the secretary, assistant secretary, treasurer, assistant treasurer and three of the eight directors, and the corporate articles provide that no affirmative action may be taken without separate approval of the holders of both the "A" and "B" stock.

Paramount's contention that its control over DuMont could never be more than a "veto" power was rejected in the Commission decision as beside the point. Both Congress and the Courts, it said, have recognized "that corporate control may exist even in the absence of the ownership of a majority of the corporate stock." Supreme court holdings support the Commission contention, it said, that to determine if control exists "an examination must be made not only of Paramount's stockholders but also of the actualities in the relationship between the two corporations."

NEW BUSINESS

WGN-TV, Chicago: Pioneer Scientific Corp. (Polareid Lens), through Cayton, Inc., a weekly one-minute film announcement for 26 weeks from November 28; Allen B. Dumont Laboratories, Inc., through Buchanan Co., a one-minute film participation in "Chicagoland Newsreel," Monday through Friday, for 13 weeks from December 6; Gibby's Restaurant, through Lawrence S. Stein Advertising, a weekly one-minute film announcement for 52 weeks from December 14; Matusek Academy of Music, through Harry J. Lazarus & Co., a new Monday series, "Fun-for-All," 9-9:30 p.m., for 13 weeks from December 6.

WGN, Chicago: Eastern Air Lines, Inc., a daily station break announcement for 13 weeks from November 28; the Pyroil Co., participation announcements in the Fulton Lewis program, Monday through Friday, and in "Spots of Music," Saturdays; Kroger Grocery & Baking Co., through Ralph H. Jones Co., "Linda's First Love," Monday through Friday, and "Editor's Daughter" for 52 weeks from December 6.

WENR, Chicago: South Shore Motor Sales, direct, renewal of the Dick Courtenay disc jockey show, to be known as "This Is The Music," for 52 weeks effective December 13; Consolidated Royal Chemical Corp. (Krank's Shave Cream), through Arthur Meyerhoff, renewal of Monday, Wednesday, Friday sponsorship of "Bob Elson on the Century" for 52 weeks effective January 3; Duff's Mixes, through Earl Bothwell Agency, participation three days a week in the "Beulah Karney" program, effective January 3; Chrysler Corp., for Chrysler dealers, through McCann-Erickson, five-minute participation on "Platter Party," Monday through Friday for 26 weeks ending May 13, 1949; Swift & Co., renewal of Tuesday and Friday chainbreaks for 52 weeks Holland Jewelry, through Malcolm Howard Agency, renewal of their two Sunday chainbreaks for 52 weeks; Special Foods, Inc. (Jay's Potato Chips), through Kaufman & Associates, three weekly station breaks for 52 weeks.

Ronson Buys Johnny Desmond Show On MBS

A new five-minute Sunday night musical show featuring singer Johnny Desmond will be sponsored on MBS by Ronson Art Metal Works, Inc., starting Jan. 9, it is announced by Jess Barnes, Mutual sales veepee. Show will probably be slotted at 7:55 p.m., EST.

Desmond will sing a special arrangement of "top tunes of the week" as selected by mail response. The Tony Mottola Trio will furnish the musical background. Agency for Ronson, which also sponsors "Twenty Questions" on MBS, is Cecil and Presbrey.

COAST-TO-COAST

KVOO's Pen Pals

Tulsa, Okla.—To promote their Saturday morning feature "Children's World," KVOO has completed a Pen Pal Contest which was created to encourage interest in the Pen Pal section of the show. Based on the sentence idea of "I Want A Pen Pal because. . . ." Renee Frisco, conductor of the children's program, has already arranged over 1,400 exchange of addresses.

WCCM Programs

Lawrence, Mass.—Norm Doyle, announcer on WCCM, enacts the role of Kris Kringle on a quarter hour program, "Letters to Santa," and reads the letters written to him by primary-grade school children. . . Featuring Bill Collins, Jr., "This is Home," presents a program which varies from interesting music to philosophical talks. It is heard Sunday afternoons from 1:00 to 1:30 p.m.

Christmas Story Series

Alberta, Canada—Aired at 4:30 p.m. on CBX for the third consecutive year is Mary Grannan, teller of fantasies for little people, who will relate her original Christmas story series. In ten parts, the series tells of a boy and girl, Kim and Kate, and of their adventures with a rabbit who knows the secret of entering magic lands through an enchanted tree.

Radio Merit Badges

Syracuse, N. Y.—In an endeavor to make it easier for Central New York Girl Scouts to earn their radio merit badges, John Hurlbut, WSyr promotion manager, conducts a special two-hour Saturday morning radio workshop which covers the basic requirements for the badge. The radio badges will be awarded at a city-wide Girl Scout Court of Honor next spring.

Program Manager Of WEEK

Peoria, Ill.—George W. Creemens has joined the staff of WEEK as program manager. In radio since 1935, Creemens was awarded the Peabody award for his transcribed report on the aftermath of the first a-bomb test from Oscura Basin, New Mexico, and his transcribed interviews with officials, witnesses and residents of the area.

First Annual Christmas Show

San Antonio, Texas—Harold Garr, KABC's program director, has been named to produce the gigantic First Annual Christmas show being staged here by Tel-Type, radio news weekly. The show will be comprised of talent from the various local outlets.

Frank Fay On WDRC

Hartford, Conn.—Chief Announcer Russell Naughton will interview Frank Fay, star of the touring play "Harvey" at 6:20 p.m. on December 16th over WDRC. Fay arrives on that day for a three-day performance in Hartford.

Garden Hints On KABC

San Antonio, Texas—Betty Bradford will present a weekly program on KABC known as "Over the Garden Wall." Garden news and hints and news of the activities of 22 local garden clubs will be the format of each week's broadcast. Soil and other gardening experts will be interviewed by Miss Bradford from time to time on the subject of local gardening problems.

News From WWOd

Lynchburg, Va.—Charles "Bud" Gourle has joined the announcing staff of WWOd. Don Jarvis has been promoted to the position of musical director and assisting in production of the station. Norman Simpson, will do the announcing chores when WWOd broadcasts direct from the "Santa Claus Bowl" in Philadelphia on December 18th in which Lynchburg's 100 pound champs are participating in the juvenile football classic.

Christmas Safety Campaign

Kansas City, Kans.—In anticipation of the usual increase in the number of traffic accidents during the pre-holiday period, an intensive Christmas safety campaign will be conducted beginning December 15th. To further the campaign, Eric Tainter, news editor at KCKN will broadcast a series of dramatic safety talks.

Christmas Cocktail Party

Cheyenne, Wyoming—ABC affiliate KFBC will hold its annual Christmas cocktail party on December 24th from 2:00 to 5:00 p.m. in a large reception room of a local hotel. Approximately 700 invitations will be extended according to announcement.

Annual Business Convention

Troy, N. Y.—Bill Needham, manager of WTBF, has announced that the Troy Chamber of Commerce has extended an invitation for the Alabama Broadcasting Association to hold its annual business convention here next April. Membership of the association consists of 67 stations and would bring more than 125 visitors to the city.

KWK Shows From Hospital

St. Louis, Mo.—Two "Ed Wilson Shows" are emanating daily from St. Luke's Hospital, where Ed Wilson, emcee, is confined. Broadcasting facilities have been installed in his room through the co-operation of the hospital and KWK's engineering staff.

Set Agricultural Program

Norfolk, Va.—A program entitled "The Farmer's Choice" is scheduled for Tuesdays, Thursdays and Saturdays from 6:35 to 6:50 a.m. on WTAR, NBC affiliate. One farmer in the surrounding area will select the music to be heard on each program and will be credited with the script.

BEHIND THE MIKE

A CONTESTANT on "Share the Wealth" program, asked by emcee Bill Slater for the name of a sneezing song, broke up the house with "I Took One Look At-Choo." Lon Clark makes his third annual appearance as Santa Claus on "Twenty Questions" this year. Lon does a bang-up job in this tough ad lib assignment.

Top mag profiling ace story teller, Peter Donald.

Joe Franklin, proprietor of WMCA's "Antique Record Shop," has Myron Cohen, Zero Mostel, Benny Rubin, Dave Barry, Smith & Dale, Henny Youngman, Morey Amsterdam, plus other top stars, lined up for his giant comedy frolics at Carnegie Hall and Bklyn Academy of Music on New Year's Eve.

Margaret Yard Tyler, famous woman portrait painter, currently exhibiting a "one-man" show at the Ward Eggleston Galleries.

Max Shulman scripting a half-hour TV package for Gene McCarthy and Tommy Farrell which would have the boys doing their disc jockey satire in addition to live guests whose records would then be parodied.

Bea Wain and Andre Baruch established some sort of a speed record by playing Vaughn Monroe's first batch of platters on their program exactly 15 minutes after Monroe had waxed them at RCA Victor studios.

Send Birthday Greetings To—

December 17

Dick Gilbert	House Jameson
Howard A. Miller	Herbert Nelson
Ray Noble	Stella Unger
Calvin J. Smith	Harriet Hess

December 18

Sam Berger	Lud Gluskin
Ernie Jacobson	Harry Kagen
Jocko Maxwell	Donald Stuart
Jerry Lawrence	Hal Kanter

December 19

Clark Dennis	David Niles
Charles Norwood	Jack Rubin
Tom Shirley	

December 20

Harold Anderson	Carol Bowers
Ted Fiorito	Hal Gordon
Jeanne Harrison	Al Kanner
Joseph Littau	Bob Prescott
Frank Peduto	

December 21

Bea Churchill	Xavier Cugat
Andre Kostelanetz	Bob Strong

December 22

Bob Guilbert	Eunice Howard
Dorothy Lewis	Deems Taylor

December 23

Herman Pincus	Don McNeill
Howard Breslin	W. A. Stretch, Jr.
John Waters	Jack Lloyd



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 45, NO. 54

NEW YORK, MONDAY, DECEMBER 20, 1948

TEN CENTS

RADIO-TV WEBS PLAN XMAS PROGRAMS

ET Industry Signing AFM Contract Today

Transcription industry will make deal with the American Federation of Musicians today at 3 p.m. Official signing of contracts, which comes as a quick follow up to the settlement made last week with the phonograph record industry, will take place in James Petrillo's office in New York.

ET firms will get a five year contract which is virtually the same as the one they had which expired last Dec. 31. Fees for musicians making transcriptions remain the same as before and the companies pay into the royalty fund three per cent of (Continued on Page 5)

Industry Joining RMA In 'Silver' Celebration

RMA will observe its Silver Anniversary at an all-industry celebration to be held in Chicago May 16-20, RMA announced here Friday. Joining in the "Silver Anniversary" tribute to RMA will be the Electronic Parts & Equipment Manufacturers Association of Chicago, the Eastern Sales Managers Club, the West Coast Electronic Manufacturers Association, and the National Electronic Distributors Association, spon- (Continued on Page 2)

Heavy Sales Increase Reported By Hallicrafters

At a meeting of stockholders of the Hallicrafters Co., Chicago, William J. Halligan, president, announced that the company's net sales for the four months ending December 31 will be close to \$6,500,000. This is (Continued on Page 2)

Substituting
Charles Casey Murrow, three-year-old son of Edward R. Murrow, whose newscasts are heard nightly over CBS, will take over the analysis portion of his famed father's program on Christmas Eve, Friday, Dec. 24. 7:45-8:00 p.m. to discuss the latest trends and developments on the Christmas-present front after an exhaustive interview with Santa.

New Twist
Chicago—A unique reverse in format will be instituted on the Yuletide broadcast of ABC's Breakfast Club, when Toastmaster Don McNeill, his wife Kay, and their three sons, Tommy, 14; Donny, 12, and Bobby, 7, are interviewed by the studio audience on the occasion of the family's annual Christmas visit to the program on Friday, Dec. 24, at 8:00 to 9:00 a.m., CST. Guests, on entering the studio that morning, will be requested to submit questions regarding the family, and a representative list will be selected prior to the broadcast.

AM-TV Nels To Cover Pres. Truman's Talk

Both the AM networks and TV are planning to give full coverage to President Truman's appearance before Congress on January 5 when he will deliver his State of the Union message in person. The broadcast will begin at 1 p.m., EST. President Truman is expected to speak for half an hour.

TV Ahead Of AM And FM In November's Production

Washington Bureau, RADIO DAILY
Washington—Another leap in TV receiver production was reported Friday by RMA for the month of November, with the output rising by 28 per cent. Total turnout for (Continued on Page 2)

Audience Research Needs Are Studied In TV Survey

Various problems relating to tele- vision effectiveness are "most greatly in need of more and better research," according to a survey of 43 leading network and agency researchers just completed by Herbert E. Krugman, of Richardson, Bellows, Henry & Co. The research execs were quizzed on two subjects: "First, which of the established audience research areas are most sadly in need of more

Special Yule Shows Complemented By Holiday-Season Angle Permeating Even Regular Network Fare

Committee Chairman Says: 'No Crusader'

Washington Bureau, RADIO DAILY
Washington — Senator Edwin C. Johnson, Colorado Democrat who next year will take the helm of the Senate Interstate Commerce Committee, said Friday he is "no crusader." He has no plans set yet for committee activity in the broadcast field, he said, "but I'm turning a lot of things over in my mind, and (Continued on Page 6)

Kendrick Will Succeed Late Geo. Polk For CBS

Alexander Kendrick, veteran radio reporter and foreign correspondent, has been named to succeed the late George Polk as CBS correspondent in the Near East, it was announced Friday. Kendrick has been acting CBS (Continued on Page 4)

Chicago Stations Plan Special Xmas Programs

Chicago — Special features on all of the major Chicago stations will enliven Christmas week. A full hour and a half variety show of Yuletide music and amateur skits presented (Continued on Page 2)

Network program fare is solidly afloat this week with Christmas programming and any show that doesn't have a Yuletide angle is a rarity. No web listener from now until Dec. 25 will be uninformed of the calendar date as all programs from soap operas to newscasts participate in observance of the biggest holiday season of the year.

Despite the revolution, NBC proclaims that "traditional holiday merry-making will be reflected brightly" in its long list of Christ- (Continued on Page 6)

Musicians-BBC Settle Broadcasting Scale

London (By Cable)—Recommendations for settlement of the musicians dispute with the British Broadcasting Corporation were made Friday by a committee appointed by the Ministry of Labor to make a settlement.

In the matter of minimum fees for casual studio broadcasts the committee has awarded ten shillings in- (Continued on Page 5)

Remittances Requested For Radio-Trade Movie

Washington Bureau, RADIO DAILY
Washington—Herbert L. Krueger of WTAG, Worcester, said Friday that subscribers to the forthcoming All-Radio Presentation may now re- (Continued on Page 6)

Public Service
The Variety Club of Albany and Station WOKO made radio history on Thursday, Dec. 16, when the entire day's programming was dedicated to the annual Denial Day plea for free vacations for underprivileged boys. Jim Hooley, general manager of WOKO, participated with Saul Ullman, chief barker of Albany tent.

RADIO DAILY



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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES
Ralph Wilk, Manager
6425 Hollywood Blvd. Phone: Granite 6607
WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlgren Rd.
Phone: Wisconsin 3271
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg. 155 No. Clark St.
Phone: State 2332

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FINANCIAL

(December 17)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8	7 7/8	8	+ 1/8
Admiral Corp.	20 1/2	19 3/4	19 3/4	+ 1/8
Am. Tel. & Tel.	150 1/8	150	150 1/8	+ 1/8
CBS A	21 3/4	21 1/2	21 3/4	+ 1/8
CBS B	21 1/2	21 1/4	21 1/4	- 1/8
Farnsworth T. & R.	7 3/8	7 1/8	7 1/8	- 1/8
Gen. Electric	38 7/8	38 1/4	38 7/8	+ 3/8
Philco	40	39 5/8	40	+ 1/8
Philco pfd.	86	86	86	+ 3/4
RCA Common	13 1/2	13	13 1/2	+ 1/8
Stewart-Warner	13 1/8	12	12 7/8	- 1/8
Westinghouse	24 1/4	23 5/8	23 7/8	- 3/8
Westinghouse pfd.	90 3/4	90 5/8	90 5/8	+ 1/8
Zenith Radio	32	32	32	+ 7/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	11	11	11
Nat. Union Radio	3 1/2	3 3/8	3 3/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	14 3/4	15 3/4
Stromberg-Carlson	15 1/4	16 3/4

Heavy Sales Increase Reported By Hallicrafters

(Continued from Page 1)

over half of the entire year's sales for the fiscal year ended August 31. Halligan also said that total sales for the fiscal year 1949 would approach \$18,000,000. The company already has on hand firm contracts totalling \$6,000,000. Last year's total sales were \$11,233,758.97, with profits of \$318,176.55 after taxes, as announced in the annual report recently released.

The BEST CHRISTMAS SONG
in the Country!
"BLUE CHRISTMAS"
CHOICE MUSIC, Inc.
1576 Broadway New York City

Inquiry

San Antonio—The morality of radio programs and other forms of entertainment is under the scrutiny here of the Archdiocesan Council of Catholic Women. A committee has been formed under the chairmanship of the president of the San Antonio District council, to investigate the various forms of entertainment in the city. According to the head of the committee, one way of combatting the low moral tone of such entertainment is to form listening groups for good radio programs.

TV Ahead Of AM And FM In November's Production

(Continued from Page 1)

the four-week period covered in the RMA report was 122,304 sets, compared with 95,216 sets for the four-week October period. This jump to more than 30,000 sets per week was accomplished despite the holidays during November.

Total TV turnout for the year thus rose to 705,653 sets—with 1948 seeing a production overall of 12,894,805 sets in the first 11 months. These include 10,799,432 AM and 1,389,720 FM-AM combinations. There are no figures for the comparatively new FM-only sets.

AM-FM production tapered off slightly from the high October rate—dropping from 170,086 to 166,701. November rate, however, was 54 per cent greater than the weekly average for the first three quarters of 1948.

Place New ET Accounts

Placing of 17 new transcription programs the past week was announced Friday by Charles Michelson, Inc., New York ET producers. Among the placements were "The Sealed Book," WGBG, Greensboro, N. C.; "My Prayer Was Answered," "Blackstone, the Magic Detective," WSIC, Statesville, N. C., KWLK, Longview, Wash., and WSIX, Nashville, Tenn.

10 YEARS AGO TODAY

From the Files of Radio Daily

In an effort to develop its Broadcast Division the American Communications Association will campaign after the first of the year to enroll new members and will attempt to co-operate more closely with non-competitive labor groups such as the American Federation of Radio Artists. . . . The attempts to secure radio talent for the New York World's Fair and the San Francisco Golden Gate Exposition has developed into a keen rivalry between promoters. . . . Columbia's New England Network issued its first rate card listing nine stations in the net, plus a note on the inclusion of the tenth.

Chicago Stations Plan Special Xmas Programs

(Continued from Page 1)

tonight (Monday, Dec. 20) on the Motorola Christmas Party for servicemen at the Great Lakes, Ill., Naval Training Station will be televised on WNBQ from 7 to 8:30. Two choral groups of 65 voices each, both made up of Motorola employees, will participate, and six skits will be presented by Great Lakes servicemen.

WGN is putting on a special program titled "Season's Greetings" 5 to 5:15 p.m. from December 20 to 24, on which the new Deagan celeste-chimes will be heard. Two chimes, which have been installed in Tribune Tower, will give forth with musical selections each evening, and Franklyn McCormack will present poetic interludes to the accompaniment of organ melodies by Harold Turner.

On December 26 the Pilgrim's Chorus of the Chicago Congregational Union, a group of 30 male voices organized by WBBM producer Bev Dean, will make its radio debut in a program of Christmas carols on WBBM. The inter-racial chorus, selected from 86 Congregational Churches in the Chicago area, is presented under the auspices of the Church Federation of Greater Chicago.

Industry Joining RMA In 'Silver' Celebration

(Continued from Page 1)

sors with RMA of the Annual Parts Industry Conference and Trade Show.

Army and Navy and other Government officials, broadcasters, and also foreign radio organizations will be invited to participate in the RMA anniversary celebration, which is being arranged by RMA President Max F. Balcom and a convention committee under the chairmanship of the treasurer and past-president, Leslie F. Muter, of Chicago.

An RMA "Silver Anniversary" banquet, on the evening of Thursday, May 19, in the grand ball room of the Stevens Hotel, will climax the industry celebration. Outstanding radio stars will participate in a radio and television broadcast over national networks during the industry dinner, which is expected to draw several thousand persons to Chicago.

Farm Expert Joins WFHA

Hartford, Conn.—Elliott P. Miller announces the appointment of A. J. Brundage, who has been Connecticut's State 4-H Club Leader for 34 years, as well as supervisor of agriculture in the rural schools, as farm coordinator of WFHA. The FM station in Hartford and New Britain, which has recently become associated with the Rural Radio Network. WFHA will devote the major part of its program schedule to the Connecticut farmers. "Gus" Brundage is known to thousands of farmers all over the State.



He knows his oats

The horse knows his oats.
So does the fellow who owns him.

That hot Shanghai sun takes the pep out of a horse.

So the owner puts a straw hat on ol' Dobbin.

Net result: More horsepower!
Time buyers who know their oats put W-I-T-H on their list.

Net result: More sales power!
For less money! W-I-T-H is the BIG independent in Baltimore . . . with the BIG audience.

In the nation's 6th largest market, W-I-T-H delivers more listeners-per-dollar than any other station!

Listeners with money to spend.
Listeners who buy goods.

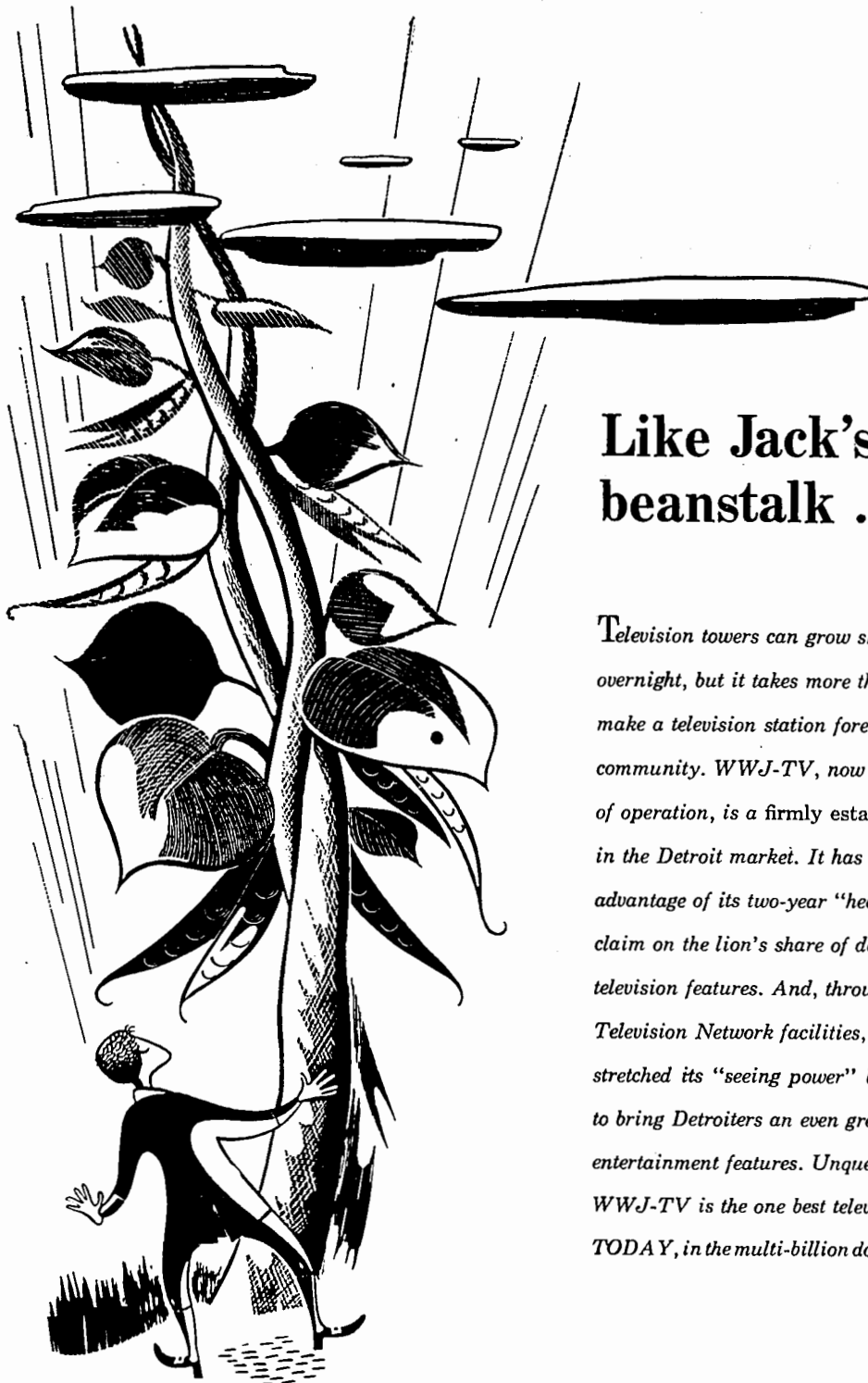
How about giving them an earful of the product you're selling? It'll cost you less . . . to sell 'em more . . . on W-I-T-H.

Get in touch with Headley-Reed today.

AM FM

W.I.T.H.

Baltimore 3, Maryland
TOM TINSLEY, President
Represented by Headley-Reed



Like Jack's beanstalk . . .

Television towers can grow sky-high overnight, but it takes more than just a tower to make a television station foremost in its community. WWJ-TV, now in its third year of operation, is a firmly established leader in the Detroit market. It has taken full advantage of its two-year "headstart" to stake its claim on the lion's share of desirable local television features. And, through its NBC Television Network facilities, WWJ-TV has stretched its "seeing power" beyond the horizons to bring Detroiters an even greater diversity of entertainment features. Unquestionably, WWJ-TV is the one best television "buy" TODAY, in the multi-billion dollar Detroit market.

FIRST IN MICHIGAN

Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

ASSOCIATE AM-FM STATION WWJ

WWJ-TV

NBC Television Network

AGENCIES

ROBERT WOLCOTT DAY has joined the New York office of the H. B. Humphrey Company, New York and Boston agency, as director of television and radio account executive. Before joining Humphrey, Day was radio director for John Hancock Mutual Life Insurance Company, Boston.

ADVERTISING FEDERATION of AMERICA has elected to membership: Radio Corporation of America, RCA Victor Division, Camden, N. J.; The United States Printing & Lithograph Company, Cincinnati; The Progress-Index, Petersburg, Virginia; Alfred Colle Company, Minneapolis; Bceson-Faller-Reichert, Inc., Toledo; and Detroit Electrotpe Company, Detroit.

FRANK M. LEONARD has joined the publicity department of Benton & Bowles, where he will work on radio publicity and promotion. Leonard formerly handled publicity for the Republican National Committee, and before that he was promotion manager for Aero Digest Publishing Corporation and director of publicity for the Air Force Association. . . . **FREDERIC PAPERT** has joined the staff of Benton & Bowles agency as a copywriter on the Three Feathers and Post's Cereals accounts. He formerly was with Cecil & Presbrey.

RECENT APPOINTMENTS at Doherty, Clifford & Shenfield, Inc., were: Leslie A. Hart, formerly with Eastern Cooperatives, Inc., to copy; Paul G. Indorf, formerly of J. M. Mathes, Inc., to radio copy, and Albert Skolnik, previously with Pedlar & Ryan, Inc., to media.

Kendrick Will Succeed Late Geo. Polk For CBS

(Continued from Page 1)

correspondent in Vienna for the past several months. He began his newspaper career in 1929 with the Philadelphia Inquirer. In 1945 he went with the Chicago Sun and the New York newspaper PM, now the Star. He covered the Paris Peace Conference for these papers and subsequently was assigned to Moscow where he remained until several months ago when the Sun closed its Russian bureau. During his stay in Russia he did several CBS news broadcasts.

George Polk's tragic death last May in the Bay of Salonika, Greece, still is being investigated by American and Greek authorities.

ADVERTISING EXECUTIVE

Seeks sound proposition with agency organizing television department—sales promotion—animated cartoon background—age 45—\$6500—available Jan. 1. Write RADIO DAILY, Box 196, 1501 Broadway, N. Y. C.



California Commentary. . . !

• • • **Judy Canova**, radio's official "March of Dimes Girl" is arranging to appear as a guest on approximately twenty-five shows between Jan. 14 and 31 in the interest of the 1949 March of Dimes campaign. . . . **Spike Jones** will take his "Spotlight Revue" airshow on the road early in January, making one-night stands between the weekly radio programs as he goes along. . . . Probably the first radio program to salute the Bill of Rights on its birthday was presented by Warner Bros. KFVB's Breakfast Club, Dec. 15th. . . . **Dave Schwartz** has joined the writers' staff on the "Alan Young Show," new NBC comedy which hits the airwaves Jan. 11. . . . **Roy Rogers** and **Dale Evans**, stars of Mutual's "The Roy Rogers Show," have returned from Texas where they went for some late fall hunting. . . . **Harry R. Lubcke** has returned to Hollywood after a ten days' trip to New York and Washington, D. C.

Hollywood

• • • During a rehearsal for last Friday's Eddie Cantor show, guest-star Jack Benny was relating Al Jolson's sudden renaissance. "Just think," said Jack, "only a few years ago, Jolson was through. No picture, no radio, nobody bought his records. Suddenly, he becomes the biggest person in show business. He'll make a few million on his pictures, he's got his own radio show and records are selling as fast as they're made." "That just goes to show," replied Eddie, who has a unique understanding of merchandising, "you must never close the store!" . . . **Jo Lawler** has taken **Connie Caro's** place in the Mutual publicity office. **Miss Caro** resigned to join a publicity agency office. . . . **Frank DeVol** is planning to open drive-in record stores in the San Fernando Valley next spring in partnership with his agent, **Marty Melcher**.

★ ★ ★ ★

• • • "Meet The Stars," a five-minute spot featuring **Bill Stewart**, Hollywood emcee, made its debut on the ABC network, Dec. 16. The show is slated to go five nights a week sometime in January. . . . **Jimmy Wakely** has been set for three more personal appearances, tying in with his Monogram Westerns and his Capitol recordings. . . . Plans are well under way at a major film studio to do a picture based on **Jack Bailey's** "Queen for a Day," and carrying the same title as the popular Mutual network airer. . . . **Tel-Radio** in conjunction with **Ash Productions** presented on television for the first time in this area **Charles Dickens' "Christmas Carol,"** over KTLA, December 19. Program is called "Mabel's Fables." . . . **Kate Crosby**, mother of **Bob, Bing, Everett** and **Larry**, made one of her rare appearances the other evening when she dropped in at the rehearsal of **Bob's "Club 15"** show. . . . **Day Layman, Y.&R.** Hollywood account executive, spending two weeks in New York office of agency on 1949 plans for **Hunt Foods, Inc.** Copy chief **Charles Lasher** and art director **Robert Wheeler** of local office are with him.

★ ★ ★ ★

• • • **Black and White** records are going to present **Bill Anson**, KFVB disc jockey, with the most expensive canary and bird cage in appreciation for starting the hit tune "A Little Bird Told Me." Now **Anson** is hoping to make the record "In My Convertible Cadillac" popular. . . . "Clancy Lowered the Boom," novelty published by **Dennis Day's Patmar Company**, hit the jackpot recently with special arrangements presented over the air by the **Andrews Sisters, Eddie Cantor** and **Dinah Shore**, and **Alice Faye** and **Phil Harris**. The RCA waxing by **Day** is one of the vocalist's top-selling singles to date.

★ ★ ★ ★

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CHICAGO

By NAT GREEN

JOHN FARWELL, formerly associated with the advertising and promotion departments of the Chicago Herald-American, has joined the WBBM staff as sales promotion manager, replacing **Art Duram**, who will leave soon after the first of the year to work in network promotion of television for CBS in New York City.

WENR-TV will televise the polo game between the famous San Francisco team and the Chicago American League team.

"The Adventure of the Bludgeoned Bookie," story of a Chicago gambler who was paid off with death, will be telecast Monday evening over WGN-TV, with **Gordon Urquhart** as **Jeff Hall**, the detective-hero of the series. Show is written by **George Broderick** and directed by **Bruno Vesoto**.

WIND's annual Christmas festivities for staff and clientele are scheduled for December 22, in the penthouse establishment of the Sheraton Hotel.

Nina Edinger of the WBBM sales staff will leave December 17 to join the staff of the B. & K. tele station WBKB as a member of the scheduling department.

"Christmas Fantasy," which will be presented December 24 over WENR-TV, is sponsored by **Morris B. Sachs**.

A Sugar Bowl jamboree was held Saturday in the WGN studio theater when **Fred Reynolds**, who impersonates **Harold Teen** in WGN's disc show "Swinging at the Sugar Bowl," announced the seven top tunes among teens. Cartoonists **Carl Ed**, creator of **Harold Teen**; **Chester Gould**, who draws **Dick Tracy**; **Stanley Link**, who does the **Dailys**, **Tiny Tim** and **Ching Chow**; **Chet Adams**, **Gigs and Gags**; **Jack Ryan**, **Streamer Kelly**, and **Wally Carlson**, of **Mostly Malarky**, were on hand to make original sketches during the jamboree.

WBNX Delivers THE SPORTS AUDIENCE

by delivering all sports results all afternoon . . . 1:00 thru 6:00; 8:00 thru 8:15 . . . Monday thru Saturday.

WBNX Delivers THE MOST FOR YOUR CLIENT'S DOLLAR

Investigate

Ask for schedule of few participating spots remaining.

WBNX Broadcasting Co., Inc.
260 E. 161st ST., N.Y.C. ME. 5-0333

or
A. LEWIS KING

527 LEXINGTON AVE. PLaza 9-1389

Musicians-BBC Settle Broadcasting Scale

(Continued from Page 1)

crease in existing minimum rates. This means for example, minimum rate for studio broadcast in London now two pounds ten shillings, instead of two pounds and minimum provincial rate two pounds one and sixpence instead of one pound eleven and sixpence. BBC is taking steps to implement this award which is effective from December 1st.

Fees First Consideration

First of matters which committee asked to make recommendation was fees for relays of performances given at theaters, public concerts, etc. Previous agreed rate for these broadcasts was twelve and sixpence per musician and the union had asked for full studio fee representing an average of about two pounds ten shillings. Committee has expressed strong opinion that the embargo on relay broadcasts imposed by union during present year should be lifted in interests of listening public and that increased fee BBC had already offered to union namely, new rate of twenty five shillings, is adequate.

Second matter on which committee asked to make recommendation related to repeat broadcasts to home listeners of BBC recordings which in case of programs primarily musical in character are at present prohibited under existing agreement between BBC and union. Committee recognized the onerous nature of this restriction and recommends that BBC and Musicians Union should jointly consider as soon as possible whether or not some modification of this agreement cannot be reached.

Gramophone Records a Factor

Remaining matter which committee has been asked to make recommendation was number of hours during which BBC shall be free to broadcast gramophone records for home listeners. In existing agreement total of twenty six hours weekly is allowed to BBC for its home light and third programs and this total will in 1949 be reduced to twenty two hours.

Ministry of Labor Committee has expressed view that present number of hours might without prejudice to unions interests be increased to between twenty eight and thirty five a week with some special facilities to allow regions to put on their own gramophone record program-basis which gramophone industry itself recommended to committee.

In addition committee recommends setting up of standing joint body for future negotiations between BBC and union. These recommendations will be carefully considered by BBC.

New Andrews Series

Washington—Weekly commentaries by Bert Andrews of the New York Herald Tribune will be aired by ABC and affiliated stations. Andrews will broadcast his views on the Washington scene Saturdays in the 7:15-7:30 p.m., EST, period.

★ THE WEEK IN RADIO ★

Record Companies Resume Recording

By VAL ADAMS

RECORDING companies and AFM officially signed new five-year contract day after Department of Labor okayed trustee plan. Secretary of Labor Maurice Tobin said trustee fund is not in violation of Taft-Hartley Act. Record companies immediately resumed recording. ET industry is buying same type of deal shortly.

NAB code becomes effective Jan. 1 but there's tremendous lack of sentiment among broadcasters to back it up. Machinery to encourage observance is still to be set up. . . . FCC declared Paramount Pictures exercises control over DuMont. Commission proposed to deny pending TV applications of DuMont for Cleveland and Cincinnati and Paramount for San Francisco, Detroit and Boston.

Pepsi-Cola has purchased \$1,800,000 worth of time on ABC for a program starting Tuesday, Jan. 11. . . . Radio Executives Club Christmas luncheon party in New York raised over \$3,000 for charity. . . . BMB issued new book, "Who Owns Radios?" Multiple set families are placed at more than 15,000,000. Survey revealed 74,000,000 sets in working order and 5,000,000 that are not.

Move of motion picture companies into radio and television being closely watched by Dept. of Justice, according to copyrighted story in United States News. . . . First station entries received by Peabody awards committee. . . . General Foods switching CBS sponsorship from "Mr. Ace and Jane" to "My Favorite Husband" starting Jan. 7. . . . Radio stars flying to Germany to entertain GIs on Christmas Day.

Sportscaster Marty Glickman given new two-year contract by WMGM, New York. He's vacating job as sports director. . . . Samuel R. Rosenbaum, trustee for recording royalty fund, said no less than \$1,500,000 will be paid in by companies during first year of new agreement. He said \$100,000 is already in the kitty, about one-third of the total amount due for last quarter of 1948. . . . U. S. Weather Bureau in New York using Finch facsimile for transmission of weather maps.

Comedian Bob Hope put in bid to buy WHAS, Louisville, bringing bidders to three. Hope would switch affiliation of station from CBS to ABC. . . . Overwhelming demand for TV receivers at expense of radio set sales reported by 80 per cent of manufacturers, distributors and dealers polled by RADIO DAILY. . . . Announcer Nelson Case opposed in re-election for president of AFRA's New York local.

FM receiver manufacturers have by-passed some important areas in distribution of sets, according to charge by Graeme Zimmer, radio director of Syndicate Theaters, Inc., operator of WCSI, Columbus, Ohio. Zimmer also charged some FM sets

lack proper sensitivity. . . . New York Football Giants may not sell TV rights next year. (That's current thinking of President Jack Mara. . . . Philco running a weekly paid TV column in three San Francisco Bay Area newspapers.

Gabriel Heatter signed exclusive five-year contract with MBS. Gabber gets a guaranteed income and pact is renewable for another five years. . . . Contract negotiations successfully concluded between Radio Writers Guild and special committee representing sponsors, agencies and package producers. . . . Refusal of Dorothy Thackrey to stipulate separate price for KLAC, KLAC-TV and KYA again upheld by FCC.

NBC making full time use of carrier synchronization to reduce interference by TV stations on same channel whose signals overlap. David Sarnoff of RCA said development means much to rural sections since it allows them to have TV service where it might not be possible otherwise. . . . Marion Harper, Jr., elected president of McCann-Erickson. He succeeds H. K. McCann who was elected board chairman. . . . Read Hamilton Wight, executive producer for ABC and member of TV sales department, joining J. M. Mathes agency as director of radio and television.

Seven more AM stations okayed by FCC. . . . Music Corporation of America may set up own record service department for artists and orchestras. Deal may be made with Columbia Records. . . . Sales figures for WBAL, Baltimore, in October and November were highest in history except for one month in 1945. Foreign language station, WOV, New York, had all time sales high in October.

Horace Heidt shifting into Jack Benny's time period on NBC. . . . Edgar Bergen quitting radio temporarily after broadcast of Dec. 26. He probably won't be back before next fall and then it may be television. . . . WNEW, New York, produced and turned over to United Nations series of jingles titled "Little Songs About U. N."

Hoagland, To Campbell, Radio-Show Supervisor

Campbell Soup Company, Camden, N. J., has announced appointment of John G. Hoagland as supervisor of radio programs. Hoagland begins his new assignment in the company's advertising department on January 3rd.

Hoagland has been radio director of Robert W. Orr & Associates, Inc., New York City, and will continue with that organization until just prior to assuming his new duties. Prior to joining the Orr organization in 1945, he filled various sales and program promotion assignments with the National and American Broadcasting Companies.

ET Industry Signing AFM Contract Today

(Continued from Page 1)

their gross volume. There are certain allowances and considerations made by the AFM for services rendered by ET firms to clients outside of musical transcriptions.

Most of the leading ET representatives in New York are expected to be on hand for the signing in Petrillo's office today. Final wording of the contract was agreed upon Friday and the actual papers were drawn up, over the weekend.

CBC Would Extend Web To Newfoundland Station

Montreal—A. Davidson Dunton, chairman of the Canadian Broadcasting Corporation board of governors, announced that the CBC hopes to originate network broadcasts from Newfoundland besides giving the Island Canadian network programs after March 31, 1949, when it officially becomes Canada's tenth province.

Under the terms just signed in Ottawa, CBC will take over the Broadcasting Corporation of Newfoundland.

"The main problems now," said Mr. Dunton, "is getting a line into the Island. We've been talking that over with Newfoundland broadcasting officials for several weeks. There has been considerable technical difficulty getting wire line connections."

The general idea was that Newfoundland stations—the one government-owned outlet and two private stations operated by church organizations—would keep on much as they do right now.

"We certainly hope to get some programs out of Newfoundland that will be of interest to Canada," added Mr. Dunton.

AFA Releases Booklet On Advertising Values

Estimating that a total of \$3,800,000,000 was spent on all forms of advertising in this country during 1947—the equivalent of \$25 for every man, woman and child, the Advertising Federation of America, yesterday released a booklet on advertising to its 25,000 members throughout the country. The pamphlet also states that it is only 1½ per cent of our gross national income and probably less than 1 per cent of the total national volume of all sales transactions.

KWRN On The Air

Station KWRN, Reno, Nev., started its FM broadcasting early this month, its owner, Rene Newspapers, Inc., has announced.

Merrill Inch, who has been managing KWRN since it started in 1947, also heads the new FM setup. Gene Shumate is program director for both KWRN and KWRN-FM. Carl Digno handles advertising sales for both stations.

Yule Note Dominant In Web Programming

(Continued from Page 1)

mas programs. What NBC calls the "plum of the bounty" will be Elgin's "Two Hours of Stars" on Dec. 25, starting at 4 p.m., EST. In the lineup of stars is Bob Hope who, instead of broadcasting to GIs overseas, will be in Germany with the GIs broadcasting to the folks back home.

Tonight, Monday, at 8 p.m., EST, over NBC the Du Pont, Chorus composed of more than 100 men and women of the Du Pont Co., makes its annual Christmas appearance on "Cavalcade of America." Frank J. Clark, Jr., conducts the chorus. Charlie McCarthy and Mortimer Snerd will take part, with assistance from Edgar Bergen, in the "Screen Guild Players" production Dec. 23, 10 p.m., EST, of "Snow White and the Seven Dwarfs."

CBS is passing the word that the "joyous bells of Christmas Day will find their echo in a veritable carillon of supervariety entertainment Dec. 25" when Columbia presents "Christmas Festival," 4 p.m., EST, a two hour show sponsored by the William Wrigley, Jr. Company. Gene Autry is host-emcee. "Miracle On 34th Street" will be back again tonight at 9 p.m., EST, on Lux Radio Theater with Edmund Gwenn in the starring role.

"You, and Christmas"

Columbia's "You and . . ." series of informative interviews, aired daily at 6:15 p.m., EST, contributes to the holiday schedule this week with five facets of the general subject, "You and Christmas." Musically, CBS Christmas programs will run the gamut from merry popular songs as styled by the Andrews Sisters on Bob Crosby's "Club 15" to the web's annual midnight concert of carols which begins Christmas Eve at midnight with Jennie Tourel as soloist.

"Yuletide cheer for young and old alike," says ABC, "will ring through the ABC network's programs during Christmas Week, with seasonal dramas, carols and variety entertainment keyed to the holiday." This week ABC is sending an actor, dressed as Mr. Micawber of Charles Dickens fame, on visits to children in New York hospitals and orphanages. The character accompanies choral groups who will lead youngsters in Christmas carols on broadcasts being presented Dec. 20, 21 and 22 at 3:45 p.m., EST.

Groucho Marx on ABC Dec. 22 at 9:30 p.m., EST, will have as his guests, department store Kris Kringle. "This is Your FBI" for Christmas Eve, 8:30 p.m., EST, is casting Jerry Devine's story of Santa Claus who "took a powder." On Dec. 25 ABC will call in its foreign reporters at 1:30 p.m., EST, to tell of Christmas throughout the world.

MBS relates that "Merry Christmas! are the joyful words of traditional good cheer that will resound verbally, musically and dramatically over the coast-to-coast Mutual

• • Musing by Miller • •

James Miller, the bard of the NBC press department, stopped weaving on his Persian rug long enough the past week, to pen some lines of credit to clients; co-workers, TV and even the FCC. Miller's word weaving follows:

Here's a toast of Christmas glee
To you, dear ed, from NBC,
From Niles Trammell, Charles R. Denny,
A gladsome Yule despite Jack Benny,
R. J. Reynolds, Coca-Cola,
Bristol-Myers, Motorola,
Duffy's Tavern, Milton Berle,
Cities Service, Standard Erl
Both the Roberts (Trout and Hope)
Campbell's soup and Colgate's soap
Wish you all, come wind or rain,
A New Year full of capital gain.

* * *

So raise up your glasses and join in a toast
From the network that most people listen to most
To the radio business; to all of the stations,
To Hooper and Gallup and public relations,
To agencies, writers, producers and clients,
To Hooper midgets and Hooper Giants,
To singing commercials and giveaway shows,
To the Velvet Fog, to the Voice and the Nose,
To BMI, ASCAP, BMB,
To CBS, MBS, ABC,
To local repeats taken off the line,
To mystery shows (after half-past nine),
To newsmen, reporters, political seers,
Musicians, comedians, engineers.
To chairman Wayne Coy and his radio sentries,
To public service and documentaries,
To shows of the Genus Mr. and Mrs.
We blow our warmest Christmas kisses.

* * *

And lastly one good hearty quaff
To radio's new and better half,
To video, tremendous child
Of all the arts—and least defiled,
Let's stand and pledge with solemn heart,
To help promote this new-found art,
To speed that day of milk and honey
When video starts making money.

New Kirkwood Series Set For ABC Network

A new domestic comedy series starring Jack Kirkwood and his wife, Lillian, will be launched on ABC Monday, Dec. 27, at 11:45 a.m., EST., under the title, "At Home With the Kirkwoods." New series will be broadcast daily Monday through Friday and featured on the program will be Bill Grey, as the heckling neighbor of the Kirkwoods.

Broadcasting System time and time again during the holiday season." On Dec. 23, 8:30 p.m., EST, MBS will present a special Hollywood originated "Thou Bethlehem" broadcast. Show also will feature Meredith Willson's orchestra and the Mitchell Boys Choir.

Mutual's "Great Scenes From Great Plays" will drop its regular format on Christmas Eve, 8 p.m., EST, for a special musical program starring Gladys Swarthout and Lawrence Tibbett. The stars will be supported by an a capella mixed choir and Nathan Kroll's orchestra. Also on Christmas Eve, at 11:55 p.m., EST, Mutual's late night news program will devote itself to news copy on the theme of "what we would like the news to be."

Remittances Requested For Radio-Trade Movie

(Continued from Page 1)

mit the amounts of their subscriptions. Krueger is treasurer of the presentation committee. The committee, charged with the production of the motion picture promoting radio as the top advertising medium, was recently authorized to bill all subscribers.

Krueger said invoices for the subscriptions may, in some cases, not be ready to go out to subscribers until after the Christmas holidays, but he said that he hoped subscribers would send their remittances to committee headquarters, at 1771 N. Street, Washington 6, D. C.

WHLI Special Xmas Program

Radio Station WHLI-FM, Hempstead, L. I., will broadcast a special program, "Christmas in New York," at 8:45 p.m. Wednesday, December 22nd. The program is a 15-minute feature describing Christmas in New York 300 years ago and tells how Yuletide observances of the Dutch and other nationalities together have influenced Christmas traditions. It will be presented in the public interest.

Committee Chairman Says: 'No Crusader'

(Continued from Page 1)

you can be sure that anything the committee does I'm going to be pretty close to."

He is aware of rumors that the committee will launch a full-dress investigation of newspaper-ownership of radio stations, but "that's not my idea," he said. He is far from certain that such a study will take place, but added that he is interested in "several angles."

Johnson seemed likely to keep the actual direction of committee activity in the broadcast field to himself, although he may appoint a special subcommittee to work with him. Staff adviser Edward Cooper, it is said, has been seeking the appointment of such a subcommittee—but Cooper has also been urging that Johnson name Senator Ernest McFarland of Arizona to chair the subsidiary group. It seemed Friday that the Colorado veteran will probably not do so. He explained that he "will be blamed for what happens in radio," so he might as well be responsible.

On the list for possible committee study, he said, is the relationship between motion pictures, radio and television.


Brown Heads Department Of AVISO Operations

Edwin H. Brown has been appointed Field Director of the American Voluntary Information Services Overseas, Inc., it was announced yesterday.

Brown, a former writer and editor of Voice of America and WRUL, will handle assignments and bookings for radio, films and features for AVISO. The newly-formed outfit will send a photo and sound recording team to Europe next month for two years to produce spot news transcriptions in connection with American relief and Marshall Plan aid to the continent.

KROD On Upped Power

El Paso, Tex.—KROD, Columbia affiliate in El Paso, has commenced operation with 5,000 watts, day and night, on 600 kc. Station formerly used 1,000 day, 500 nights.



Adam J. Young Jr.
22 E. 40th St., New York, N.Y.
**RADIO & TELEVISION
REPRESENTATIVES**
New York • Chicago • Los Angeles • San Francisco

TELEVISION DAILY

Section of RADIO DAILY, Monday, December 20, 1948 — TELEVISION DAILY is fully protected by register and copyright

STUDY AUDIENCE RESEARCH NEEDS

TELE TOPICS

DR. EDWIN H. ARMSTRONG, inventor of FM and professor of electrical engineering at Columbia, has gone on record in opposition to RCA's contention that carrier synchronization would solve the problem of tropospheric interference. Even if synchronization was successfully operated, he said, it would eliminate only the bar types of interference. Other interference, caused by picture modulation of a distant station would be received and, under certain conditions, would be enhanced by synchronization, he added. "It's well known," Armstrong said, "that tropospheric interference is at a minimum in winter and reaches a maximum during the summer months. Only after a test of the system through the coming winter can the proper spacing between stations be finally determined."

A HALF-MILLION DOLLAR SUIT has been slapped on ABC, Lester Lewis and Neil Hamilton by Screen Test, Inc., claiming infringement of rights in a radio show carried by Mutual for 26 weeks during 1944. A program titled "Hollywood Screen Test" is now scanned by ABC-TV on Sunday nights. Lewis owns the package and Hamilton is emcee. Plaintiff has asked for a restraining injunction and defendants have been ordered to show cause in New York Supreme Court on Dec. 27. . . . Singer Bob Houston goes into the Stan Haw stanza over WABD for a week's run beginning today. . . . Next REC session, slated for the 30th, will be devoted to a TV seminar, with E. K. Jett, Spyros Skouzas and Richard Hubbell heading the lineup of speakers. . . . Marschalk and Pratt has come up with an unusual Christmas commercial for Esso Standard Oil Co. for airing in 11 markets. The one-minute film uses art work and music, without a spoken word.

ABC'S CHICAGO OUTLET has come up with an excellent public service project, which stations in other areas, especially those to which TV is a newcomer might emulate. Every Friday night, WENR-TV sponsors a public question and answer forum about video. Sessions, which are aired, feature discussions by station staffers of behind-the-scenes activities at the outlet and of network operations. Forums are emceed by Eddie Hubbard, and questions, asked by visitors in the studio, are answered by Fred Kilian, program director; Jack Gibney, executive producer; Monte Fassnacht, production director; Nancy Goodwin, staff writer, and Frank Coerner, technical director. . . . Eloise McElhone, now with KFI-TV, Los Angeles, is due in New York this week to brighten the city for the holidays. . . . Gypsy Rose Lee takes on a new role Christmas night when she plays Cinderella's Fairy Godmother on a special CBS show produced by Paul Feigay.

New Film Projector Acquired By ABC

ABC has acquired exclusive tele license to the Dunning Animatic projector, designed to achieve a low cost method of producing 16 mm. films and commercials. Under the contract, the device is available to web-owned stations as well as affiliates. It is produced by the Dunning-color Corp. of Hollywood.

Similar to slide film projectors, the Animatic achieves animation in films by pulling each picture down in the interval of 1/200th of a second. The illusion of animation is achieved through the fact that each succeeding frame appears in perfect register with the previous picture. The frames containing the picture may be moved either electronically, through an inaudible note on the phonograph record which provides the sound track, or, if the announcement is to be done live, through manual push-button control.

Among the outstanding features of the method is reduction in amount of film used, thus reducing costs all along the line. Using this method of animation progression, it was explained, only two feet of 16mm. film may be used to produce a 20-minute show, which by other methods requires about 800 feet of film. Similarly, a one-minute spot announcement uses six inches of film. (Normally, regular 16 mm. film runs at 36 feet a minute which is the equivalent of 24 still frames a second.)

Animatic Productions will be represented in New York by Paul Radin of William Kester & Company of Hollywood, Cal.

Para. To Appeal

FCC decision handed down last week that Paramount controls DuMont is due for a long fight before the Commission and in the courts if necessary. DuM officials refused to comment on the ruling, but Para.'s attitude is apparent in the following statement issued by veepee Paul Raibourn: "The proposed decision of the FCC constitutes only a preliminary step in the final determination of the question of television station ownership as affected by the Paramount-DuMont relationship."

Co-ax Facilities To Be Expanded By June '49

Two additional coaxial channels between the Eastern and Mid-Western nets will be placed into operation by AT&T by next June, the phone company revealed Friday. At the same time, it was learned, representatives of the four webs and the WPIX-WGN-TV combo, unable to agree on allocation of the one channel in each direction which open Jan. 12, threw the problem back in the lap of AT&T, and a final decision is expected to be handed down this week.

One Band After 6 P. M.

Under the accelerated AT&T program, a total of three westbound and one eastbound channels would be available. Of these one channel in each direction may be used by the webs only after 6 p.m. — the other two being available for use by the nets in both daytime and nighttime hours.

NBC Special Event Features Pickup From Plane In Flight

Washington Bureau, RADIO DAILY
Washington — History was made Friday morning as set-owners up and down the Atlantic seaboard had a bird's eye view of the ceremonies on the mall here attendant upon the formal installation of the Wright Brothers Airplane into the Smithsonian Institute. This was the first time a network TV show has actually originated in a cruising plane, although TV programs have been relayed via the Westinghouse-Martin Stratovision plane.

The plane, an Air Force C-47, has been used for a number of similar flights on the West Coast recently, but never for a network operation. It is equipped with a 20-watt trans-

mitter, which yesterday sent its signal to an Air Force receiver in the Smithsonian Institute. From there the signal went by coaxial cable for about 15 feet to an NBC mobile unit, and thence via coaxial cable to the WNBW transmitter at the Wardman Park Hotel.

Although in the past Air Force equipment has been used—the plane and its equipment having been developed for reconnaissance—Friday an NBC camera was lashed into place by the rear door. Cameraman Dodd Boyd, with a rope around his middle hooked to the other side of the cabin, swung the camera in the direction of Charles Christensen, Engineer for NBC was John Rogers,

Sale Effectiveness Info Wanted Most By Researchers

(Continued from Page 1)

have the greatest sales effectiveness? " (3) What per cent of available homes is being reached?

" (4) To what extent is program popularity based on convenient viewing time and/or to what extent is the popularity of certain viewing times based on unqualified program preferences?"

Two questions were listed as most important in response to the second part of the questionnaire. They are:

"What is the effect of television on radio listening and movie attendance?" and

"How can we harness qualitative, rather than quantitative, analysis of audience reactions to the improvement of program design?"

Three areas were tied for third place among answers to the second question. These are, "pre-testing of TV commercials; eyestrain and fatigue as affected by visual conditions and equipment, and the advertising power of TV as compared with other media."

Members of the following organizations co-operated in the survey: ABC, Ted Bates, BBD&O, Benton & Bowles, Biow Co., Buchanan & Co., CBS, Doremus & Co., Dorland, Inc., DuMont, Roy S. Durstine, Erwin, Wasey, Wm. Esty, Federal Advertising, FC&B, Duane Jones, Abbott Kimball, Lennen & Mitchell, Marschalk & Pratt, J. M. Mathes, McCann-Erickson, MBS, NBC, Paris & Peart, Amos Parrish, Paramount Pictures, J. Walter Thompson, Walter Weir, and Young & Rubicam.

Du Ray To NBC, Chi.

Chicago — Rita Du Ray, costume designer and makeup expert who has been with the Goodman Theater here for the past five years, has joined the NBC Chicago TV program department, it has been announced by Jules Herbuveaux, video manager. Miss Du Ray is a graduate of the Chicago Art Institute, where she also was an instructor.

Lafferty To World Video

Writer-director Perry Lafferty has joined the staff of World Video, Inc., as executive producer of "Riddle Me This," sponsored by GE over CBS Sunday night. He formerly produced several network radio programs.

with Jack Roney doing the commentary.

Shooting altitude Friday varied from 600 to 1,500 feet, and the signal rarely had to carry more than a few miles.

PROMOTION

ABC Contest Winners

Station WCOP, Boston, was first prize winner in the recent Wheaties-Wilson See the Game contest conducted among ABC affiliate stations by the ABC promotion department. Prize consisted of an all-expense paid trip to the National League Professional League championship football game played in Philadelphia Sunday for the station manager.

Nine other prizes of footballs autographed by members of the teams were awarded runners up—Stations WBSR, Pensacola, Fla.; WLCC, LaCrosse, Wis.; WELI, New Haven, Conn.; KIFI, Idaho Falls, Idaho; KOMA, Tulsa, Okla.; WDAK, Columbus, Ga.; KBIO, Burley, Idaho; WXKW, Albany, N. Y., and WBCM, Bay City, Mich.

A total of 157 stations entered the contest by sending letters telling of their plans to promote the game, which will be broadcast over ABC. John H. Norton, Jr., vice-president in charge of the Central Division, made the announcement on a closed circuit broadcast.

Radios As Prizes

One of the major prizes being given away in the weekly Orange Empire Stores Recipe of the Week contest is the Packard Bell Packette table model 100 radio. Each week for 26 weeks, Packard Bell will present one of these smooth ivory-finished radios to the writer of one of the prize-winning letters submitted in the Recipe of the Week contest being conducted in the 760 Orange Empire Stores in Southern California, Arizona and Nevada. Major food companies have supplied OES grocers with a recipe which is given away on full-color, file-size recipe cards without cost to OES customers. The writers of the best letters, in 25 words or less, on "I liked the Recipe of the Week because . . ." are awarded prizes. Winners are announced each week.

Feature Early Recordings

The first recordings of instrumental and vocal music made in the last 11½ months were played over WIP's "Start The Day Right" program in Philadelphia within a matter of hours after they were recorded by Perry Como and a studio orchestra in the RCA-Victor New York studios.

Recorded shortly after the signing of the agreement between the record manufacturers and the AFM, ending the ban imposed on instrumental recordings last January 1st, the master record was processed and rushed by messenger to the company's Camden, New Jersey plant.

In an all-out, all-night race, with a crew of matrix processors working throughout the night to have the metal stampers ready for the pressers by dawn, the all-time platter production record was beaten by ten hours. The earlier record was set when a similar ban was lifted in 1944.

COAST-TO-COAST

WPAY Staff Additions

Portsmouth, Ohio—Charles Lansford has joined the announcing staff of WPAY. He was formerly associated with WTNS. Others recently employed at the station include John M. Hornbach, announcer; Jules Robinette, engineer; Mrs. Don Evans, promotion department and Norman Millirons, continuity department.

WIND Forum Discussion

Chicago, Ill.—Are Civil Service Examinations Fair?, will be the topic of discussion on WIND's Forum of the Air on Sunday, December 19th at 8:00 p.m. Dr. Joseph D. Lohman, moderator on the forum will be heard, together with four guests who will endeavor to present a full picture of the controversial issue.

Directs R. C. Blood Center

Portland, Oregon—It has been announced that Marc Bowman, promotion manager of KOIN was appointed director of a regional civilian Red Cross blood center in Portland. On December 20th he will assume his new duties and will temporarily be replaced as promotion manager by George Wann, member of KOIN's news staff.

Santa's Helpers At WELI

New Haven, Conn.—Among Santa's busy helpers this year will be the juvenile cast of WELI's "Youth on Parade" program, who will entertain at seven Christmas parties for New Haven youngsters. The parties include the New Haven Advertising Club, for under-privileged children, the Junior Policemen of New Haven, the children of East Haven as well as four parties for the children of New Haven's factory workers.

WBEN-FM School of the Air

Buffalo, N. Y.—WBEN-FM joined the Empire State FM network to present an afternoon program designed for classroom use titled "The Empire State FM School of the Air." While this public service series is not intended to suggest what should or should not be studied in the schools, the daily program affords schools in the Buffalo area an opportunity to add to their use of audio-visual aids to education.

Program Director Cited

Worcester, Mass.—WTAG's program director, A. J. Brissette, has been cited by the Massachusetts Division of Employment Security, affiliated with the U. S. Employment Service, for his and the station's efforts in publicizing the work of the "National Employ the Physically Handicapped Week." Daniel J. Casale of the Employment Office wrote, "Much of the success of the program in this community can be traced to spot announcements, live broadcasts and/or recorded programs carried by your station."

Southland Dramas On WABB

Mobile, Ala.—A new program aired weekly over WABB has been inaugurated by the Mobile Radio Theater, which will include the presentation of a guest star each week as one of the characters in original Southland dramas, some of which are written by staff members. Talent auditions are open to the public, with Anthony Leighton, program director in charge.

KVOO Names Promotion Manager

Tulsa, Okla.—Theodore A. Walters, former publicity man for Oklahoma's GOP Senatorial candidate has succeeded Bob Schonhoff as promotion and merchandising manager of KVOO. Schonhoff resigned effective December 15th.

Farm Bureau Confab On WNJR

Newark, N. J.—Will Peigelbeck, WNJR's farm and agricultural director journeyed to Atlantic City to bring to New Jersey's rural listeners speeches and information on events taking place at the Annual Farm Bureau Convention, in addition to his regular Country Folks program heard 12:30 p.m. each week day.

Sportscaster Wins Contest

Trenton, N. J.—The national winner of the Chesterfield Supper Club Football contest is Fulton Arnold, WTTM sportscaster. The prize is an all expense paid trip to the Rose Bowl game escorted by Peggy Lee and Jo Stafford, "Supper Club" singing stars.

Engineering Clinic At WHBC

Canton, Ohio—Chief Engineer Kenneth L. Sliker of WHBC has arranged for field trips to other radio stations in order to acquaint members of the station's engineering staff with various types of equipment and procedures. Recent trips included WGAR, WEWS and WHBK, all Cleveland stations, the latter two being TV units.

French-Canadian Artists Invited To CBS Xmas Show

Montreal—For the first time in Canadian Radio history, two French-Canadian artists have been invited to Hollywood to be heard over the CBS network. The two artists are Lise Roy who has only last week been voted "Queen of French Canadian Radio for 1949" and her husband, the popular singer Jacques Normand.

Lise and Jacques who are regular stars on Wrigley's local weekly broadcast, the musical "Y A Du Soleil," have been invited by Wrigley's to join a top-rank array of talent from the American radio and moving picture world on a special two-hour "Christmas Festival" broadcast. This "Christmas Festival" is CBS' seventh annual and will be heard on Christmas Day from 4:00 to 6 p.m., EST.

EQUIPMENT

New Record Plan

Universal Records, Inc., Chicago record manufacturing firm, announces a new revolutionary double feature disc which carries two full-length selections on each side. Instead of the usual two and a half to three-minute song selection carried on each side of standard 10-inch records, the new disc, through a microwave process, will carry two standard full-length selections on each side, and will sell for the standard 79 cents for a 10-inch record.

The record differs in appearance from the standard 10-inch record only in that there is an eighth-of-an-inch band between the first and second selection on each side. The disc is grooved so that any home record player or juke box can play the record without an adaptor. In order that either the first or second selection may be made on a juke box a simple adaptor, which will cost under \$5 and which can be installed in five minutes, will be marketed soon.

Plan New Arvin Line

Glenn W. Thompson, president of Noblitt-Sparks Industries, Inc., Columbus, Inc., announced last week new television sets carrying the "Arvin" trade name will be one of the developments of the coming year. "More than two years ago," said Thompson, "we started conducting a development and experimental program in the television field with the assistance of a nationally known research organization. With this background, we have now reached the stage where we can make plans for actual production of television sets." He stated that while no prediction could be made as to when the new sets would begin coming off the assembly lines, facilities are rapidly being put into shape for engineering, testing and manufacture of television receivers. The company's engineering department is currently being expanded to include television engineering under the direction of Ben H. Irwin, who has been in charge of radio engineering for several years. Irwin is adding a number of television specialists to his engineering staff. Orphie R. Bridges, manager of the two Noblitt-Sparks plants at nearby Seymour, Ind., since 1945, has been named production superintendent of the newly created television and radio manufacturing division. Gordon T. Ritter, director of Arvin's sales division, said that further announcements of the company's television plans would be made to the company's distributor and dealer organization as progress is made.

Wershba To Washington

Joseph Wershba, since 1946 News Editor of WCBS, New York, has been appointed a news editor and broadcaster on the Columbia network staff at Washington D. C.

COMPLETE TRANSCRIPTION CONTRACTS

Security Of Radio Emphasized By Gerl

Discounting reports that television will obsolete radios, Joseph Gerl, president of Sonora Radio and Television Corporation, in a year-end report yesterday said: "Radio will be with us for many, many years to come."

"What has misled the new experts on television is the novelty of the telecast," Gerl said. "But that too will become a fixed part of home life, just as radio is, as movies are, as bridge games and other forms of home entertainment are. No one of (Continued on Page 3)

Special Ohio Network Carries Plane Program

As a public service feature, WING, Dayton, originated an hour-long broadcast at the Smithsonian Institute in Washington last Friday and fed it to an Ohio network of seven stations. The occasion was the formal dedication of the historic "Kitty Hawk," the original plane of the Wright Brothers, now a part of the permanent exhibit at the Institute.

The event, which was of national (Continued on Page 3)

DAV Transcription Series Available To Broadcasters

A new five minute transcription series featuring General Jonathan M. Wainwright, hero of Bataan and Corregidor, and Sam Wanamaker, Broadway star, along with organist Hank Sylvern, is now available without charge to all radio stations as a public service feature.

Gen. Wainwright and Wanamaker (Continued on Page 3)

FM Innovation

San Antonio, Texas—Charles Lutz, manager of KYFM has received word from the organist of the Monastery of Our Lady of Charity that when she turns up the electric organ volume control a radio program originating from KYFM starts coming out of the amplifier. As yet the broadcasts haven't interfered with the services while she is playing.

Carol Singing

Boston—Ten years ago this Christmas, the Boston and Maine Railroad and WEEL, originated the custom of carol singing at North Station. For the entire week before Christmas, in the morning, favorite Christmas music is heard in organ recital (8:30 to 9:30 a.m.) At night, commuters waiting for their trains, stop and sing old Christmas hymns.

Radio's Importance In Education Noted

Declaring that radio, "with its extraordinary power of dissemination" can influence people who will never be reached by the colleges, Dr. Tristram Walker Metcalfe, president of Long Island University, Saturday, outlined the "tremendous" responsibilities of the medium.

Speaking before an audience of 900, at a ceremony marking the official opening of Oyster Bay's new radio station, WKBS, held in the (Continued on Page 3)

New Ross ET Series On WOR And Yankee

Harry S. Goodman's new transcribed musical and "word picture" package, "Rendezvous With David Ross," is set for its commercial premiere in New York over WOR Jan. 2. Yankee Network in New England will start the series either on Dec. 27 or Jan. 3.

ET series, which features an- (Continued on Page 2)

New York Indies Announce Varied Christmas Programs

Special Christmas programs scheduled by New York Indies include both live and recorded shows and range from musicals and dramas to pickups of church services and special festivities.

WBNX has scheduled "Father Dwyer's Mail" in which the priest will speak of Foster Children, at 9:15 a.m., Christmas Day. A religious service will be conducted in the studios at 11:30 to 12 noon on

ET Firms And AFM Representatives Sign 5-Year Pact In New York; Studios Start Recording

Storm Bulletins Furnished By WNYC

City-owned WNYC broadcast special weather bureau advisories, bulletins and city departmental instructions throughout Sunday's heavy snow storm.

The regular 4:55 p.m., 5:55 p.m., 6:55 p.m. news summaries with weather reports and the regular report from the Battery were fed, for monitoring purposes, to WCBS, WNBC, WOR and WMGM, Milton (Continued on Page 2)

Theaters Build Shows To Offset Radio Giveaways

Des Moines, Ia.—Two Des Moines theaters have inaugurated radio audience participation shows as a means of building up their matinee business.

Bob Leonard of Paramount has a (Continued on Page 2)

Maedel Elected V.P. Of RCA Institutes, Inc.

George F. Maedel has been elected vice-president and general superintendent of RCA Institutes, Inc., it was announced yesterday by George L. Van Deusen, president. Mr. Maedel joined RCA Institutes (Continued on Page 3)

By VAL ADAMS
Associate Editor, RADIO DAILY

New crop of musical jingles, singing commercials and music library material started rolling from the turntables yesterday as the transcription industry signed a five-year contract with the American Federation of Musicians. Before the ink was dry on the contract a seven-piece orches-

(Continued on Page 3)

Benny Heads Hooper As Winchell Skids

Jack Benny takes over first position in the latest Hooperating (Dec. 15) with a rating of 27.1. Walter Winchell, who had been on top ever since he returned from his summer vacation, skidded 6.5 points and landed in fifth place.

One of the most outstanding changes in the Dec. 15th Hooper is (Continued on Page 8)

Entertainers Leaving For Xmas In Germany

Washington Bureau, RADIO DAILY
Washington—With Vice-President Alben Barkley, Secretary of Air Stuart Symington and Bob Hope to leave tomorrow, a group of more than two dozen entertainers left (Continued on Page 3)

Honored By A. L.

WNAX, Yankton-Sioux City, has been awarded the American Legion's 1948 National Radio Citation for distinguished public service in South Dakota. The award was given to WNAX by A. L. in recognition of "outstanding co-operation with the American Legion in the presentation of programs for the betterment of community, state and nation."



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FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES

Ralph Wilk, Manager 6425 Hollywood Blvd. Phone: Granite 6607

WASHINGTON BUREAU Andrew H. Older, Chief 8417 Dahlonga Rd. Phone: Wisconsin 3271

CHICAGO BUREAU

1417 Ashland Bldg. 155 No. Clark St. Phone: State 2332

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FINANCIAL

(December 20)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include ABC, Admiral Corp., Am. Tel. & Tel., CBS A, etc.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include Hazeltine Corp., Nat. Union Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Row includes Stromberg-Carlson.

Trip to Rose Bowl Game Prize On Robinson Show.

The person who identifies the "Mystery Singing Athlete" on this week's "Jackie Robinson Show" on WMCA will be awarded two all-expense trips to the New Year's Day Rose Bowl classic.

The winner, who must also write a letter of no more than 25 words explaining why he wants to go to the Rose Bowl, will be given two round-trip tickets via Skycruises, Inc., a pair of ducats to the game and hotel accommodations.

The BEST CHRISTMAS SONG in the Country!

"BLUE CHRISTMAS"

CHOICE MUSIC, Inc.

1576 Broadway New York City

★ COMING AND GOING ★

WALTER EHRGOTT, associate director in the program department of NBC, yesterday flew down to Wilmington, Del., via American Airlines for the "Cavalcade of America" program which featured the big Du Pont employee chorus in Christmas music.

SAUL HAAS, owner of KIRO, Seattle, in town from Washington recently for conferences at the headquarters of CBS, with which the station is affiliated.

BARRY GRAY, disk jockey broadcasting from WKAT, Miami Beach, Fla., coming to New York to make two movie shorts for Columbia Pictures.

ANNA ROOSEVELT, after spending Christmas with her mother and conducting their first face-to-face broadcasts since the start of their new ABC series, "Eleanor and Anna Roosevelt," will fly back to the West Coast on Saturday.

BOB CONE, writer on the Robert Q. Lewis show broadcast over CBS, is spending a fortnight in Miami.

GEORGE ARNOLD, owner of WTAD, Quincy, Ill., a Columbia network outlet, arrived in New York late last week for a short stay on station and network business.

NOEL WESLEY, video producer, left Saturday for San Francisco and Hollywood on a short business trip.

ROSLYN GLASS, aide to Jerry Maulsby, assistant director of public affairs at CBS, has left for Miami, where she'll spend the Christmas season.

"STONEY" McLINN, director of sports at WIP, Philadelphia, will leave Sunday for a two-week vacation in Atlantic City. Prominent Philadelphia sports figures will substitute for him.

New Ross ET Series On WOR And Yankee

(Continued from Page 1)

nouncer Ross drawing word pictures, will be sponsored on WOR by Dolcin on Saturday at 11:15 a.m. and Sunday at 12:45 p.m. Show is designed for local announcement cut-ins but for WOR and Dolcin, Ross will do the complete job.

"Rendezvous With David Ross" will be heard on the Yankee Network five days a week. Package is made up either as a half-hour or 15-minute show five times a week. Recorded music is supplied by the station library and the local program or production staff can make its own selection of musical numbers to fit in with the mood built up by Ross' narration.

Warner Returns To WOL

WOL-Mutual in Washington announces the return of its news bureau chief, Albert L. Warner, after a prolonged illness of three months. Warner, well-known network commentator on Capitol affairs, has been away from his WOL desk since early September undergoing treatment for recent illnesses at Massachusetts General Hospital. He resumed his duties at WOL-Mutual last week.

10 YEARS AGO TODAY

From the Files of Radio Daily KOME, Tulsa, becomes the 109th MBS affiliate when it begins broadcasting on December 25th. Net will tender a special salute to the new station. . . . The deal between CBS and American Record Corp., which has been on the fire for the past few months, has been consummated with the broadcasting company taking over American Records and its subsidiaries. . . . Following the last board meet, an official statement covering the matter indicated that ASCAP has definitely decided to change its method of quarterly dividend distribution to its members.

Storm Bulletins Furnished By WNYC

(Continued from Page 1)

Kantor, WNYC engineer, announced yesterday.

WNYC Director Seymour N. Siegel handled up-to-the-minute reports emanating from the mayor's office at City Hall, the announcement added.

WJZ Staff Busy

WJZ-ABC newsroom broadcast up-to-the-minute weather forecasts, revised bus and train schedules, road conditions, school announcements and official bulletins from the mayor's office at every station break Sunday, beginning at 11:30 a.m. and every 15 minutes Monday morning until 9 a.m., John Madigan, National News Editor, announced yesterday.

In line with its public service programming, WJZ - TV carried four audio announcements on the snow storm Sunday afternoon and night (4:07 p.m., 7:27 p.m., and 9:55 p.m.), Madigan added.

"No School" Over WHLI

Hempstead's WHLI broadcast "No School" and "No Work" announcements for 37 schools and for many industrial firms yesterday after the week-end snow storm forced many establishments in Nassau County to close.

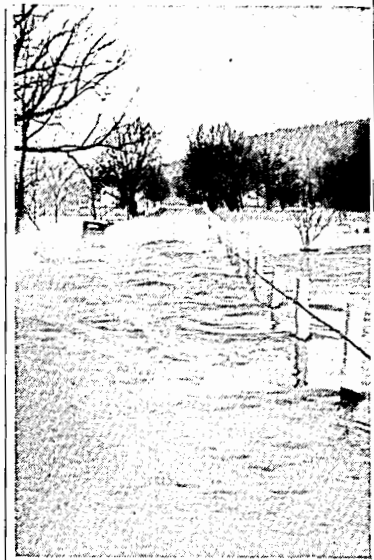
WHLI newsmen were stationed at strategic points along the Long Island Railroad to gather up-to-the-minute reports on train cancellations and scheduled changes.

Theaters Build Shows To Offset Radio Giveaways

(Continued from Page 1)

half-hour stage broadcast every Monday sponsored by the Iowa Retail Hardware Association and aired over station KWDM and eight others over the state on the Tallcorn Network.

Tony Abramovitch at the Strand Theater has a half hour show every Friday afternoon sponsored by two leading Des Moines stores and aired over station KCBC. Both radio shows offer weekly prizes and have been responsible for attracting larger crowds to the matinees.



Washed up

The press release called this a picture of "raging flood waters which swept Northern Pennsylvania and Western New York, that stalled traffic on route #5 near Pittsfield, Pennsylvania.

Washed up! That's what that car is. That's what the road is. And that's what the business that can't see the floodwaters of competition is going to be . . . Washed up.

We don't know how you're going to operate in other markets . . . but down here in Baltimore, in radio, the smart money uses W-I-T-H. That's the successful independent. W-I-T-H delivers more listeners - per - dollar - spent than any other station in town. W-I-T-H belongs on any selective test. Is it on yours?



W.I.T.H

Baltimore 3, Maryland

TOM TINSLEY, President

Represented by Headley-Read

Security Of Radio Emphasized By Gerl

(Continued from Page 1)

these had displaced any of the others. Each has its pleasure and thrills and each serves its purpose."

Continuing, Gerl said:

"We have only to look back in recent history to see how foolish are the fears that television will put radio out of business. In the late 1920's, when radio began to boom, it was freely predicted that nobody will buy phonograph records, since music came free over the radio. Likewise, the prognostications were that pianos and musical instruments were henceforth dead items. Nobody was going to learn to play an instrument since the finest music was now available without expense or practice.

"The movie industry was similarly alarmed, since it was obvious to all that Hollywood was headed for bankruptcy. People weren't going to do anything but sit home and listen to their radios.

Predictions Not Fulfilled

"When sport events began to be covered by radio reporters, it was freely predicted that professional baseball, racing, prize-fighting, college football games, etc., were doomed. People would no longer venture out of their homes to pay the coin of the realm at the stadium boxoffices. They would stay home and listen to their radios.

"Not one of these dire predictions ever came true. The truth is that radio helped popularize hit songs which in turn boomed the record industry. Symphonies on the radio just helped swell the demand for classical records, just as they augmented the demand for musical instruments.

"Hollywood, despite the funeral over its passing, used radio to popularize and glamorize the starlets and stars, which in turn brought more people to the movie houses.

"Finally, broadcasts of sport events merely whetted the appetites and stimulated the imaginations of millions of people who had never attended any sport event. The result of such radio treatment brought millions of people to the ball parks, to the boxing and wrestling shows, to the hockey games, etc."

Five-Year Contract Is Signed By ET Companies And AFM

(Continued from Page 1)

tra and a quartet were at work in WOR Program Service on a series of one-minute spots for Piel's beer, the spots with the "low solo."

Enthusiasm to get new ET platters into production was so strong that some companies began recording yesterday morning, several hours before the new pact was actually signed. While the transcription industry suffered less under the recording ban than did phonograph record companies, there is no denying that all concerned are happy that the settlement has been made. And that goes for a certain segment of AFM membership which has said privately, "It's about time."

ET companies also signed a recording royalty agreement with Samuel R. Rosenbaum, the new trustee. Payments to the fund are three per cent of gross revenue from electrical transcriptions and spot announcements using instrumental music.

Recording fees for musicians remain the same as under the old contract—\$27 per hour in which not more than 15 minutes of music is recorded. It's estimated that some 5,000 musicians are affected by the return to platter making by both phonograph record companies and ET firms.

Since the recording ban went into effect, several transcription companies offering music library service have set up operations in England and Europe. One or two have said they plan to maintain these holdings because it's a cheaper type

of operation. Quality of such recordings, however, usually is inferior to platters produced here.

NBC Radio-Recording resumed last night and for the next several weeks will continue a fast pace around the clock, according to Robert W. Friedheim, director of the division. About 120 new selections by 17 different musical groups will be turned out in the next few weeks for the NBC Thesaurus, Friedheim said. New material will include latest hits from Broadway shows and motion pictures.

Tommy Dorsey Resuming

C. O. Langlois, president of Lang-Worth Feature Programs, has set a Dec. 23 recording date for Tommy Dorsey. WOR Recording, according to Harry Lockwood, recently expanded its facilities and added new equipment specially for the resumption of recordings.

World Broadcasting is going into immediate production under its new owner, Frederic W. Ziv Co., said John L. Sinn, Ziv vepee. Many of Ziv's dramatic shows are immediately affected by the new pact and Sinn reported that production to increase the span of these programs will start in January.

Ten ET outfits signed the AFM contract yesterday. They were Capitol Recording, Empire Broadcasting Corp., Lang-Worth Feature Programs, Muzak Corp., NBC Radio-Recording, WOR Program Service, World Broadcasting System, Frederic W. Ziv Co., Radio Features of America, and Towers of London, Ltd.

Radio's Importance In Education Noted

(Continued from Page 1)

Cove Theater, Glen Cove, Dr. Metcalfe declared:

"Radio stations and their administrations are more than commercial enterprises—they are the day-long companions of millions of people. As such, they can and must be a benevolent guiding force. They have the power to teach and to inspire. They can offer the gift of education to people we can never hope to reach. They can do much to dissipate the burden of universal enlightenment.

"We in the colleges can be a direct, potent influence on our students for only four years, whereas radio is with us from the earliest periods of childhood to the ends of our lives. Radio can enter closed doors and travel great distances, it can reach the poor and the rich, the bed-ridden and the healthy. Because of these attributes it has a tremendous responsibility."

Dr. Metcalfe was the first speaker on the program which included Luke Mercandante, Mayor of Glen Cove, and Bogart Seamon, Nassau County Treasurer. Fifty members of the Long Island University chorus sang Christmas carols and John Baker, baritone with the Metropolitan Opera Company, sang several solos. Admission to the ceremony was free, but Conover models collected funds for Christmas presents for wounded war veterans.

Pirie A 20-Year Man

Baltimore—William S. Pirie, Jr. will celebrate his 20th anniversary in radio sales work, January 7. He is national sales director of WFBR, Baltimore, and has been connected with that station for 17 of his 20 years in radio.

Entertainers Leaving For Xmas In Germany

(Continued from Page 1)

here yesterday to give Christmas shows for U. S. Airlift crews in Germany. Mr. and Mrs. Irving Berlin led the group which left here yesterday, with Jinx Falkenburg, Tex McCrary, Tony Romano, Don O'Brien, Jay Scott, Mort Lachman, Larry Gilbhardt, Simon Rose, Charles Cooley, Al Capstaff, Jay Blackton, Douglas DuPont, George Westbrook and a troupe of Radio City Music Hall Rockettes also in the plane.

DAV Transcription Series Available To Broadcasters

(Continued from Page 1)

are heard in the "Story of the Week" about the "Hero of the Week" as selected by the Disabled American Veterans. General Wainwright is the DAV national commander.

Six shows, scripted by Irve Tunick of New York City, are included in the first series on a 16" DF Vinylite platter, three shows on each side.

Special Ohio Network Carries Plane Program

(Continued from Page 1)

interest, had a special significance to Daytonians, many of whom were friends and neighbors of Orville and Wilbur Wright. The fifty-one schools in Dayton carried the broadcast into the class rooms via radios and public address systems.

The stations making the pick-up from WING's facilities were: WIZE, Springfield; WPFB, Middletown; WLOK, Lima; WSAI, Cincinnati; WCOL, Columbus; WPTW, Piqua, and WMOH, in Hamilton.

The program was sponsored by the National Cash Register Company in Dayton.

Maedel Elected V.P. Of RCA Institutes, Inc.

(Continued from Page 1)

in 1933 as the first instructor of the Mathematics Department. He was transferred to the Radio Frequency Department in 1936 and four years later was appointed chief instructor. In November, 1944, he became assistant superintendent. He has been superintendent of RCA Institutes since 1947.

U When **WIBW** Speaks...
Kansas People Listen and BUY!
Ben Ludy, General Manager
WIBW
The Voice of Kansas
TOPEKA

IN LOS ANGELES
GET ON THE BEAM!
 Direct to the 1,000,000 "SPECIALIZED GROUP" within the Los Angeles Market.

YIDDISH 250,000
 NEGRO 300,000
 GERMAN 100,000
 SPANISH 250,000
 ITALIAN 100,000
 SCANDINAVIAN 30,000

6 RESPONSIVE AUDIENCES IN ADDITION TO 3 MILLION ENGLISH SPEAKING LISTENERS

KOWL
 5000 WATTS CLEAR CHANNEL
 Owned and Operated by
ART CROGHAN & GENE AUTRY

WHO STANDS OUT



IN FRONT OF YOUR STORE?

The patient, painted cigar-store Indian did a good job of bringing the people in, of distinguishing one store from all others...until everybody had a wooden Indian. Then somebody had to create some new characters to attract the customers.

It's like that in radio today. Everybody knows the job radio can do in calling the customers in. But *who* stands out "in front of your store" is still very important. It's got to be the right show.

That's why so many of the country's biggest and smartest advertisers are turning to CBS Package

Programs. They've found it pays to have shows like *Suspense*, *My Friend Irma*, or Arthur Godfrey out there in front.

There are 21 *sponsored* CBS Package Shows on the air today—the largest operation of its kind in all radio. But it doesn't stop there. Right now, in work or on the air, are other shows, ranging the whole field of programming. Among them, very likely, is the show to stand in front of *your* store, and call the customers in. (For instance, have you heard *Life with Luigi*? Or *My Favorite Husband*?)



EQUIPMENT

Honor RCA Employees

Gold watches and 25-Year Service Pins were presented during the second week in December to 861 qualifying employees of the RCA-Victor Division, Radio Corporation of America, at ceremonies held in principal plant locations inaugurating the company's Service Award Program established to honor employees with 25 or more years of service. The most extensive ceremonies, honoring 726 employees of the Camden plant, the home office, and the RCA Service Co., Inc., were held December 13 in the Grand Ballroom of the Hotel Bellevue-Stratford, Philadelphia. Frank M. Folsom, president of the Radio Corporation of America, was the principal speaker.

Citing the growth of RCA-Victor and, before it, the Victor Talking Machine Co., from a machine shop to an industrial organization of ten plants employing over 29,000 people, Mr. Folsom declared that this progress was based on continuous research and development, manufacturing know-how, and aggressive merchandising.

"We are on the threshold of a great new industry," the newly-elected president of RCA declared. "Fifty years ago, the great impact on the public came from the Victrola phonograph. Twenty-five years ago it came from the first radio tubes.

"Today it is coming from television."

Mr. Folsom led the mass presentation of the service awards to the 726 Camden recipients, assisted by RCA-Victor vice-presidents and department heads.

Three "deans among management" also received the 26-year awards. They were L. W. Teegarden, vice-president in charge of RCA tube department; D. F. Schmit, vice-president and director of engineering, and Arnold K. Weber, Camden plant manager of personnel.

Video Variation

The oddity of the new "Bowling Headliners" video show with Jimmy Powers & Al Cirillo, plus featuring star bowlers, due this Sunday night on WJZ-TV, is that the sponsor "buys" a 15-minute segment but his product gets a full hour commercial. Here's how: The bowler's shirt is in full view for one hour. No extra charge for this little 45 minutes.

ADVERTISING EXECUTIVE

Seeks sound proposition with agency organizing television department—sales promotion—animated cartoon background—age 45—\$6500—available Jan. 1. Write RADIO DAILY, Box 196, 1501 Broadway, N. Y. C.



Mainly About Manhattan. . . !

● ● ● AROUND TOWN: Starting the first of the new year, NBC will put the nix on all giveaways so far as sustainers are concerned. On the commercial shows, giveaways are okay, but the time allowed for their mentions must come out of the sponsor's own time for his pitch. . . . General manager and program director of a local indie are staging their own 'cold' war. . . . MCA's Herb Rosenthal touting the Roller Derby as an attraction. Is this a sign of the times with MCA? . . . At this date, "Sam Spade" will take the spot reserved for Phil Harris when Jack Benny moves over to CBS on January 2nd. . . . A local all-nite disc jock is headed for FCC trouble with his spinning of risqué lyric platters. . . . Wall Street brokers pushing a British television firm's stock (selling at 28 cents a share) as having "dynamic speculative possibilities." . . . Schaefer Beer bought WWRL for 52-week half-hour variety show featuring Max Wessels as emcee. . . . Martin Gosch seeking to form an organization of television producers. . . . Motion Picture Association interested in bankrolling Mutual's "Movie Matinee." . . . Horace Heidt talking about a new across-the-board show he'd like to spot on NBC. . . . Love Milton Berle's line as he gazed at two buxom-looking gals at the Radio Writers Guild affair last week: "Which one has the phoney?" . . . Nat Abramson, head of WOR's entertainment bureau, sails today on the Nieuw Amsterdam for the West Indies with a unit of performers headed by Mary Small and Paul Duke.

★ ★ ★ ★

● ● ● A couple of years ago during a Dunphy-Corum broadcast, Benny Leonard dropped dead in the ring. Last week it happened again during Guy Lebow's WPIX video description of the St. Francis-Manhattan game. Just as Lebow prepared to give first half statistics, Referee Dzigan was stricken at the scorekeeper's table. To televiewers, the picture of a man dying before their eyes was an awesome shock.

★ ★ ★ ★

● ● ● Paul Gardner, veteran scribe and sports authority, has just sold stories on Bill Veeck, Leo Durocher and Hank Greenberg to top national mags. Speaking of Gardner, this col'm seldom, if ever, goes out on the limb to 'cast' anyone for a job—but if any television exec is tuned in here and is looking for a technical director of sports events, it would be tough to find a more capable lad. Sixteen years on the Journal-American as a sports writer, he knows sports inside out—knows trends, what promoters are TV-minded and vice versa—and all in all, with television so closely allied with sports, would fit like Dennis James knows his mothers.

★ ★ ★ ★

● ● ● FILLER-DILLERS: Tim Marks sez that the FCC oughta investigate Santa Claus. He's got the biggest giveaway program of them all. . . . Steve Gibson thinks it's about time Al Jolson made another comeback. . . . Jack Benny fiddles while NBC burns, points out Dick (Boston Blackie) Kollmar. . . . Add IMPressions: Milton Berle's ma: Mother-of-Berle. . . . Amos 'n' Andy: High Hoopair. . . . Frankie Laine: Lover Laine.

★ ★ ★ ★

● ● ● THE MORNING MAIL: "Dear Sid," writes Will Baltin, Sec'y-Treas. of Television Broadcasters Ass'n. "Jack Poppele suggested I write you concerning the 'Red Light' system used at the TBA Clinic last week to tip off speakers they were running out of time. Jack says the gadget, developed by WOR engineers, is being made available to any other group that might like to use it. Any organization desirous of obtaining a loan of the gadget can do so by merely calling the WOR engineering department."

★ ★ ★ ★

AGENCIES

GEORGE F. FINLEY, Frank Hermes and Gilman Sullivan have been elected vice-presidents of Federal Advertising Agency. Finley, who has been with this agency for 30 years, is production manager. Hermes is director of media and Sullivan is an account executive.

MacGREGOR INSTRUMENT CO., makers of quality hypodermic needles, syringes and other surgical specialties, sold primarily under the trade mark: "Vim," have appointed John C. Dowd, Inc., as their advertising agency, effective January 1, 1949. David R. Lutkins is the account executive.

AL LOEWENTHAL, president of Famous Artists Syndicate, representing newspaper and comic magazine artists, radio and screen personalities, announces the appointment of Schoenfeld, Huber & Green, Ltd., Chicago, to handle their advertising.

Did you know that we have more than 20,000,000 bowlers in America? And that more than 2,000,000 bowlers in the eastern video network area will tell another 10,000,000 tenpin fans about:

"Bowling Headliners"

FEATURING

JIMMY POWERS,

Sports Editor of the N. Y. Daily News

and

AL CIRILLO,

noted tenpin expert and sports comicatator

Plus:

America's Greatest Bowlers

In a regular scheduled contest. Right from beautiful Rego Park Lanes.

And

IN PERSON . . . IN PERSON

"Big Name Guest Stars"

On Sunday Nights

From 10 to 11 P.M.

Station WJZ-TV, Channel 7 and ABC's Eastern Television Network

A "co-sponsored" Show . . . For Information

TELE-SPORTS PRODUCTION

147 West 42nd St.

New York City

Telephones: CHickering 4-2837-2838

TELEVISION DAILY

Section of RADIO DAILY, Tuesday, December 21, 1948 — TELEVISION DAILY is fully protected by register and copyright

GOV'T STUDY SHOWS TELE ON TOP

TELE TOPICS

AFTER A SLOW and exceptionally shaky start, "Riddle Me This," formerly "Stop, Look and Listen," formerly "The Eyes Have It" finally has found itself and, as seen Sunday nite, is now excellent video entertainment. There was nothing basically wrong with the show when it first went on the air; it's still the same program despite the title changes, but the improvement is remarkable. Most important, of course, are the participants. Conrad Nagel is a glib and efficient moderator, and the panel members—Ilka Chase, Deems Taylor, John Daly and Charles MacArthur—were a relaxed, informed and altogether charming group. . . . Program's visual attraction also has been hyped, through careful selection of the newsreel clips which form the basis of the questions. Overall production is much smoother—films go on and off on time and panel members are no longer seen peering intently down at their desks. . . . Live commercials for GE lamps were ably handled by announcer Bill Rogers, although the copy and visual implementation was a noticeable letdown when compared with the rest of the show.

THE "FORD THEATER" production of "Night Must Fall" was a personal triumph for Oliver Thornadyke, who played the part of the schizophrenic killer. The entire cast was outstanding, but Thornadyke's portrayal of the difficult role was one of the best performances I've yet seen on video. Fay Bainter's handling of the part of the self-styled invalid also was excellent and was a welcome departure from the saccharine roles usually handed her in the movies. . . . In the other departments, the show was up to the high standards thus far achieved by the series. The Emlyn Williams story is a difficult one, and the production Sunday nite projected most of the suspense and terror of the original. The gory implications of the hat box were present throughout, although not emphasized as much as in the movie version. The only real fault I found, and this again is a comparison with my rather hazy recollection of the movie, was the lighting which necessarily was brighter than that used in the film.

NEWSPREEL CORPORATION OF AMERICA, headed by Allyn Butterfield, has just unveiled the first releases in its new series "The American Junior Newsreel." Made especially for video, the film is devoted to activities and achievements of the younger set. . . . Add TV success stories: Demonstration of a toy on "Santa Reads His Mail," over WTVR, Richmond, one nite last week was so effective that sponsors of the show sold out the article completely the day following the first program.

WDSU-TV Bow Brings TV To New Orleans

New Orleans—TV was formally introduced to New Orleans this week by WDSU-TV with a two-hour kickoff program at Municipal Auditorium. Comedian Benny Fields opened the show and warmed a receptive audience to ABC's Don McNeill and fifteen live local acts. Veepee and general manager Fred Weber said the most significant event in the entire operation was televising fourteen hours of programming the first 24 hours on the air. In excess of ten hours have already been sold locally, Weber added.

Will Include Mardi Gras
The station, first in the deep south, plans a full round of local events including the Mardi Gras, mid-winter racing, boxing and wrestling. Earlier, final arrangements were completed for televising the Sugar Bowl grid classic with A. Craig Smith, vice-president of the Gillette Safety Razor Co., and Fred Digby, general manager of the Mid-Winter Sports Association.

WDSU-TV has a power of 30,800 watts and is located in the highest vantage point in the deep south. It began regular commercial operations almost one year from the date the FCC granted a construction permit.

As of December 18, in excess of 2,500 sets with service contracts had been installed, a goodly portion in

WENR-TV Reports Heavy Spot Business

Chicago—Signing of six new spot contracts for WENR-TV was announced yesterday by the sales department of the ABC Mid-West Flagship.

Bulova Watch Co., through Biow agency has ordered a schedule of 31, card - with - live - copy, one-minute spots for 52 weeks.

Wine Growers Guild, through Honig-Cooper, has ordered one 60-second sound-on-film announcement weekly for eight weeks.

Spiegel, Inc., through Schwimmer and Scott, has ordered two sound-on-film one-minute spots weekly for 26 weeks.

Haskelite Manufacturing Corporation, through Robert Archer, has ordered three one-minute live announcements weekly for five weeks.

Liggett and Myers Tobacco Co. for Chesterfields, has ordered one one-minute sound-on-film announcement weekly for 12 weeks; and four one-minute sound-on-film spots weekly for 52 weeks.

Elgin American Co. through Weiss and Geller, has ordered five one-minute sound-on-film announcements weekly for one week and four one-minute sound-on-film announcements weekly for two weeks.

bistros and niteries. This is not necessarily indicative of the total number of sets, as many are being installed by owners themselves.

Growth Is Greatest Of Any Industry, Says D. Of C.

Washington—The Department of Commerce this morning showed in dramatic fashion what may be a significant portent of the future. Greatest growth in a year of any American industry was chalked up by the manufacturers of television receivers, according to a graph in the department's new survey of current business. October production was 506 per cent over production for October of last year.

Radio Production Off
At the very bottom of the graph, however, was a bar for radio production. Only about 65 per cent as many AM receivers were turned out as 12 months previously.

Department of Commerce figures confirm in impressive fashion what has been predicted in these pages frequently during the past year. A survey, the results of which were published last Friday revealed an overwhelming public demand for television receivers at the expense of radio-set manufacturers. One of the reports on which the study was based maintained that the demand for video sets was 1,000 per cent greater than for the AM receivers.

Low-Power Transmitter Put In Production By RCA

Camden—A new 500-watt transmitter providing coverage up to 20 miles and costing about 65 per cent less than the standard 5-kw. job was announced yesterday by RCA. In revealing that the new low-power transmitter is now in production, RCA Engineering Products Department pointed out that the compact model is designed to bring video to smaller cities where large expenditures for 5-kw. transmitters would be unjustified. It is also intended for use as a standby transmitter for larger installations.

The TIT-500B, which operates in the higher frequencies (channels 7-13, 174-216 megacycles) is equipped with two monitoring units, one for picture quality and wave form and the other for monitor switching. Both the kinescope and the oscilloscope may be switched to various circuits by push buttons on the switching unit, it was explained. By this means, the picture quality may be determined at the input to the transmitter, at the output of the modulator or at the output of the transmitter on the transmission line leading to the antenna.

Press-Time Paragraphs

Bigwood Gets DuM Eng'g Post

Robert Bigwood, formerly with ABC, has been appointed facilities engineer of the DuMont network, it was announced yesterday by Rodney Chipp, DuM engineering chief. Bigwood will supervise planning, design and installation of all network facilities, including studios and transmitting plants. Prior to his association with ABC, Bigwood was with NBC, and previously chief engineer of WCAX, Vermont. During the war he was a member of the research staff of Harvard University.

KGDM-TV Signs With CBS Web

KGDM-TV, Stockton, Calif., which goes on the air in late spring, has signed with CBS as a full primary affiliate, it was announced yesterday. This brings to 21 the total number of CBS-TV affiliates. Parent outlet, KGDM, is the web's AM outlet in Stockton and is owned and operated by E. F. Peffer.

Wyatt Joins ABC-TV Sales

Eugene C. Wyatt has joined ABC as account exec. in the web's TV sales department, replacing Reed Wight, who resigned to join J. M. Mathes, Inc., as director of radio and tele. Wyatt has an extensive background in radio sales, beginning in 1932 in Kentucky. In 1939 he was commercial manager of KITE, Kansas City, and the following year was sales manager of WBEN, Buffalo. During the war he served 39 months in the Navy.

Xmas Programs Of N. Y. Indies

Include Live And Recorded Shows

(Continued from Page 1)
 corded drama, "The Uninvited." The New York State Radio Bureau's recorded program, "Christmas in New York" will be aired in the 10-10:15 p.m. segment.

Christmas programming on WHLI will be highlighted by two interviews. A typical Hempstead family will tell listeners about their preparations for the holiday in a broadcast from their home on December 25 at 2:35-2:45 p.m. The next day, Santa Claus at a Garden City department store will be interviewed. On December 25, selections from The Messiah performed by the Great Neck Community Chorus will be presented.

Special Language Programs
 Christmas Day recorded programs in Polish, Spanish and German have been scheduled, beginning at 6:30 a.m. on WHOM. The station's "Italian Hour" at 2:30 p.m. will be a live show featuring Guido Bussinelli, tenor; Christine Gardone, lyric soprano; Ruth Winston, coloratura; and Dino DiLuca as m. c. In addition, this program will feature four other singers and various appropriate dramatic sketches.

WLIB will devote all of its recorded music to the Christmas theme on December 25. On Friday, a one-hour show, beginning at 9 a.m. will present 20 children from Madison Square Church House and others from various New York City churches in a carol-singing Christmas party to be given by WLIB. Zeb Carver will emcee.

A special recording of the 650-voice chorus of the Royal Choral Society of London under the direction of Sir Malcolm Sargent will be broadcast on Friday, 9:30-10 p.m. by WMCA. From 11:30 to midnight, Friday, the traditional Carol Service from St. Patrick's Cathedral will be aired. The Cathedral Men's Choir and 50 boy choristers will participate.

Ross to Narrate Program
 Announcer David Ross will do the narration for WMGM's Christmas Eve broadcast of "The Incarnate Word," an original oratorio of the Nativity story, from the Calvary Baptist Church, from 9 to 10 p.m.

THE ART SCANLON SHOW
 1010 ON YOUR DIAL
 WINS 6:30-8:15 AM
 7:00 • WORLD NEWS • 8:15
 CROSLEY BROADCASTING CORPORATION

The Calvary Choir of 50 voices, under the direction of Charles Ennis, and soloists Harry Wayne and Ethel Smith will participate in the musical drama composed by Robert Elmore. The Rt. Rev. Msgr. Fulton J. Sheen will deliver the sermon at the midnight mass of the Church of the Blessed Sacrament to be broadcast at 12 midnight.

The Telephone Newsreel Show of WNEW, across-the-board program,

Mike In Santa's Beard

The Santa Claus at Lord & Taylor's had a candid mike hidden in his beard last week. The tape which was made at that time by WINS staffer, John Bradford, will be aired by WINS on Friday from 9 to 9:15 P. M. The station's "Christmas Eve in New York" show will include tapes made at the Staten Island Marine Hospital, the Hayden Planetarium and Grand Central Station. To be heard on the show will be Mayor O'Dwyer, Dr. Norman V. Peale, sportscaster Mel Allen, ice-star Barbara Ann Scott and Weather Bureau Chief Dr. Benjamin Parry.

will be entirely devoted to Christmas features on Friday, 8-8:15 p.m. The station will include Christmas music in its regular 24-hour programming.

Bob Hope to be Heard

WNYC will broadcast a "Christmas Seal Party," starring Bob Hope, on Thursday, 8-8:30. A tape re-broadcast of Santa's arrival at La Guardia Field with messages from Canadian children has been scheduled for Friday's 8:30-9 p.m. segment. Santa's Canadian flight will be sponsored by the New York Herald Tribune Fresh Air Fund. WNYC will air a transcription of Ronald Colman's "Christmas Carol" at 9-9:30 p.m., Friday. The periods from 8 a.m. to noon, both Saturday and Sunday, have been set aside exclusively for live and recorded children shows. All recorded music on Saturday will be on the Christmas theme.

WVO has announced that it will continue its policy of many years of broadcasting the Midnight Mass from the Paulist Fathers Church on West 59th street on Christmas Eve.

Will Present "Messiah"

WQXR will present its traditional three-hour recording of Handel's "Messiah" on Saturday, 8:05 p.m. to 11 p.m. The station's "Nights in Latin America" program on Friday, 10:05-10:30 p.m., will feature recorded Christmas music performed by native Latin Americans. The show is under the direction of Pru Devon.

WWRL has completed arrange-

ments for a live show to be aired on Friday, 9-9:30 p.m. from the front lawn of the historic home-stand of the late Clark Clement Moore, the author of "Twas the Night Before Christmas." The remote will feature the 25-voice girl choir from St. Joan of Arc Church of Jackson Heights. Kelvin Keech will recite the poem. Background notes will be handled by WWRL's program director and announcer Fred Barr. At 11:30 p.m., Friday, a Christmas story told by members of the Ave Maria Hour will be broadcast. The half-hour recorded drama performed by the Franciscan Fathers of Graymoor, New York, will be repeated December 25, 9-9:30 a.m.

Rural Radio Plans

The Rural Radio Network and its New York City affiliate, WGHF-FM, have announced they will carry three special Christmas programs from overseas. Radio France has been scheduled to feed the network a live broadcast of traditional French songs to be sung by Parisian children on Friday, 6-6:15 p.m. Radio Netherland has contracted to air-express a special recorded "Dutch Christmas" feature to be aired on the network on Saturday, 6-6:15 p.m. BBC has been scheduled to feed the network a special live show, "Berkshire Christmas," from a small town near London on December 26, 3-3:30 p.m. It will feature traditional British festivities, a church choir and children. Arrangements for the British, French and Dutch features were made by Rural's foreign news commentator Charles Hodges.

Benny Heads Hooper As Winchell Skids

(Continued from Page 1)

the rise of Bing Crosby who moved all the way from 45th place in the previous report to land in the number nine spot. Crosby's rating jumped 6.2 points.

"Stop the Music" continues its hold as a top audience show and chalked up a one hour average rating of 17.1, highest figure it has ever registered for the full hour. Fred Allen, up and down the ladder this season, dropped into 22nd place.

"First Fifteen" Listed

Complete list of Hooper's "First Fifteen," starting with the number two show, is as follows:

Radio Theater 24.8, Fibber McGee & Molly 22.6, Bob Hope 21.7, Walter Winchell 20.2, Phil Harris - Alice Faye 19.7, Arthur Godfrey's Talent Scouts 19.4, My Friend Irma 17.7, Bing Crosby 17.7, Charlie McCarthy 17.7, Stop the Music 17.1, Duffy's Tavern 16.9, Mr. District Attorney 16.1, Horace Heidt 16.0, Dennis Day 15.8.

COAST-TO-COAST

College Football On WTIC

Hartford, Conn.—WTIC has the go-ahead signal to make arrangements for a nine-game Saturday afternoon series next fall following a luncheon meeting at the Hartford Club which officials of WTIC and three Connecticut colleges attended.

WTBF Airls Detroit Symphony

Troy, Ala.—According to G. A. Stephenson, of State Teachers College music department, arrangements have been completed to broadcast the Detroit Symphony Orchestra over an international network hook-up when it fills an engagement here from the college auditorium over the facilities of WTBF.

Civic Ceremony On WTAG

Worcester, Mass.—WTAG's mobile unit edited for presentation on its "Open House Program" heard five times a week tape-recording which highlighted the cornerstone laying ceremony at city Veteran's Housing Project.

Newscastr Renewed On KGVO

Missoula, Mont.—A local lumber company has resumed the sponsorship of KGVO's "News of Western Montana" across the board. Jack Clute, junior partner of the lumber firm is again doing the mike work which is slanted particularly toward prospective home-builders. Program is heard 9:10 each evening.

Cracker Barrel Interview

St. Louis, Mo.—Ted Mangner, farm editor of CBS affiliate KMOX, interviewed Hon. Charles A. Brannon, secretary of the U.S. Department of Agriculture on his "Cracker Barrel" program during the national meeting of the production and marketing administration held here last week.

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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 45, NO. 56

NEW YORK, WEDNESDAY, DECEMBER 22, 1948

TEN CENTS

500 THEATERS PLAN RIVAL GIVEAWAYS

Xmas Broadcasts Set By Voice Of America

The U. S. State Department's "Voice of America" radio has scheduled two main one-half-hour Christmas programs to be beamed to Europe, the Far East and Latin America, it was announced yesterday.

The Christmas Eve program, to be shortwaved at 5 a.m., EST, to the Far East, 12 noon to Europe and 8:15 p.m. to Latin America, consists of recorded previews of services at the St. Louis Cathedral of New Orleans, the San Fernando Cathedral

(Continued on Page 2)

Barron vs. Goodson Suit On Calendar For Jan. 3

Suit by band leader Blue Barron against Mark Goodson, in which the former claims 50 per cent ownership of "Stop the Music," is apparently headed for a jury trial. Justice Cohan in New York State Supreme Court has denied a motion by Goodson, chief defendant, for a summary judgment.

Case will be called on the calendar Jan. 3 in the Supreme Court of

(Continued on Page 2)

Stars Over Hollywood Going Full CBS Network

"Stars Over Hollywood," CBS network series sponsored by Armour & Co., which is now heard over a limited number of stations, will be broadcast over the full Columbia lineup of 167 stations effective January 1, it was announced yesterday.

"Stars Over Hollywood," now

(Continued on Page 2)

Wismer Honored

Washington—ABC's sportscaster Harry Wismer has been voted "The Outstanding Sports Announcer of the Year" by the Touchdown Club of this city. Wismer will be presented the award at a club dinner on Jan. 8. Wismer is no stranger to this honor. It is the third time he has been chosen tops by the Touchdown Club.

Ia. Housewife Beats Trillion-to-one Odds

Although the odds were a trillion-to-one that a person would not be called for the second time on ABC's "Ladies Be Seated" program, Mrs. Herbert Boettcher of Waterloo, Iowa, had that distinction on Monday. On the second call, Mrs. Boettcher surrendered the \$1,000 chance when she said: "Give someone else a Christmas present."

The first call to the Waterloo, Iowa, housewife was made by "Ladies Be Seated" on Nov. 10. At that time she received \$2,000 in household equipment.

On last Monday in the ABC studios in Chicago, a member of the studio audience picked a telephone book out of 230 books on hand, another chose a page, a third picked the column and the fourth person gave the line. The name they came up with was Mrs. Herbert Boettcher.

CBS In Power Claim As KFRE Joins Web

In announcing the acquisition of its 24th 50,000-watt outlet, KFRE, Fresno, Calif., Columbia Broadcasting System yesterday said the web had "solidified its position as the nation's most powerful network."

KFRE will join CBS on June 15, 1949, as a replacement for KARM, 5,000-watt outlet in Fresno, Herbert V. Akerberg, CBS vice-president in charge of station relations, said. Akerberg said the addition of

(Continued on Page 2)

AFRS 2½-Hour Broadcast Will Go Overseas On Xmas

A special 2½-hour transcribed broadcast of top shows appropriate to the Christmas theme will be short-waved to servicemen overseas by the Armed Forces Radio Services on December 25, beginning at 2 p.m., EST, it was announced yesterday.

Also included in the Christmas programming, the announcement added, is a cycle of one-half-hour stories of "The Nativity," the first one of which has been scheduled

Seek To Offset Radio Prize Programs With Jingle Contest Opening Jan. 3 Offering Over \$100,000 Weekly

Mr. Group Asks FCC To End Tele 'Freeze'

Washington Bureau of RADIO DAILY Washington—A quick end to the television "freeze," with the present VHF channels thrown open again and UHF channels to be assigned for licensing within the next two or three years were asked this week by a committee of the Radio Manufacturers Assn. VHF for large cities was proposed, with a combination of VHF and UHF for smaller cities; RMA said his plan "would avoid

(Continued on Page 7)

NBC Now Subscriber To U. S. Hooperatings

C. E. Hooper played the genial, gracious and public relations conscious host yesterday at his Christmas party tossed for the trade press at Pietro's Restaurant. The event has now become a traditional year-

(Continued on Page 5)

Assn. Outlines FM Links With Newspapers, Webs

Washington Bureau of RADIO DAILY Washington—FMA yesterday reported over 33 per cent of the FM stations in the country are affiliated with newspapers, either directly

(Continued on Page 2)

Chicago—In an effort to lure back their patronage that now stays at home and listens to radio giveaway shows, more than 500 theaters have signed up for a project known as the "Jingle Jamboree Contest," launched by Attendance Builders, a Chicago corporation of which singing star Phil Regan

(Continued on Page 3)

ABC Web Affiliates Plan Jan. Meetings

At the first of a two-month series of network-affiliates relations meeting, ABC's top officials will meet with station reps from northeastern U. S. at the Waldorf-Astoria on January 6, Otto Brandt, the network's station relations director, announced yesterday.

The annual meetings in ABC's eight districts are intended for the

(Continued on Page 2)

'Pennies From Benny' Drive To Aid Polio Fund

West Coast Bureau, RADIO DAILY Hollywood—Jack Benny's "Pennies from Benny" campaign to boost donations for fighting polio will receive a full-dress send-off on its 30-city tour Monday, Dec. 27, when Mayor Fletcher Bowron and city

(Continued on Page 3)

No Kidding

In what is probably the first actual broadcast from the North Pole to be carried over any regular radio station, the pilot of a U. S. Air Force B-29 will give youngsters in this area an eye-witness description of conditions at the Pole when St. Nick departs in a special Christmas Eve program. "Santa Claus Roundup" on WNBC from 7:30-7:45 p.m.



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Phone: Wisconsin 3271

CHICAGO BUREAU
Nat Green
1417 Ashland Bldg. 155 No. Clark St.
Phone: State 2332

Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

New ABC Documentary To Be Aired On Jan. 10

The sixth of a series of full-hour documentaries, "The Berlin Story," will be aired by the ABC network on January 10 at 9 a.m., EST., Robert Saudek, v-p in charge of public affairs, announced yesterday.

News commentator William L. Shirer will participate in "The Berlin Story," which dramatizes events in Germany from 1871 to the current crisis in the German capital. Actual tape recordings made in Germany by Lyford Moore, chief of the ABC Bureau in Berlin, will be included in the documentary.

The five previous ABC studies in the same vein were: "Communism—U. S. Brand," "V. D.—A Conspiracy in Silence," "Slums I and Slums II," "1960?—Jiminy Cricket," and "School Teacher—1947."

Quinones Back To P. R.

Jose Ramon Quinones, president of WAPA, San Juan, has returned to Puerto Rico following a visit to the mainland, during which he attended the meeting of the American Farm Bureau in Atlantic City. He attended in his capacity as president of the Puerto Rican Farm Assn.

CBS Makes Power Claim With KFRE Joining Web

(Continued from Page 1)

KFRE gives CBS "a clear lead in total power among the four major networks." He explained the web would have a total, daytime power of 1,641,200 watts and 1,556,450 watts at night. This compares with the second strongest network's power totals of 1,582,500 watts, daytime, and 1,511,850 watts, night time, Akerberg added.

KFRE, now an affiliate of the American Broadcasting Company, will commence operations on 50,000 watts about February 1. Station is owned by the California Inland Broadcasting Company, J. E. Rodman, president, and Paul R. Bartlett, general manager.

Barron vs. Goodson Suit On Calendar For Jan. 3

(Continued from Page 1)

New York County. If a decision is made at that time to let a jury decide on basic issues of fact, the case probably will go to trial a week or two later.

The suit was filed by Barron last August with attorney James Lawrence Fly representing the plaintiff. Also named as defendants in the suit at that time were Louis G. Cowan, Harry Salter, Howard Connell and ABC. Goodson and the Cowan office have said, "We are satisfied there is no basis whatsoever for this claim."

Rathbone Show On CBS Will Be Tape-Recorded

CBS, which recently tossed away its rule against transcribed shows, will be taking on its second recorded series next month—at least for 10 weeks.

Because Basil Rathbone is touring the legit circuit, his new series for Fatima cigarets (titled "Tales of Fatima") will have to be tape recorded in Hollywood for the first two months or so. Show bows in Saturday, Jan. 8, 9:30-10 p.m., EST. Rathbone will do the show live from New York after he winds up his tour, probably in April.

10 YEARS AGO TODAY

From the Files of Radio Daily

RCA has announced that over the first quarter of 1939, their main objective will be to build television receiving sets to be placed on sale early in the spring. . . . American Federation of Radio Artists conferred with executives of the American Association of Advertising Agencies at the Four A's office for the acceptance of AFRA's "Code of Fair Practice" and scale. . . . A Federal Statutory Court of three judges is studying evidence in the first attack on New Jersey's 1930 law requiring state approval for construction of radio transmitters.

Xmas-Broadcasts Set By Voice Of America

(Continued from Page 1)

of San Antonio, the Old North Church of Boston, the Mormon Tabernacle of Salt Lake City and the National Cathedral of Washington, D. C.

"V of A" has also packaged a one-half-hour documentary to be aired on Christmas Day at 8:30 a.m., EST, to the Far East and Latin America and at 11:15 a.m. to Europe. This show includes actual recordings made in typical American homes by WHO, Des Moines; KSN, San Francisco; WWL, New Orleans; KTAR, Phoenix; WOAI, San Antonio; WCOP, Boston and WCCO, Minneapolis.

In addition to the two main features, "V of A" will use a transcription made by staffers of the 12th Annual Christmas Carol Festival held at Carnegie Music Hall, Pittsburgh, on December 15. This recording of 600 singers representing 22 organizations will be used at various times in the Christmas broadcasting period. Several top network Christmas shows, sans commercials, have been scheduled also in cooperation with the stations and sponsors involved.

Assn. Outlines FM Links With Newspapers, Webs

(Continued from Page 1)

or indirectly. Of the 687 commercial FM stations, 243 are owned outright or in part by newspapers; 43 of these are independent FM operations, but of this group five have AM applications pending with the FCC. Newspapers hold construction permits for an additional 48 FM stations, it was said.

Of the 155 FM-AM joint operations owned by newspapers which reported affiliation with one or more of the major nets, 50 are ABC affiliates, 39 MBS affiliates, 32 NBC and 30 CBS.

ABC Network Affiliates Plan January Meetings

(Continued from Page 1)

discussion of future plans, cooperation in sales and in programming, and for general station relations.

ABC station reps in the south central and southeastern districts will meet in New Orleans on January 10; Southwestern, middle and central districts in Chicago on January 27, and the mountain and Pacific areas in San Francisco on February 3.

Stars Over Hollywood Going Full CBS Network

(Continued from Page 1)

heard Saturdays, 2:00-2:30 p.m., EST, will switch to 1:00-1:30 p.m. on New Year's Day. Guest on the series when it goes full network will be film star Anita Louise to be followed the next week by John Hodiak. Agency is Foote, Cone & Belding.



He's taking movies

The usual mode of shooting an escape on foot by the Hollywood studios is from a high scaffolding mounted on a dolly and run along tracks. But one studio (RKO) discovered that by using a helicopter, it could accomplish the same result at lower cost.

Even out in the land of million dollar movies, they try to cut down costs!

What are you, as a time buyer, doing to cut down your client's cost of doing business?

You must have heard this somewhere before, but we're going to say it again. If you use radio in Baltimore, there's one sure way to cut down your cost of doing business: Put W-I-T-H on that list.

For it's a fact that it's the successful independent that delivers more listeners - per - dollar - spent than any other station in this big town.

To make a sales manager happy, and to prove you DO know how to buy time . . . use W-I-T-H!



W·I·T·H

Baltimore 3, Maryland

TOM TINSLEY, President

Represented by Headley-Rood

INS has served



FOR 11 YEARS

Form Theater Group To Offset Giveaways

(Continued from Page 1)
 is the head. The corporation announces that the contest will have a gigantic \$106,575 weekly jackpot. First contest gets under way January 3, and the payoff on this "Jingle Jamboree" takes place two weeks later, on the evenings of January 17, 18, 19 and 20. The awards, paid in government savings bonds, will continue regularly each week thereafter, in the same amounts.

Attendance Builders is selling this contest to the theaters as a package that includes staging, promotion and advertising as well as the awards, and it has worked out features it believes will make the idea attractive to patrons. Regan states that with inquiries pouring in from all over the country, the vast majority of theaters will soon be participating in the contest.

The mere signing of an attendance card signifying presence in the theater at the time the awards are announced will protect the winners for 48 hours, even if they fail to claim their prizes at the time they are announced. And any person who can prove that attendance in a theater resulted in the loss of a radio prize will be awarded double the amount he would have won, up to a maximum of \$10,000.

NRDGA Names Judges For Annual Radio Contest

The judges to select the best retail radio programs for 1948 in the annual contest held by the National Retail Dry Goods Association have been appointed, Howard P. Abrahams, manager of the sales promotional division, announced yesterday.

Maurice Mitchell, director of NAB Broadcast Advertising, will make the awards at the annual convention of the NRDGA, January 10-14.

The Jury of Judges: Ruth W. Ayres, managing director of the National Consumer-Retailer Council, Inc., Thomas D. Connolly, program sales manager of CBS; Carl Haverlin, president of BMI; Oscar Katz, director of research at CBS; Linnea Nelson, chief time buyer at J. Walter Thompson; Bruce Robertson, senior associate editor of Broadcasting Magazine, and Arthur A. Stelzer, president of James McCreery & Co.

RECORDING ENGINEER

We are looking for a thoroughly experienced Recording Engineer. He must be completely familiar with commercial recording engineering and be well versed in installation work. Man selected will head engineering department of a new division of an already successful radio enterprise. Give detailed description of background, salary requirements, and availability. Replies held in strictest confidence. Our employees know of this ad. Write Box 157, RADIO DAILY, 1521 Broadway, New York City.

'Pennies From Benny' Drive To Aid Polio Fund

(Continued from Page 1)

fathers officially launch the Benny "Covered Wagon Train" from the Los Angeles City Hall steps.

The program for Los Angeles' official send-off ceremony was announced by Basil O'Connor, director of the National Foundation for Infantile Paralysis.

"This plan, spark-plugged by Jack Benny, is the main adjunct to this year's March of Dimes and undoubtedly will succeed in dramatizing our annual drive for funds to fight infantile paralysis," O'Connor said. "This year we expect the greatest sum ever collected in any March of Dimes campaign in history."

"Prairie Schooner" Donated

Then the Covered Wagon, an authentic "Prairie Schooner" donated by Benny to dramatize the drive on its tour to Washington, D. C., will pull up to the City Hall steps.

At Los Angeles airport the covered wagon will be hoisted into an airlines cargo plane for the first leg of its five-week cross-country tour to Washington.

Benny is contemplating plans to meet the wagon-train en route and later fly to Washington to present the caravan's collections to President Truman for the Infantile Paralysis Fund.

News Directors Join Membership Of NARND

Omaha — News directors of 17 radio stations have become members of the National Association of Radio News Directors recently, according to Executive Secretary Soren Munkhof of WOW, Omaha.

The new members of NARND are John Bills, WQAM, Miami, Fla.; Nate Egner, WLDS, Jacksonville, Ill.; Pat Flaherty, KPRC, Houston, Texas; Jarrett Griffin, KWK, St. Louis; Ben Holmes, KOMA, Oklahoma City; Cass Keller, WRC, Washington, D. C.; Ted Koop, CBS, Washington, D. C.; Ed Lambert, KFRU, Columbia, Mo.; Ken Miller, KVOO, Tulsa, Okla.; Richard Oberlin, WHAS, Louisville, Ky.; Ken Peterson, KVFD, Fort Dodge, Iowa; Sheldon Peterson, KLZ, Denver, Colo.; John Sabin, WTMV, East St. Louis; Don Sherwood, WTHI, Terre Haute, Ind.; Art Smith, WNAX, Yankton, S. D.; Tom Warren, KSO, Des Moines, Iowa, and W. A. Warwick, WJOB, Hammond, Ind.

Farnsworth Promotes Morrow

The appointment of Stanley A. Morrow as advertising and sales promotion manager of the Farnsworth Television & Radio Corp. to succeed John S. Garceau, who recently resigned to accept another position, has been announced by D. M. Allgood, Farnsworth vice-president. Morrow first joined the Farnsworth organization in 1944, serving originally as war material expeditor in the company's Chicago branch, and more recently, as assistant advertising and sales promotion manager in Farnsworth's home office located in Fort Wayne, Indiana.

SALUD—John Crosby!

Your very penetrating appraisal of WOR's "News on the Human Side" is what we'd long hoped to see.

RADIO IN REVIEW
 —By JOHN CROSBY
News on the Sprightly Side

Lyle Van, who is heard on WOR... So far, no luck. Incidentally, in New York Mondays through Saturdays at 6 p. m. E. S. T., is... Van's listeners, an increasingly loyal group, and out of 1,500 replies found only six who favored Avenue of the Americas.

"News on the Human Side" also campaigned against the marriage tax, and the station feels that it had a good deal to do with the repeal of the New Jersey law against the sale of colored margarine. Perhaps the most daring and most controversial crusade Van ever got mixed up in was a campaign against the city's Golden Jubilee last spring, most of which was directed against Grover Whalen.

Van and his associates felt that the appropriation of \$860,000 by the city for a Golden Jubilee was a lot of nonsense. Van pointed out with considerable acerbity that Whalen's World's Fair had lost a fortune and predicted that the \$860,000 would be largely lost. "With the city going broke, he said, 'we need a million-dollar celebration like we need a hole in the head.'"

This crusade brought an outraged protest from Mr. Whalen, who called Dave Driscoll, director of news at WOR, and threatened to retaliate with any means at his command. A short time later the ad agency representing Van's sponsor called up and asked for the script of the attack on Whalen. Two weeks later, when the time came for option renewal, the sponsor dropped the show. This sequence of events is listed cautiously by the station under the heading of funny coincidences.

Meanwhile, Van (who has picked up a new sponsor) goes ahead taking sides on local issues, discerning unusual exclusive news stories and presenting a news program that is certainly sprightly and different from others. Even the station admits that "News on the Human Side" appears to be a clear-cut violation of the C. C. rule against editorializing, though minor editorializing is permitted. So far the commission has made no protest.

So far, no luck. Incidentally, in New York Mondays through Saturdays at 6 p. m. E. S. T., is... Van's listeners, an increasingly loyal group, and out of 1,500 replies found only six who favored Avenue of the Americas.

NOTE: "News on the Human Side", starring the gifted Lyle Van, is a creation of the WOR news and special features division. It is at the moment open for sale. A tip—hurry, hurry, hurry to that phone and call SALLS at Longacre 4-8000

—heard by the most people where the most people are

WOR

mutual

CHICAGO

By NAT GREEN

DOROTHY MASTERS, of the NBC press department, visiting her parents in Colorado Springs, Colo., over the holidays.

Frank Sinatra will appear Wednesday at a Christmas party at the Civic Opera House for the benefit of Chicago area war vets. Party is sponsored by the Herald-American.

Lots of out-of-town holiday visitors at the Mutual offices. Among them Robert Kennedy, manager of KBZY, Grand Rapids, Mich.; M. H. Bonebrake, general manager KOCY, Oklahoma City; Joe Hladky of the Cedar Rapids Gazette and station KCRG, Cedar Rapids, Iowa; Bill Kutsch, president and general manager of WMMJ, Peoria, Ill., and Ray Morgan of the Raymond R. Morgan Agency, Hollywood, Calif.

Sidney Renthal of Evanston, Ill., is author of the romance "But the Face is Familiar," to be heard on CBS' "First Nighter" on Dec. 30.

WLS announces that the 1949 WLS Family Album, the 20th edition, will reach the 800,000 mark in copies sold.

Over 500 new and reconditioned toys contributed by present and former Quiz Kids have been sent to the Navajo Indian children at Shiprock, New Mexico. Zenith Radio Corporation also donated one of its big radio-phonograph combinations.

Sid Eiges, NBC vice-president in charge of press, spoke before the Chicago Institute for Religious and Social Studies on December 14. "Television offers a new challenge for presentation of spiritual and moral thinking," Eiges told his hearers, and he urged clergymen to make proper use of radio and television to translate religious thinking for public consumption.

Miami Margarine Co., Cincinnati, will sponsor a quarter-hour segment of Mutual's "Queen for a Day" over 245 southern stations, starting January 4, it is announced by Ade Hult, vice-president in charge of Mutual midwest operations.

Radioites At Walter Reed

Washington—Appearing as guests at the Walter Reed Hospital annual Christmas party, Sunoco 3-Star Extra Editor-in-chief Ray Henle, Foreign Affairs Editor Felix Morley and National Affairs Editor Ned Brooks did their Monday evening (Dec. 20, 1948 6:45 p.m.) broadcast from the Red Cross recreation hall at the hospital. The American Theater Wing acted as sponsors of the party.



Mainly About Manhattan. . . !

● ● ● WLIB cancelling out all its English language shows, with present plans calling for the station to go on an all-foreign language basis after the first of the year. (All they're waiting for now is Dorothy Thackrey's okay). . . . CBS readying a fabulous promotion campaign for Jack Benny. Ballyhoo will include a cross-country trip by the Waukegan Wit with a March of Dimes tie-in. . . . One of the top literary mags is starving circulation-wise. . . . Gall & Harry Ingram are leaving for a H'wood assignment on Christmas night and on their return will move into their newly-built Conn. home—so, if you're still interested in an apartment, call them at MU 6-6888. . . . DuMont's third TV station opening in Pittsburgh Jan. 12th. . . . NBC set to reshuffle its whole television operation. (Beeg H'wood movie names are being lined up). . . . Bill (Winner Take All) Todman got a letter last week from a Staten Island housewife saying: "It is imperative that you get me on the show before Christmas as I want to see what I can win before I do my shopping." . . . NBC readying a video news stanza a la the Doug Edwards CBS offering. . . . FCC not likely to get its request for more personnel to handle its current extra-heavy load. . . . Add IMPressions: WPIX: Newspaper of the Air. . . . Mr. Keen: Dick Tracer. . . . Phil Silvers show: Beau and Arrow.



● ● ● VIEWS AND REVIEWS: Script of "Club 15" hanging on the ropes. Only Maggie Whiting saves this stanza from being completely inane. And why does brother Bob try so hard to mimic Bingo's conversational tone? . . . Bob Hope's scriptling reading of his lines on "Screen Guild Players" was a pre-Christmas highlight. . . . Easiest to take of the nitely newscasters: Lyle Van, who makes local human interest items as important as other wire service news. . . . CBS-TV's "Prize Party" is one quiz that's really built for TV and not just a warmed over radio show.



● ● ● AROUND TOWN: WOR's new "Telle-kid Quiz," handled by Dan McCullough and Bruce Elliot, proving a heavy mall lure already. (What's more, they're developing a flock of brand new Quiz Kids). . . . Alan Young looking for a gal for his new Tums aircr. . . . Ford to discontinue the kinescoping of its TV stanzas. Seems the choicer stories can't be obtained for video if film transcription is also intended. . . . Christmas tree at Fortune Pope's new de luxe WHOM studios a real eye-opener. . . . Jack Haloy being sought to headline a new quizzer. . . . Sunday nite in Manhattan was so tough that you could even get a seat at "Stop the Music." . . . Talk around the agencies these days is that the time is practically here when \$5,000 will be the top budget for an air show. . . . Star-Spangled Banner gal, Lucy Monroe, guests on "20 Questions" Christmas night. . . . Dept't of Agriculture considering buying television time for a series to housewives on how to buy food, etc. . . . Program director of a N.Y. indie burning at one of his commentators for going over his head to station brass with program idea after he had nixed it. . . . Ritz Bros. turning columnists via "Putting on the Ritz" syndicated feature. . . . Wall St. brokers heavily pushing tele stock via ads and mail offers. . . . Understand that GE moved its House Party from CBS to ABC because former not didn't like bank-roller's idea of taking a summer hiatus.



● ● ● TV House, producers of independent video shows, have completed several new ideas for television, including "And In This Corner," featuring ex-champ Barney Ross and Harry Balogh, leather-lunged Madison Sq. Garden fite announcer—"Teen Fry," with Al Kelley, double-talk king—"Over the River," with Daily Mirror columnist, Eddie Zeltner—and "Sherlock Jones, Jr.," with Jimmy Savo.

PORTLAND'S NEWEST AND FINEST BROADCASTING STUDIOS

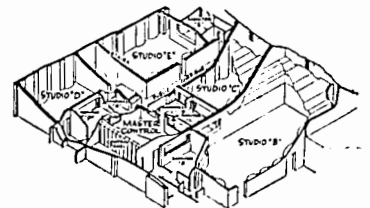


In their spacious fourth floor quarters in The Oregonian building, KGW's staff members work in soundproof, vibrationless quarters. The studios of KGW and KGW-FM are architecturally perfect . . . efficiently designed, completely soundproofed. Television facilities are here, also, two stories tall and large enough for half a dozen stage settings at one time. Five studios, two announcer booths, four monitor booths, master control, lounges, music library, newsroom, spacious offices . . . it's a dream of a place, fitting home for a radio station that's really going places.

Above . . . H. Quenton Cox, right, demonstrates soundproofed "sound lock" studio door to Arden X. Pangborn, Oregonian business manager.

Below . . . Diagram of KGW's studios, showing relation of master control to studios.

Another Step Ahead for KGW & KGW-FM



KGW and KGW-FM
PORTLAND, OREGON
COMPLETE SCHEDULE
SIMULTANEOUS SERVICE
REPRESENTED NATIONALLY BY EDWARD PEIRY & CO

The BEST CHRISTMAS SONG
in the Country!
"BLUE CHRISTMAS"
CHOICE MUSIC, Inc.
1576 Broadway New York City

NBC Now Subscriber To U. S. Hooperatings

(Continued from Page 1)

and affair for the trade guys and own through the months of Hooper's busy year — considering Nielsen, BMB and all kinds of new electronic gadgets—the rating man, showing the characteristic of a kindly press agent, always manages to hold back at least one press release.

When the trade boys put away their steaks yesterday and reclined in a mellow mood, Hooper suddenly pre into his act like an announcer getting a commercial fee. However, Hooper's commercial did seem to be within the limits of the NAB code. His release led off with the announcement that NBC had subscribed to U. S. Hooperatings, the first network to fall in line. Neither Hooper or NBC would say how much the network is paying but it's understood to be well in excess of \$25,000 or the twice a year service.

Other Subscribers Listed

Other advance subscriptions to U. S. Hooperatings have been received from General Mills, Gulf Oil, CA, Lever Brothers, Carter Products, Brown Shoes, Ralston-Purina, Gillette, Dancer-Fitzgerald-Sample, Gardner Advertising and Newell-Emmett. Hooper said there are enough subscribers now to pay the actual cost of U. S. Hooperatings. Originally he asked for \$200,000 from the industry—one-half of this from the networks and the other half from agencies and sponsors.

Hooper's Santa Claus release made some comparisons between BMB figures and U. S. Hooperating statistics, the differences being overwhelming to behold. Where BMB's nighttime lineup shows NBC has 1,128,000 radio families, the average evening audience tabbed by U. S. Hooperatings in the Winter of 1948 is 15,557,000 listening homes for NBC. And just because it was Christmas, Hooper had something to say about Nielsen and his audimeter. It that's a story that can be told by month or day of the year.

For 1949, the first U. S. Hooperating survey will be made between Jan. 15 and Feb. 15 with the report to be published April 15. Second survey is scheduled from Oct. 15 to Nov. 15 and will be published on Jan. 15, 1950.

SOUTHWEST SIDELIGHTS

DON GILLIS, composer, and conductor of the NBC Symphony broadcasts, conducted the San Antonio Symphony Orchestra last Saturday, Dec. 18, in the playing of his own "Symphony No. 7." He shared the podium with the orchestra's regular conductor, Max Reiter. Gillis' "Symphony No. 7" was written for Texas Christian University and was given its first performance there with Gillis as conductor. He was awarded a Doctorate of Music on the occasion.

John T. Dunford, New York advertising executive, was a recent visitor to San Antonio as part of a tour he is making of all CBS stations carrying the Sunday concerts of the New York Philharmonic Symphony Orchestra. While here he was a visitor at KTSA, local CBS outlet.

John W. Scott, KABC, San Antonio, news editor spoke at the regular luncheon meeting of the San Antonio Lions Club. Scott, who recently returned from an extended European trip, discussed the present conditions of the countries he visited and the effect American aid is having.

Dr. Otto Wick, associate professor of music at Trinity University of San Antonio, will leave for New York City where he will conduct a radio broadcast of two excerpts from his opera "The Lone Star." The selections to be used are "San Antonio" and "The Alamo Dirge." The broadcasts will be over WNYC and is at the invitation of the New York Symphony.

Dale Evans, film and radio star, paid a visit last week to the WFAA, Dallas studios, where a few years ago she was a featured singer. Miss Evans was shopping and visiting with friends while her husband, Roy Rogers, was hunting on the King Ranch.

For the ninth consecutive year WOAI, San Antonio, will broadcast the Christmas Eve midnight mass from the St. Mary's Church there. Brother Peter Rogers will act as narrator for the mass. The sermon will be delivered by the Rev. Joseph Sammon, OMI. The full choir of St. Mary's parish will sing a mass composed by the late John Steinfeld, former organist of St. Mary's, and the Marian Choristers will be heard in traditional Christmas carols. Richard L. Carr will direct the choir. Henry Guerra of WOAI will announce the service.

Mrs. Pauline G. Reiter, has been named chairman of a "Listening Post" committee which will help

select programs and performers on the air which will be considered for "Oscars of the Air." She is the wife of Max Reiter, conductor of the San Antonio Symphony Orchestra. Awards will be made by the University of Georgia's Henry W. Grady School of Journalism with the assistance of the NAB.

D. M. Teague, district commander, Fifth District American Legion, presented WFAA, Dallas, with a public service award for the presentation of programs on the outlet in behalf of the Legion.

Bill Michaels, manager of KABC, San Antonio, has announced that all employes of KABC will receive two weeks salary as a Christmas bonus. The staff will also go on a 35-hour week.

Frank Fallon has joined the announcing staff of KITE, San Antonio, according to Charles Balthrope, station owner and manager. Fallon is a former dramatic student and football star representing Alamo Heights.

Mrs. Tim Healy had as a recent guest on her daily broadcasts over KLIF, Dallas, Louis Veda Quince, Dallas Little Theater director, whose latest effort "Ladies in Retirement" is scheduled to open for a three-day run.

AFRS Xmas Programs To Feature Top Stars

(Continued from Page 1)

aired on the December 25th broadcast, have been transcribed by the top sports commentators. This week's programming has been in preparation for at least one month, it was pointed out. Transcriptions of excerpts from big shows were started last week.

The Armed Forces Radio is beamed to the Atlantic area, Europe and the Near East. Servicemen in Vienna, Italy, Greece and Egypt will be able to hear the American broadcasts. In addition, letters from the Holy Land have indicated that the programs have been often heard there with fair reception.

WMCA's FM Transmitter Going On Air Dec. 25

WMCA will begin FM operations December 25 at 2:30 p.m., Leon Goldstein, vice-pres. in charge of programs, announced yesterday.

The station's FM schedule will duplicate all AM programs from 3 p.m. to 9 p.m. WMCA-FM has been assigned Channel 222 and a frequency of 92.3 megacycles, the bottom of the commercial FM dial in New York.

The new FM transmitter is located atop the Chanin Building.

For Profitable Selling—Investigate

WDEL
WILMINGTON
DELA.

WGAL
LANCASTER
PENNA.

WKBO
HARRISBURG
PENNA.

WRWA
READING
PENNA.

WORK
YORK
PENNA.

WEST
EASTON
PENNA.



STEINMAN STATIONS
Clair R. McCollough, Managing Director

Represented by **ROBERT MEEKER ASSOCIATES**
Chicago San Francisco New York Los Angeles

Veteran Broadcasters

Samuel Woodworth, vice-president-general-manager of WFBL, Syracuse, has completed his 26th year in the field of radio broadcasting and Chas. F. Phillips, vice-president in charge of sales and programs at the same station, has completed his 24th year.

1906 *Henri* 1948
CONFISEUR
FRENCH RESTAURANT
LUNCHEON from \$2.00
DINNER from \$3.00
COCKTAIL BAR
Famous French Candies
15 East 52nd St.
AIR CONDITIONED

PROMOTION

Mail Puller

A total of 17,129 letters from 42 states and six Canadian provinces received by WJR, Detroit, as a result of a mail-offer on one program offered "proof more than positive" of the early morning pulling power of radio in general and WJR's 50,000 watts in particular.

Disc jockey Fran Pettay offered free automatic pencils to anyone requesting them by mail on the "One Hour of Entertainment" program sponsored by the Chrysler Corporation 1 to 2 a.m., Monday thru Saturday. The offer was made early Sunday morning and the letters had to be postmarked within 24 hours of his announcement.

Despite the closed postoffices and other Sunday inconveniences, the Chrysler Corporation received 17,129 requests all postmarked within the time limit.

Cover Centennial

WCN engineers and an announcer from Atlanta went to Eatonton, Georgia, to broadcast the first day issuance of the Joel Chandler Harris stamp.

Harris, whose Uncle Remus stories first appeared in the Atlanta Constitution, was born in Eatonton one hundred years ago. The original Frost drawing of Brer Rabbit, an illustration in an early edition of "Uncle Remus" is the trademark of the Atlanta Constitution station, WCON. The Centennial celebration, together with its Tar Babies, Brer Rabbits, hoop shirts and other mementos of the Harris era made colorful and interesting listening for Georgia fans.

WCON's special eventster, Les Henrikson, did the commentary.

Baseball Brochure

Station WIND, Chicago, has mailed more than 1,000 copies of a new Midwest Baseball Network sales promotion brochure. The four-page brochure, done in black and white, gives full market and cost data, and includes a detailed map of the network, with stations designated in each area. The Midwest Baseball Network stations are located in seven states, and the market area covers 10 states, with a total of 2,761,160 radio homes.

FCC Asked To Dismiss 3-Year-Old Complaint

Washington Bureau of RADIO DAILY Washington—The FCC was asked yesterday to dismiss the complaint against KOB, Albuquerque, N. M., filed by John J. Dempsey nearly three years ago. At that time Dempsey, still New Mexico Governor, charged the station with editorializing to his disadvantage and with refusing to give him a fair chance at its microphone. The case has been in docket for nearly three years, and is yet to come to hearing, although a hearing is now set for next month.

NETWORK SONG FAVORITES

The top 30 songs of the week (more in case of ties), based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast over Radio Networks. Published by the Office of Research, Inc., Dr. John G. Peatman, Director. Survey Week of December 10-16, 1948

TITLE	PUBLISHER
A Little Bird Told Me.....	Bourne
Bella Bella Marie.....	Leeds
Bouquet Of Roses.....	Hill and Range
Buttons And Bows.....	Famous
Cuanto Le Gusta.....	Southern
Down Among The Sheltering Palms.....	Miller
Far Away Places.....	Laurel
For You.....	Witmark
Hair Of Gold, Eyes Of Blue.....	Robert
Here I'll Stay.....	Chappell
Hold Me.....	Robbins
I Still Get A Thrill.....	Words & Music
Lavender Blue.....	Santly-Joy
Little Jack Frost Get Lost.....	Henry Spitzer
Maybe You'll Be There.....	Triangle
My Darling, My Darling.....	E. H. Morris
My Happiness.....	Blasco
Night Has A Thousand Eyes.....	Paramount
On A Slow Boat To China.....	Melrose
One Sunday Afternoon.....	Remick
Powder Your Face With Sunshine.....	Lomhardo
Pretty Baby.....	Remick
Say It Isn't So.....	Berlin
Say Something Sweet To Your Sweetheart.....	Mills
That Certain Party.....	Bourne
Until.....	Dorsey Bros.
You Call Everybody Darling.....	Mayfair
You Came A Long Way From St. Louis.....	Jewel
You Started Something.....	Broadcast Music
You Were Only Fooling.....	Shapiro-Bernstein

Second Group

A Tree In The Meadow.....	Shapiro-Bernstein
Ah But It Happens.....	Bourne
All I Want For Christmas Is My Two Front Teeth.....	Witmark
Brush Those Tears From Your Eyes.....	Leeds
By The Way.....	Bregman-Vocco-Conn
Ev'ry Day I Love You.....	Harms
Galway Bay.....	Leeds
Green-Up Time.....	Chappell
Here Comes Santa Claus.....	Western
I Got Lucky In The Rain.....	Sam Fox
I Love You So Much It Hurts.....	Melody Lane
In The Market Place Of Old Monterey.....	Shapiro-Bernstein
Lillette.....	Jefferson
Lonesome.....	Republic
Money Song.....	Crawford
Rambling Rose.....	Laurel
So In Love.....	T. B. Harms
Too Much Love.....	Harms
Twelfth Street Rag.....	Shapiro-Bernstein
What Did I Do.....	Triangle
You Walk By.....	Cavallier
You You You Are The One.....	Campbell
You're All I Want For Christmas.....	Porgie

NOTE: WHITE CHRISTMAS published by Irving Berlin, Inc. is No. 2; WINTER WONDERLAND published by Bregman-Vocco-Conn is No. 3; CHRISTMAS SONG published by Burko & Van Heusen is No. 5; and LET IT SNOW, LET IT SNOW, LET IT SNOW published by E. H. Morris is No. 9 this week on our list of "Favorite Standards of the Week." Copyright, 1948, by Office of Research, Inc.

NEW BUSINESS

WGN, Chicago: Procter & Gamble Co., (American Family Soap), through H. W. Kastor & Sons, renewal of weekly station break announcement for 52 weeks from January 2; Standard Brands, Inc., through Ted Bates & Co., three weekly station-break announcements, daily participation in "Melody Memos," Monday through Friday, and Saturday participation in "Baker's Spotlight"; Beltone Hearing Aid Co., through Ruthrauff & Ryan, Inc., renewal of three weekly participating announcements in "Art Baker's Notebook," Monday through Friday, for 13 weeks from December 6; Brown & Williamson Tobacco Corp., through Ted Bates, Inc., renewal of six station break announcements for 52 weeks from December 12; Durkee Famous Foods, Inc., through C. Wendel & Co., the "Vicki Stevens" show, Monday through Friday, for 13 weeks from December 10; Emerson Drug Co. (Bromo Seltzer), through B.B.D. & O., renewal of seven weekly station break announcements for 52 weeks from December 27; Ronson Art Metal Works, Inc., through Cecil & Presbrey, Inc., renewal of three weekly station break announcements for 26 weeks from January 4; Continental Baking Co., through Ted Bates, Inc., renewal of a daily participating spot in "Spots of Music," Monday through Saturday.

WENR-TV, Chicago: Bulova Watch Co., through Biow Co., Inc., a schedule of 31 card-with-live-copy, one-minute spot announcements for 52 weeks; the Wine Growers Guild, through Honig-Cooper, one one-minute sound-on-film announcement weekly for eight weeks; Spiegel, Inc., through Schwimmer & Scott, two sound-on-film one-minute spot announcements weekly for 26 weeks; the Haskelite Mfg. Corp., through Robt. Archer & Co., three one-minute live announcements weekly for five weeks; Liggett & Myers Tobacco Co. (Chesterfields), one one-minute sound-on-film announcement weekly for 12 weeks, and four one-minute sound-on-film announcements weekly for 52 weeks; Elgin American Co., through Weiss & Geller, five one-minute sound-on-film announcements weekly for one week, and four one-minute sound-on-film announcements weekly for two weeks.

Gets Wagner Sales Post

Hector A. Castellucci has been appointed general sales manager of the Wagner Recording Manufacturing Corp., New York, having formerly been director of advertising and sales promotion for the New York office of Farnsworth Television and Radio Corp., Fort Wayne, and also assistant sales manager for Farnsworth organization for two years.

TELEVISION DAILY

Section of RADIO DAILY, Wednesday, December 22, 1948—TELEVISION DAILY is fully protected by register and copyright

RMA GROUP ASKS END OF 'FREEZE'

TELE TOPICS

THE FREDERICK W. ZIV package, "Yesterday's Newsreel," makes a highly entertaining and informative quarter-hour. Made up of clips from newsreels of by-gone years, it offers amusing nostalgia for older viewers and a fresh look at history for the youngsters. This week got a big kick out of seeing Lindbergh, Jimmy Walker, Al Smith, Calvin Coolidge, Helen Wills, Gertrude Ederle, Jack Dempsey and Gene Tunney. The clips are very well selected and pleasantly balanced among spot news, personalities, sports, fashions, etc. Quality of the films is very good despite their age. . . . Series is carried locally by WCBS-TV under sponsorship of Seidenberg cigars. Commercials in film are interesting the first time you see them (same clip is used three times in each show) and voice description is of the hard-hitting variety.

ABC and the Radio and Television Directors Guild begin negotiations today on a collective bargaining agreement covering directors, program assistants and floor managers at WJZ-TV. The web till maintains that directors are supervisory personnel, and will offer proposals, which, it says, are designed to insure its privilege of dealing with the directors as such. If the two parties can't reach agreement on the directors, ABC has indicated to the Guild that it will withdraw its recognition of RTDG as collective bargaining agent for the staffers it represents. . . . Ward Durrell, of the Hooper office, tells of riding in an elevator at Macy's the other day, and overhearing a father tell his young daughter that she would soon see Santa Claus. The young girl's reply was a promotion man's dream: "I'd rather see Howdy Doodo."

STORK NEWS: It's a six-pound, three-ounce boy for "Mary Kay and Johnny" (Mr. and Mrs. John Stearns). Newcomer named Christopher William, and Johnny is considering changing the title of their show to "Mary Kay, Johnny and Junior," as he hopes to have his heir before the ikes as soon as possible. Last two shows were on film and Mary Kay will be written out of future scripts until her return. . . . Zero Mostel does a reprise of WPIX Monday, 8:30 p.m. in a new show titled "Channel Zero," produced by Arthur Ehrlich and Sheelagh O'Malley in association with Phil Loeb. Clark Jones will direct, with script by Sam Locke. . . . "Polly the Parrot," a four-an-a-half minute comic opera with libretto by Lanny Ross will be performed at the Met Sunday night, with Ross as narrator and Mimi Sznell and Felix Knight singing the leads. . . . The March of Dimes bowling championship tournament in Cleveland tomorrow night will be scanned by WEWS.

Kersta Leaves NBC; Heads Weintraub TV

Noran Kersta, executive assistant to NBC's tele veepee Sidney Strotz, has resigned to become TV director of the William H. Weintraub Advertising Agency on Jan. 20. Kersta joined NBC in 1935 as a research assistant and rose through the ranks to director of TV operations. He was named to his present post this year. At Weintraub, he will organize and supervise the agency's video department. Agency's major accounts include Kaiser-Frazer, Lee Hats, Air-Wick and Revlon.

In announcing Kersta's appointment, Harry Trenner, vice-president of the Weintraub agency in charge of radio, pointed out that this move by the agency in the television field coincides with a major development in television scheduled for next month when Eastern and Mid-western television networks are joined for the first time by coaxial cable.

Of Kersta, Trenner said: "His experience as operator of the world's largest television network will enable us to give our clients the benefit of what we believe to be the

Increase In News Programs Reported In N. Y. By Pulse

Total number of TV program quarter-hours in New York during November was about 50 per cent greater than the figure for August, according to a Pulse study released yesterday. Notable changes in program classification include a decline in sports—although they still comprise the heaviest single block of time—and sizeable increases in the amount of time devoted to news and children's programs.

A large part of the total jump in air time—from 648 to 915 quarter-hours—is attributed to the fact that the city's sixth station, WJZ-TV, went on the air since the August study was made.

In August, 196 quarter-hours were

Para. Asks Stay

Washington—Paramount yesterday asked for a stay until January 20 of the final date for it to file for re-hearing of the Paramount-Du Mont ownership issues. The FCC last week held that the company does exercise control over Du Mont, thereby ruling out TV applications by the two companies in half a dozen cities.

ABC's 'Singing Lady' Sold To Kellogg Co.

The Kellogg Co. has signed with ABC for sponsorship of the Sunday evening children's stanza, "The Singing Lady," with Irene Wicker, over the web's Eastern and Mid-Western hookups, Effective Feb. 13, the contract is for 52 weeks and was placed through N. W. Ayer & Son.

Aired from 6:30 to 7 p.m., program features Miss Wicker, who handles the voices of all characters on each show, and the Suzari marionettes.

Stations carrying the series will be WJZ-TV, New York, WNAC-TV, Boston; WFIL-TV, Philadelphia; WMAL-TV, Washington; WAAM, Baltimore; WBEN-TV, Buffalo; WEWS, Cleveland; WSPD-TV, Toledo; WXYZ-TV, Detroit; WENR-TV, Chicago, and WTMJ, Milwaukee.

greatest fund of knowledge and experience in this new and exciting medium."

Urges FCC To Open VHF Now; UHF In 2-3 Years

(Continued from Page 1) obsolescence for the public of current TV receivers and largely avoid costly future two-band sets." The manufacturers said UHF equipment is at least a year off.

The recommendations were presented informally, but will be formally offered shortly in a more detailed form being drafted by Dr. Allen B. Du Mont.

The present VHF service, RMA said, will be the "backbone" of TV service for large cities but will also be used in smaller cities where assignment is practicable. The plan would mean at least four TV stations to a city.

The discussion this week was with Commissioners Paul A. Walker and Edwin Webster, Chairman Wayne Coy being ill. Present for RMA were H. C. Bonfig, Zenith; James H. Carmine, Larry F. Hardy and David B. Smith, Philco; Joseph B. Elliott and D. F. Schmidt, RCA; Dr. Du Mont and Dr. T. T. Goldsmith, Du Mont; Walter H. Stellner, Motorola, and Bond Geddes, RMA executive vice-president.

INS Adds Four Outlets For Newsreel Service

Four new stations slated to go on the air around the first of the year, have signed with the INS-INP TV department for Telenews - INS newsreels. In Pittsburgh, the firm's weekly reel will be sponsored on WDTV by Duquesne Co., and the daily service will be bankrolled by Kaufman Department Store.

KLEE-TV, Houston, has sold the weekly newsreel to the local General Electric dealer, and also will carry the daily film. Both services will be aired by WHIO-TV, Dayton, and WOIC, Washington, will carry the daily reel and the INP photo package.

Henry Rhea Named To WFIL-TV Engin'g Post

Philadelphia — Henry Rhea has joined the staff of the Inquirer stations as assistant chief engineer in charge of operations of WFIL-TV, it was announced yesterday by Louis E. Littlejohn, chief engineer for the outlets.

A graduate of the University of Illinois, Rhea was with the RCA tele development laboratories for eight years, and left that firm in 1947 to become a consulting engineer for radio stations.

EQUIPMENT

Farnsworth Consolidation

E. A. Nicholas, president of the Farnsworth Television & Radio Corporation, Friday announced that the company has substantially completed the extensive consolidation and expansion program at the Fort Wayne, Indiana, plant which began in 1947. Building construction completed earlier was first utilized for the consolidation of engineering and research laboratories and the company's complete administrative staff.

The company's announcement explains that additional manufacturing areas of substantial size have now been made available at the Fort Wayne plant and that it is the intention now to dispose of the Marion, Indiana, properties which will not be needed upon completion of the consolidation. Negotiations are now pending for this purpose.

New Projector

An important addition to the line of Hypex projectors designed and built by Jensen Manufacturing Company of Chicago, is the new Model VR-241 ST-789 Hypex projector, the first of the "Three-sixty" series of radial projectors. The Hypex flare formula, it is claimed, gives greatly improved acoustical performance, particularly at the lower frequencies. With sound distribution over a complete circular area, this Jensen Hypex projector is intended for installations where coverage of relatively large areas and suspension from the ceiling are desired.

In construction of the projector, use of stainless steel, aluminum and other corrosion-resistant materials, with elaborate treatment of necessary steel parts, protects against weather exposure.

Hospital Children-Wards To Get WOR Tele Sets

Nineteen New York City hospitals—all of those maintaining free children's wards—will receive television sets as Christmas gifts from WOR and its listeners, it was announced yesterday by Theodore C. Streibert, station president. Sets are being purchased with surplus cash remaining from the \$26,000 contributed by listeners this year to WOR's fourth annual Christmas fund.

Contributions were so heavy this year that enough money was left over for the TV receivers after supplying each child in free hospital wards with clothes, toys and books. This afternoon station staff members will distribute the gifts to children in hospitals throughout the city, plus New Jersey and Westchester. Staff personnel, headed by Edythe J. Meserand, assistant director of news and special features, worked in their spare time wrapping each gift separately and tagging it with the name of the child for whom it was intended.

COAST-TO-COAST

Road Reports For WCCO

Minneapolis, Minn.—WCCO has been chosen by the Minnesota Department of Highways as the official early-morning medium of information on winter road conditions. Heard on Rolf Hertsgaard's "Breakfast News" 7:15 a.m. Monday thru Saturday, they are up-to-the-minute reports on road conditions in Minnesota, Wisconsin, Iowa and the Dakotas.

Hillbilly Disc-Jockey

Norfolk, Va.—Something new has been added to "Chuck Wagon Serenade" which is heard each 12:00 to 12:30 noon on WTAR. She is "Mary Belle" (Mary Darden) 19-year-old disc-jockey on the transcribed recorded show.

Apptd. Mgr. Of KRUL

Corvallis, Oregon—An announcement has been made to the effect that C. W. Peck, former program director, has been named manager of KRUL, replacing Ted Shields, who left the station to accept a position in the East. Peck, previously associated with radio in the mid-west, has been active as a sport announcer on the station and will continue in this capacity in addition to his new duties.

Fire Prevention Talk On WUSJ

Lockport, N. Y.—Fire Chief Daniel N. Haley of this city will make his first radio talk over the new FM station, WUSJ, today, Dec. 22, on the timely topic of fire prevention, discussing the problems of holiday fire prevention confronting people all over the nation because of the seasonal tree-trimming.

WCSH Newscast For Fishermen

Portland, Me.—It has been announced that Harry Gray, free-lance writer for New England papers, has joined the news staff of WCSH as morning news writer. He will write and edit special newscast for fishermen at sea which will be heard daily at 6:25 a.m.

Staff Additions At KRNT

Des Moines, Ia.—Bob Allen has been added to KRNT's news department. Formerly news editor of WJPF, he also handled news and sports on KFRU. Added to the station's music department is Lois Vanderhoof, formerly feminine emcee of a boy-and-girl disc show on KWDM.

Street Interviews On WCSI

Columbus, Ind.—In order to promote public relations and to be of service to its listeners WCSI has started a roving street interview program. Transcribed one week in advance of broadcast, the show features interviews with housewives in six southern Indiana towns. Ted McKay, station program director, handles the show.

KOA Interviews Mitropoulos

Denver, Colo.—When Dimitri Mitropoulos was interviewed on "The Deems Taylor Concert" aired recently over KOA and KOA-FM he told Taylor some of the secrets of his ability to conduct without the use of a score. Selections from two works conducted by Mitropoulos were also heard.

Platter Party For KROW

Oakland, Calif.—Heard each Monday through Friday from 3:45 to 4:30 p.m. is the G.E. Platter Party over KROW, with Jack Gregson as disc jockey. The program presents popular musical waxings in addition to chatter by Gregson. Program is sponsored by the General Electric Supply Corp. and its local dealers.

WKNB To Salute First Baby

New Britain, Conn.—WKNB has joined forces with a local department store to give a royal welcome to the first baby born in Hartford County in 1949. Each day gifts are added to the tremendous assortment already on hand and by January 1st the value of the Treasure Chest will be approximately \$1,000, which will be presented to the family at a special Presentation Program to be broadcast at the earliest possible time after the new 1949er arrives.

AGENCIES

MITCHELL DE GROOT has been named assistant advertising and promotion director of ABC, Ted Oberfelder, web's director of advertising and promotion, announced yesterday. De Groot joined ABC in April, 1945, as a writer in the advertising and promotion department. He later was named copy chief.

WILLIAM VON ZEHLLE & CO., Inc., has a new business package for Christmas of three accounts, including All-Out Fire Extinguisher, 2 Park Ave., New York; Pavinoleum, linoleum-like fluid developed by British research, now manufactured in this country; E. H. Hotchkiss Co., Norwalk, Conn., manufacturers of stapling and tacking equipment for industrial, office, and home use. Van Lear Woodward, agency vice-president, is account executive for latter, while Mrs. C. Hickman Phalen handles Pavinoleum, and Miss Harriett Spalding has the fire extinguisher account.

JOHN W. SHAW ADVERTISING, Inc., announces the promotion of Robert Anderson to the position of space buyer for the agency. Paul Olafsson continues as director of all media, with Anderson handling space and Mildred Dudley on the buying of radio and television time.

Huntin' Bucks?

Deer season, bear season, trout season... any time is open season for making profitable sales to hunting-and-fishing enthusiasts in the Philadelphia area. The lure? Joe O'Byrne's *Hunting and Fishing Club*, on KYW each Saturday at 6:45 PM. This top-notch program reaches a large and enthusiastic audience... in an area famous for field, stream, and surf activity. NBC Spot Sales will be your guide to costs and availabilities.

Philadelphia
50,000 Watts
NBC Affiliate

KYW



WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • KDKA • WOWO • KEX • KYW • WBZ-TV

National Representatives, NBC Spot Sales, except for KEX; for KEX, Free & Peters

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 45, NO. 57

NEW YORK, THURSDAY, DECEMBER 23, 1948

TEN CENTS

UNESCO REPORTS WORLD RADIO STATUS

Co-op Business Up Web Exec. Reports

Advertisers on the cooperative programs on ABC have increased from a total of 719 sponsors a year ago to 852 for the current year, Murray Grabhorn, ABC vice-president, announced yesterday. This represents an increase of 19 per cent, Grabhorn said.

The breakdown by industrial classification shows that the greatest increase the past year have been made by household appliances, up 34 per cent over 1947; auto dealers and suppliers, up 30 per cent; build-

(Continued on Page 5)

Arnoux, Lane And Egolf To Study 'NAB Reports'

Washington Bureau of RADIO DAILY

Washington — Campbell Arnoux of WTAR, Norfolk, was named yesterday by NAB President Justin Miller to head a three-man committee to study and recommend changes in the format and content of "NAB Reports," the association's weekly publication for its membership. Working with Arnoux will be Howard Lane of WJJD, Chicago,

(Continued on Page 5)

AM Duplication Of FM Okayed By Continental

Washington Bureau of RADIO DAILY

Washington — Agreement on AM duplication of Continental FM network programs in Schenectady-Albany area was announced yesterday by Everett L. Dillard of the network and Leonard Asch, v-p and general manager of FM station WBCA and AM station WPTR.

The first official WPTR-WBCA (Continued on Page 5)

Pope to Broadcast

Rome—The Christmas eve message of Pope Pius XII will be broadcast in twenty languages, the Vatican radio station announced yesterday. The Pope is scheduled to broadcast his message in Italian at 11 a.m. (5 a.m. EST) on Dec. 24 on wave lengths of 19.87 and 31.06 meters. The English translation will be heard at 6:30 a. m., EST.

Topical

Goings on in radio are providing Bob Hope with special material. Tuesday night on NBC Hope said, "Gee that poor little Christmas tree, all alone on that lot. It must feel like Fred Allen on Sunday night." At another point in the show, Hope tossed out a gag which went. . . "And if I'm not telling the truth may I never get an offer from another network."

\$120,000 Contributed To Industry Movie

Total of \$120,000 has been subscribed by stations and networks for the production of the motion picture promoting radio as the top advertising medium, according to Herbert L. Krueger, WTAG, Worcester, Mass., treasurer of the All-Radio Presentation Committee. The committee has been authorized to bill all subscribers since many budgeted their subscriptions for 1948 and may wish to remit before the end of the year.

Current list of subscribers has (Continued on Page 2)

Puerto Rican Station To Serenade Tourists

San Juan, P. R.—Plans to dedicate programs to incoming cruise ships and to broadcast to the tourists the night before their ship arrives in San Juan harbor was announced yesterday by Harwood Hull, Jr.,

(Continued on Page 2)

Old Gold Drops Brooklyn Dodgers For WJZ Daytimer

P. Lorillard Company for Old Gold cigarettes is dropping out of the Brooklyn Dodgers baseball picture (both AM and TV) to put the coin into a new quarter-hour daily variety show over WJZ, key outlet for ABC in New York, it was announced yesterday by Lennen & Mitchell. OG has sponsored the Dodgers over WMGM, New York, for the last seven years. The new WJZ series, "Old Gold

Experts Offer Suggestion For Improved Mass Education By Radio And Wider Distribution Of Receiving Sets

NBC Now Producing New Recording Series

Full scale production of transcriptions got under way this week at the NBC Radio Recording Division following the signing of the new recording pact with the American Federation of Musicians.

The NBC recording studios already has in production a combined January - February release which will include eleven new records by (Continued on Page 5)

New MBS Atlanta Office To Be Headed By Godwin

MBS is opening a new Southern office with headquarters in Atlanta. Charles W. Godwin, director of station relations for Mutual during the last five years, has been named manager and takes over his new duties shortly after the first of the (Continued on Page 5)

Dean Martin, Jerry Lewis May Get NBC Sun. Slot

Comedy team of Dean Martin and Jerry Lewis may be used by NBC to plug one of its Sunday night gaps when they go on the air within the next few weeks. One good bet at (Continued on Page 2)

Paris—In its recent report to UNESCO on its 1948 survey of 17 countries, the Radio Sub-Commission cited the urgent need for mass education by radio, for development of technical and editorial training centers, for wider distribution of receiver sets and broadcasting equipment, and for stand-

(Continued on Page 8)

Commission Okays 5 New AM Stations

Washington Bureau of RADIO DAILY

Washington—The FCC announced approval yesterday for three new unlimited and two new daytime AM stations, all to operate with 250 watts only. The first trio were okayed for the San Luis Valley Broadcasting Company, Alamosa, Colo., (1490 KC); Big Sandy Broadcasting Company, Paintsville, Ky., (1490 KC), and Logansport Broadcasting (Continued on Page 5)

Richmond TV Station Plugging AM Broadcast

Richmond—In a reversal of the usual procedure of promoting television on AM broadcasts, the Havens and Martin video station, WTVR, has inaugurated a telecontest to promote its AM station, (Continued on Page 2)

Rescue Service

A military amateur radio station recently installed by the Army Signal Corps at the Pentagon has been in a daily contact with the nine airmen downed on a Greenland icecap, the Department of the Army revealed yesterday. Contact is made with VO6AN at Goose Bay, Labrador, where rescue efforts are being directed by Air Rescue Service.

RADIO DAILY



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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES

Ralph Wilk, Manager
6425 Hollywood Blvd. Phone: Granite 6607

WASHINGTON BUREAU

Andrew H. Older, Chief 6417 Dahlgren Rd.
Phone: Wisconsin 3271

CHICAGO BUREAU

Nat Green
1417 Ashland Bldg. 155 No. Clark St.
Phone: State 2332

Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(December 22)

NEW YORK STOCK EXCHANGE

ABC	8 3/8	8	8	
Admiral Corp.	18 7/8	18 1/2	18 3/4	+ 1/4
Am. Tel. & Tel.	149 7/8	149 5/8	149 3/4	
CBS A	22 3/4	22	22 1/4	+ 1/8
CBS B	22 1/4	22 1/2	22 1/4	+ 5/8
Fornsworth T. & R.	7 1/4	7	7 1/8	+ 1/8
Gen. Electric	39 1/2	38 7/8	39 1/2	+ 1/2
Philco	40 1/2	40 1/8	40 3/8	+ 1/8
Philco pfd.	85 1/2	85 1/4	85 1/4	- 3/4
RCA Common	13 1/8	12 7/8	13 1/8	
RCA 1st pfd.	68	67 3/4	68	+ 1/2
Stewart-Warner	13	12 3/4	13	+ 1/4
Westinghouse	24	23 5/8	23 3/4	+ 1/8
Zenith Radio	32	32	32	+ 1/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	10 7/8	10 5/8	10 5/8	+ 1/8
Nat. Union Radio	3 1/2	3 1/4	3 1/4	- 1/4

OVER THE COUNTER

	Bid	Asked
Dumont Lab.	14 3/4	15 3/4
Strömberg-Carlson	15 3/4	17 1/4

Keese Rejoins WFAA

Dallas, Texas—Martin B. Campbell, manager of WFAA, has announced that Alex Keese will rejoin the staff of WFAA to direct local and regional sales activities on Jan. 1. Keese will return to the outlet following an absence of four years, to WFAA where he began his radio career more than 18 years ago.

INS has served



FOR 11 YEARS

★ COMING AND GOING ★

BILL STERN leaving for San Diego, Cal., where he'll broadcast for NBC play-by-play on the Arbor Bowl game.

MARGARET ARLEN, femme commentator on WCBS, will leave tomorrow for a week in Cuba and Florida.

GORDON GRAY, vice-president and director of sales at WIP, Philadelphia, was in New York yesterday on station business.

DAN SEYMOUR, network announcer, left by plane yesterday for the West Coast to attend the funeral of his father. He'll be back Saturday in time to emcee "Sing It Again" over the Columbia network.

DON HEYWORTH, former American Program Adviser to the BBC's North American Service, and radio veteran, has just returned from London, where he has been directing television "package" shows and documentary films.

ARTHUR GODFREY, following his morning show on Friday, will leave for Leesburg, Va., where he'll spend the Christmas holidays.

RALPH WEIL, general manager of WOV, sailed yesterday aboard the Nieuw Amsterdam for a cruise in Caribbean waters. He'll be back in about two weeks.

ROBERT Q. LEWIS, comedian heard on CBS, is spending two weeks in Miami.

HELEN RYAN, of the NBC-TV program, "Young Broadway," leaves today for Cleveland, where she'll spend the holidays with her parents and also will appear on the two-hour NBC television show which on Christmas Day will be featured on the web's Midwest Tele Network.

LARRY SCHWAB and **BILL BERNS**, producer-director and reporter, respectively, for NBC's "Television Screen Magazine," are in Philadelphia gathering material for the show.

\$120,000 Contributed To Industry Movie

(Continued from Page 1)
never been published but its known that three of the major networks—ABC, CBS and NBC—are paying in a total of \$50,000 within the next two weeks. MBS has not yet agreed to participate in the campaign. Network payments also cover participation by their owned and operated stations.

Original financial goal of the All-Radio Presentation Committee was \$200,000 and Krueger said he still expects that this amount will be raised. He added, however, that the job can be done with money already pledged.

Puerto Rican Station To Serenade Tourists

(Continued from Page 1)
general manager of WAPA. First ship to receive the WAPA salute will be the Nieuw Amsterdam which is scheduled to reach port on Friday, December 24. Among the passengers who will be serenaded will be Ralph Weil, general manager of WOV, and an official of the Radio Executives Club of New York City.

10 YEARS AGO TODAY

From the Files of Radio Daily

A special continuous 18 and one-half hour program from the City Council where the county reforms and capital budget were being discussed was aired by WNYC, on one of the longest programs ever broadcast. . . It has been announced that a gentlemen's agreement between broadcasting companies of Latin-America and NBC has been effected whereby all shortwave broadcasts of NBC programs will be made available for rebroadcasting purposes to all Latin-American stations. . . It was disclosed that for the first time in its history NBC will receive more than \$40,000,000 in gross bilings for 1938.

Dean Martin, Jerry Lewis May Get NBC Sun. Slot

(Continued from Page 1)
present as to their destination is 10:30 p.m., EST, where Horace Heidt moves out.

Martin and Lewis have been signed by NBC to an exclusive radio and television contract. Within the last two years they have become well known in night clubs and theaters but the pair is completely new to radio. Considering all the angles, 10:30 p.m. on Sunday would be better for them than the 8:30 p.m. period, with its extremely high stakes, where Fred Allen exists at the present time.

The Martin and Lewis show will be produced by Robert L. Redd in Hollywood. Dick Stabile and his orchestra will provide music.

Richmond TV Station Plugging AM Broadcast

(Continued from Page 1)
WMBG, Christmas show, "Two Hours of Stars."

A Motorola television set will be awarded the person who correctly identifies pictures of stars shown on the nightly "Tele-Disc" program who will participate in the AM show. Disc jockey Ben Taylor runs the video show.

TA Board To Meet Today

The executive board of Theater Authority has been called for a special meeting today to consider American Guild of Variety Artists demands to be recognized for okays on all benefits where artists contribute their services. In the past Theater Authority has been the clearing house for all benefit requests which affect the membership of the various theatrical unions.

AM — FM Commercial Stations
Prompt Confidential Service
for BUYERS and SELLERS
EDWARD C. LOBDELL
ASSOCIATES
(agency)
17 East 48th St. New York 17, N. Y.
PLaza 5-1127
STATION BROKERS



Take it off, we know you!

A mask is a safety factor in electric welding. Safety engineers swear by it. And whenever welding is done, you'll see signs around for the unwary, reading "Don't Look At The Flash!"

A mask is fine on a welding job, but there's no need for one in radio time buying.

All you have to do is take a wide-open look at the facts in the glowing light of what goes on. It isn't a bit dangerous . . . and sometimes it's most enlightening. Take radio in Baltimore. If you stare right straight at the naked facts, you'll discover that it's the independent station that's the buy in this big town.

It's W-I-T-H that delivers more listeners-per-dollar-spent than any other station in this 6th largest city.

The smart time buyers don't use blinders . . . they know what goes on in Baltimore. That's why W-I-T-H heads so many lists!

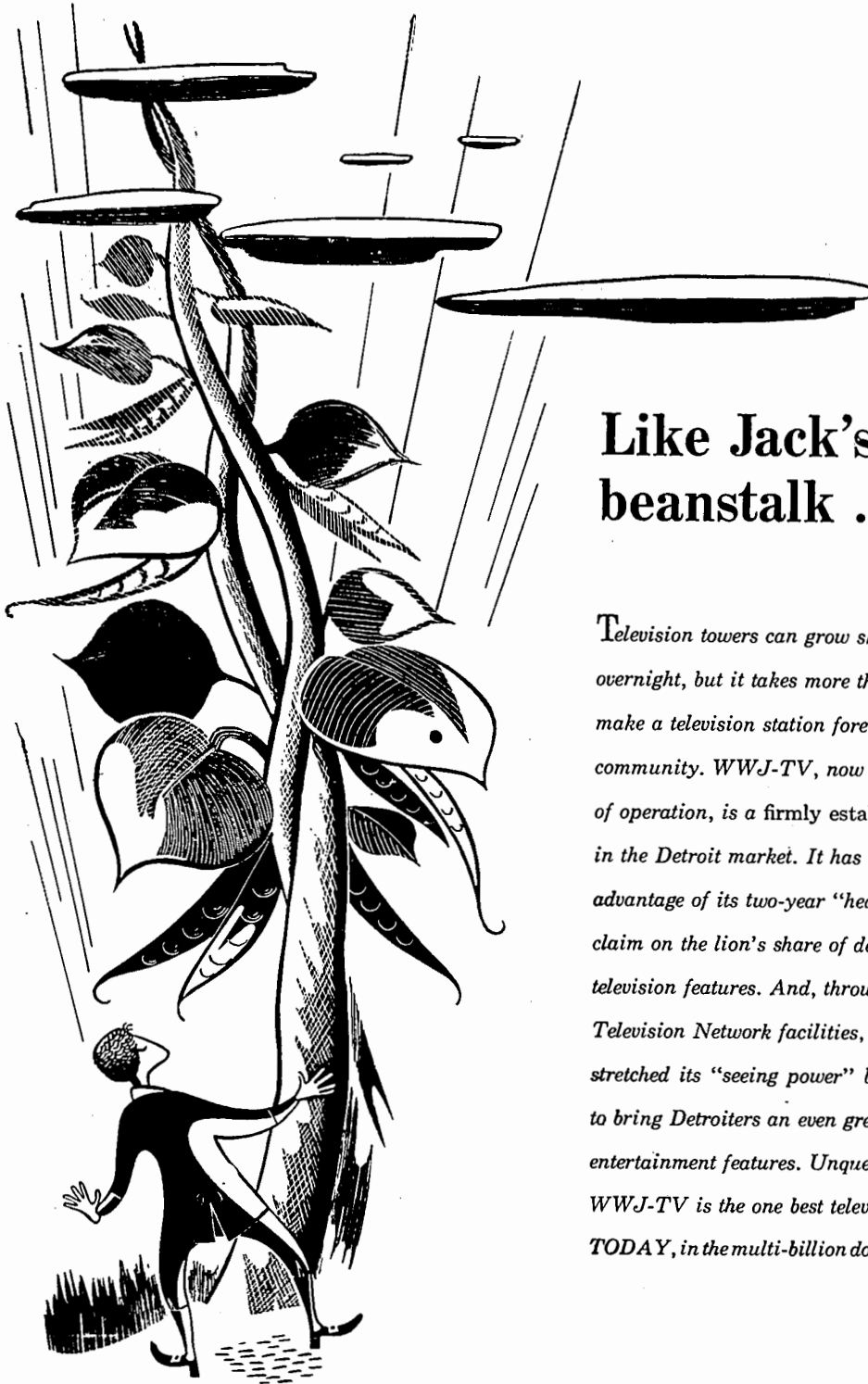


W·I·T·H

Baltimore 3, Maryland

TOM TINSLEY, President

Represented by Headley-Reed



Like Jack's beanstalk . . .

Television towers can grow sky-high overnight, but it takes more than just a tower to make a television station foremost in its community. WWJ-TV, now in its third year of operation, is a firmly established leader in the Detroit market. It has taken full advantage of its two-year "headstart" to stake its claim on the lion's share of desirable local television features. And, through its NBC Television Network facilities, WWJ-TV has stretched its "seeing power" beyond the horizons to bring Detroiters an even greater diversity of entertainment features. Unquestionably, WWJ-TV is the one best television "buy" TODAY, in the multi-billion dollar Detroit market.

FIRST IN MICHIGAN

Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

ASSOCIATE AM-FM STATION WWJ

WWJ-TV

NBC Television Network

SOUTHWEST

TWO local radio men, Dude Skiles of the sales staff of KTSA, San Antonio, and Joe Allison, disc jockey at KITE, San Antonio, have reopened Shadowland Night Club for dining and dancing each Saturday night. Skiles is trumpet player and maestro of the orchestra while Allison organizes and emcees the floor show.

Harry O'Connor, formerly on KWBU, Corpus Christi, where he directed western and hill billy programs has joined the staff of KMAC, San Antonio, where he will be featured in a western show "R. F. D. Texas" in addition to regular staff duties.

A new nightly half hour program has made its debut over KABC, San Antonio, which bears the title of "Baby Sitter's Serenade" and features Wes Hamilton and Barclay Russell, both new fathers in the roles of alternating emcees. Program is aimed at the baby sitter who is still on the job late in the evening and who may have been forgotten by his employer out having a good time. Program features helpful hints on taking care of the youngster, recordings and a few gags by the emcees concerning babies and their parents. Brahms' "Lullaby" is the theme song. According to Russell, the call letters of KABC stand for "Kids And Baby Chaperones."

A new sports announcing combination has made its appearance on the local scene. Describing the color for the wrestling matches broadcast each Wednesday night over KCOR, San Antonio, is Charles Harris, the outlet's manager. Harris at one time was well known hereabouts for his sportscasting. Marvin Broyles, KCOR program director, describes the matches.

Marvin Alisky on Jan. 1, joins the staff of KPRC, Houston, as newscaster and special events man. He comes from the news room of WOAI, San Antonio, and will work under Pat Flaherty at KPRC, who is news director and also a former member of WOAI.

Alec Chesser, program director for KITE, San Antonio, is being called upon as an after dinner speaker. Last week he spoke at the annual banquet of the Pleasanton High School football squad. Two weeks ago he spoke at the Sequin Rotary Club dinner on "Radio's Place in the Community."

Nelda Whitis has been named new receptionist at KTSA, San Antonio. She replaces Dovie Ramsey who has resigned to spend more time as a housewife.



Windy City Wordage. . . !

• • • Anita Colby in town preparing to open her own public relations office. . . Jimmy Hilliard has decided to remain in Chicago instead of going to Hollywood, and will handle recording and talent for Decca Records. . . WGN will add the "Bing Crosby Show" to its program schedule on a five-days-a-week basis on December 27, with Vacuum Foods Corp. as sponsor. . . WIND is gifting its agency associates with pure silk ties, personalized with the recipient's signature. The femmes will get pure silk ascots. Station also is sending out special Christmas cards to the fans of its ace discer Jim Hamilton and sports commentator Bob (Red) Finnegan, the cards bearing a personal picture and a message. . . Rita Du Ray, associated with the Goodman Theater here for the last five years, as costume designer and makeup expert, has joined the NBC television program department.

Chicago

• • • When Ernie Simon, the unpredictable disc jockey of WJJD and now doing a program on tele station WBKB, talks in a serious mood, which is seldom, he gets results. Ernie gave a 35-second plug on WBKB to the Christmas Eve party of the Off-the-Street Club, at which 500 kids will be entertained. He followed up with a one-minute plug on WJJD. The two brief mentions brought donations of more than 2,000 toys, all the ice cream and cookies the kids can eat, and bus transportation for the youngsters. Entertaining the youngsters Friday will be the Honey Dreamers, Mel Torme, Billy DeWolfe, Vivian Blaine, Jack Fina, Larry Adler, Jim Ameche and Ernie Simon.

• • • Norine Freeman, who was radio director for Carl Byoir and Associates in New York before joining W. B. Doner & Co., Chicago ad agency, last June as director of public relations, has been made radio and television director of the firm. . . Guests of Ed Horstman, director of engineering for WENR-TV, no longer have to grope in the dark for their drinks while watching television, Ed having decorated his drinking glasses with luminous paint. . . Eleanor Engle, popular radio actress, is now acting as program hostess on WBBM's full hour variety show "Music, Please." . . Radio personalities and ad agency execs who hang out at Mike Fish's restaurant have been costing Mike approximately \$375 a week for laundry and replacement of table cloths because of their "doodling"—so, Mike is now supplying 'em with a doodle sheet on which they can work out their sketches, budgets, etc., and take them along when they leave. . . Marty Hogan, well-known disc jockey, will take over the mike at the Hotel Sherry Supper Club on December 28, for "Marty Hogan Night."

• • • At the request of the State Department, WBBM farm director Harry Campbell has made a five-minute recorded interview with John D. Miller, national chairman of the Christian Rural Overseas Program (CROP), an organization which supplies food to church groups in Europe. The interview will be used by the State Department in its "Voice of America" broadcasts to Europe and will serve as part of a six-program series which will explain to Europeans the work being done by CROP.

• • • Chicago Press Photos Association will select the "1949 Photo Girl" at its annual banquet February 19. . . John Harrington, WBBM sportscaster, will go to the West Coast to assist Mel Allen in the broadcast of the Rose Bowl football game on January 1. The game is being broadcast this year for the first time, exclusively over CBS, and sponsored by Gillette Safety Razor Co.

AGENCIES

LINCOLN W. ALLEN, formerly of The Gilliams Service, Inc., has joined O'Brien & Dorrance, Inc., specialists in promotion, as production manager.

THE TOBACCO NETWORK has appointed Forjoe & Company as its national sales representative effective January 7, 1949. No basic changes will be made in Tobacco Network operations except that many of its program policies will be patterned after the very successful operation of Yankee and the Don Lee networks. This will apply particularly to news. The Tobacco Network will feature a five-minute news period from 7:00 to 7:05 a.m., 15 minutes of news from 12:00 noon to 12:15 p.m., another news period from 7:15 to 7:30 p.m., with a final news summary from 11:00 to 11:15 p.m. Each of these newscasts will feature national and regional news, as well as local weather forecasts.

HERBERT M. ADLER, of Adler Sons Shoe Corp., New York, announces appointment of The Frederick-Clinton Co., Inc., to handle their advertising, effective January 1st. Present media schedules will be maintained until new consumer surveys are completed. Harold S. Rieff will be account executive.

HJKC-HJKD-HJKF, El Nuevo Mundo, of the city of Bogota, Colombia, has appointed Melchor Guzman Company, Inc. as its United States and Canadian representatives.

MILTON DECKER has joined the Biow Company as account executive on Lava (Procter & Gamble). Decker was formerly associated with Fuller & Smith & Ross. Prior to that, he was with the advertising department of Scripps-Howard.

Co-op Business Up Web Exec. Reports

(Continued from Page 1)
ing materials, up 21 per cent and banks and financial institutions which have increased 19 per cent. Automobile dealers and suppliers continue to lead in the number of cooperative program advertisers, with second place held again this year by department stores and clothing stores. Banks and financial institutions are in third place, with furniture stores in fourth position, Grabhorn revealed.
It was announced that National Dairy Products, Inc., in behalf of Sealtest Milk Products, will sponsor ABC's five times weekly cooperative program, "Dorothy Dix on the Air," over 49 stations, starting January 3, from 1:45 to 2 p.m., EST. The agency is N. W. Ayer & Son.
Another new co-op sponsorship on ABC will be Swift and Company in behalf of Swift's cleanser who will sponsor Ethel and Albert over six stations under a 26 week contract, starting Jan. 3. Louis Brorby, Inc., is the agency.

AM Duplication Of FM Okayed By Continental

(Continued from Page 1)
duplication of Continental programming was the simultaneous broadcasting of the November election returns. WBCA was one of four stations to join Continental for its first broadcast in March, 1947. Since then, the station has been hooked into the network without the use of wire circuits but via a direct FM relay from Major Armstrong's two Alpine stations, W2XMN and W2XEA.
WPTR and WBCA are separately owned but are operated under common management. W. R. David is v-p in charge of operations and Station Manager of both WBCA and WPTR.

City Honors WJZ-WJZ-TV

Murray B. Grabhorn, ABC vice-president and general manager of station WJZ and WJZ-TV, yesterday accepted awards from Grover Whalen, chairman of the Mayor's Committee for the Commemoration of the Golden Anniversary of New York City, for the part played by these New York AEC key stations in furthering successful execution of the city's approved plan for the celebration.

Old Gold Drops Brooklyn Dodgers For WJZ Daytimer

(Continued from Page 1)
will have a direct tie-in with Old Gold's two network shows on ABC—"Stop the Music" and "Original Amateur Hour." Parks and Miss Armen are regulars on "Stop the Music" and a winner each week on "Original Amateur Hour" will get a week's contract on the WJZ series.
In pulling out of the baseball scene in New York, Old Gold is shifting its pitch directly at the female audience. Every day on "Old Gold Party Time" an award will be made to a housewife who had made a notable contribution for the good or welfare of the community.
For several months, OG and Lennen & Mitchell execs have had under consideration the possible switching of the Brooklyn Dodger sponsorship. The idea first got into their heads after the success of "Stop the Music," a show with a very low budget. And from this original consideration has finally come the decision to tie-in a WJZ

(Continued from Page 1)
daytime show with Old Gold's network programs.
Last season OG alternated sponsorship of the Dodgers with General Foods (for Grapenuts). GF is expected to be back again next year but Branch Rickey now has to look for another sponsorship partner. He won't have to look far, however, since there are four or five advertisers on the waiting list.
The Dodger broadcasting situation for next year now begins to crystallize. Rickey, after lining up a new sponsor to replace Old Gold, is expected to announce soon that the trio of Red Barber, Connie Desmond and Ernie Harwell will handle all AM and TV duties in 1949. Bob Edge probably won't be back doing television. And while it's a safe bet that Barber, while drawing the same amount of salary, won't do much touring with the Dodgers next year but will call play-by-play mostly from Ebbets Field.

WNEW's "Little Songs" Lauded By UN Officials

Spokesmen for the United Nations have officially congratulated WNEW for commissioning the series of six "Little Songs About U. N." The U. N. officials who participated in a WNEW broadcast from Lake Success, Wednesday afternoon premiering the "Little Songs" were Andrew Courdier, executive assistant to Secretary-General Trygve Lie, and Peter Aylen, director of the U. N. Radio Division.
Accepting one thousand records of the songs for distribution to stations across the U. S., Courdier said "On behalf of the United Nations I'm happy to express our official thanks for WNEW's significant contribution to the U. N. These splendid little songs will acquaint many, many listeners with the various functions and agencies of the U. N."
Aylen declared "We all find them perfectly delightful and we are sure the project will be extraordinarily successful. The fact that such a wide diversity of critics has praised them speaks very well of the quality and charm of the songs. The U. N. cannot do what needs to be done itself. It needs the help of everybody."

Stork News

San Francisco—A son was born to Mr. and Mrs. Don Fedderson December 15th. Child has been named Gregg. Fedderson is vice-president and general manager of KLAC, KLAC-TV, in Los Angeles, and KYA, San Francisco.
Charlotte, N. C.—'Twas eleven days before Xmas when a "little bundle" arrived for WBT staff announcer and Mrs. John Trimble. Their daughter, Elizabeth Ann, was born December 14.

Commission Approves Five New AM Stations

(Continued from Page 1)
Company, Logansport, Ind., (1230 KC).
The daytime stations were assigned the Terry County Broadcasting Company, Brownfield, Texas, on the 1050 band, and the Kosciusko Broadcasting Corp., Warsaw, Ind., on the 1220 band.
Arnoux, Lane And Egolf To Study 'NAB Reports'
(Continued from Page 1)
and Willard Egolf of WBCC, Bethesda, Md. Their appointment followed action of the NAB board at its recent meeting here, approving the study.

Orange Bowl Grid Clash To Be Scanned By RCA

Miami—The Orange Bowl game between the University of Georgia and the University of Texas on New Year's Day will be televised by RCA, with five image orthicons and other equipment brought here especially for the game, one of the nation's outstanding contests.
Arrangements for use of the TV mobile unit were made by George Storer, prexy of Fort Industries, Inc., on behalf of WGBS. The program producers and engineers will be headed by Richard H. Hooper, manager of RCA Victor shows and exhibits.
An 18 x 24-foot television screen will be set up in the Bay Front Auditorium at Dinner Key, near Miami, where 2,300 persons, unable to secure tickets to the game, can be accommodated.

NBC Now Producing New Recording Series

(Continued from Page 1)
seventeen organizations and artists offering 120 musical selections.
Among the units recording for NBC, according to Robert W. Friedheim, director of the division, are the Music of Manhattan orchestra, Allen Roth and his Symphony of Melody, the Sweetheart Srenaders, Sammy Kaye and orchestra, Vincent Lopez and orchestra, Richard Leibert, the Jumpin' Jacks and Norman Cloutier and his orchestra.

New MBS Atlanta Office To Be Headed By Godwin

(Continued from Page 1)
year. Edgar Kobak, MBS president, said the Southern office will handle station relations, sales and programming in conjunction with those departments of the national organization.
Godwin joined Mutual in 1943 and a year later was named director of station relations. Prior to joining MBS, he was production manager for WOR and before that was associated with CBS in Washington and WLW, Cincinnati.

New Disc Jockey Program To Debut On WOR, Dec. 30

WOV's disc jockey Bill Williams will debut on WOR with his own weekly hit tune-and-comedy program, beginning Thursday, December 30, at 8 p.m., the Mutual affiliate announced yesterday.
The half-hour "Bill Williams Show" will be supported by vocalists Stuart Foster and Martha Wright and the WOR Orchestra under the direction of Emerson Buckley. Artie Malvin of WOR's "Bob Poole's Parlor" will substitute for Foster at the opening broadcast.
Williams will continue his disc-jockeying stint, Mondays through Saturdays, 9-10 p.m., at the indie station, WOV announced.

Helen Kane On WMGM

Helen Kane, original "Boop Boop-a-Doop" girl, will make a guest appearance on Bob Houston's show over WMGM, New York, tomorrow night, Friday. Program is aired nightly at 6:30 p.m.

RCA INSTITUTES, INC.
The oldest and recognized as one of the leading Radio Schools in America, offers its specially-trained Radio and Television technicians to the Broadcast Industry.
Our graduates have 1st Class Telephone License. We solicit your inquiry. Address Placement Manager. RCA INSTITUTES, Inc. 350 W. 4th Street, New York 14, N.Y.

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PLUG TUNES

ON RECORDS and TRANSCRIPTIONS

"I'M A LONELY LITTLE PETUNIA"

(IN AN ONION PATCH)

Rytvoc, Inc.

1585 Broadway New York 19, N. Y.

A TIMELY REVIVAL

"AM I WASTING MY TIME ON YOU"

on Records and Transcriptions

STASNY MUSIC CORP.

1619 BROADWAY NEW YORK 19, N. Y.

MICHAEL TODD'S NEW MUSICAL

"As The GIRLS Go"

With Sensational Songs

by HAROLD ADAMSON and JIMMY McHUGH

SAM FOX PUBLISHING COMPANY

Climbing Fast!

"JANIE and ME"

by Thomas G. Meehan

JAMES MUSIC, Inc.1650 Broadway Room 709 N. Y. C.
Sally Cohn, Mgr.

The Ballad Beautiful!

"REMEMBER SEPTEMBER"**CECILLE MUSIC CO., Inc.**

580 Fifth Ave. New York City

**SPINNING THIS DOG BISCUIT!
I WANT A DOG (For Christmas)**LONE STAR RECORD No. 103-A
VICTOR PUBLISHING CO., Inc.
2210 Pacific Avenue — Dallas 1, Texas

ENCORE Material

"IT'S MY LAZY DAY"On VICTOR by Vaughn Monroe
On DECCA by Evelyn Knight
On BULLET by Smiley Burnette
Encore Music, 1674 B'way, N. Y. C.**DOWN AMONG THE
SHELTERING PALMS**Lyric by James Brockman
Music by Abe OlmanScoring A
Great New Popularity**MILLER MUSIC CORPORATION****WORDS AND MUSIC**

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS:** That red-suited, white-bearded cherubic gentleman isn't due till Saturday but for those in the recording, music and allied industries, he made a special pre-Season visit . . . that's the reason for the feverish activity among tunesters, publishers, pluggers, recorders, et al . . . aye, verily and not to forget forsooth, it looks like a very **MERRY CHRISTMAS** and **HAPPY NEW YEAR** . . .

● Lee Morris, writer of "If I Only Had A Match," has just placed two new ditties, "Dare To Dream" and "Tish Tish MacTavish," with BVC. . . ● Henry Spitzer Music should find the going easy with a natural number, "Just Once More," turned out by Frank Weldon, Marty Symes and Dick Robertson. . . ● Phil Kadison, writer of "A Trip Doesn't Care At All," featured in the musical, "Along Fifth Avenue," will marry

songstress Fay Paula Moore of the "High Button Shoes" cast. . . ● Dick Maxwell will MC a special broadcast for Veterans Hospital Programs Sunday over Mutual . . . featured will be an Accordionata, consisting of 10 accomplished accordionists. . . ● You'll soon be humming a new tongue-twister, "The Butter Song," clefted by Charlie Tobias and Charlie Wynn and published by Tobias-Lewis. . . ● Laurel Music is the publisher of that swell ballad, "I Could Swear It Was You," written by Allen Flynn, Larry Stock and Phil Brito, which Phil renders so effectively in the Monogram flicker, "Music Man." . . .

● We'll take a bow . . . this is the first scribbler to cop a national beat on the title of the "Stop The Music" mystery tune . . . if they call you just say, "When The Bridegroom Comes" . . . then send a generous contribution to your favorite charity.

★ ★ ★ ★

● ● ● Bregman, Vocco & Conn have a repeat smash in 'Uncle' Will Rossiter's great ballad of yesteryear, "I'd Love To Live In Loveland." . . . ● E. Justin (Judd) Renz and E. S. Kneeland have joined the Thaddeus Suski Production firm and in less than three weeks have sold two television packages, "Meet The Champ," starring Wally Butterworth, and "Mr. Boxing," with Nat Fleischer emceeing. . . ● Redd Evans' Jefferson Music has another "Ballerina" in "Melancholy Minstrel," clefted by Kay Twomey, Fred Wise and Al Frisch. . . Vaughn Monroe jumped the field, being the first to record the number and Victor execs are plenty excited about the platter. . . ● In 1941 two youngsters, Deanna Bartlett and Maurie Hartmann blazed into Tin Pan Alley with "I Don't Want To Set The World On Fire." . . . the stem's youngest publishers are once more the talk of the town since Deanna returned from France where she acquired the American publishing rights to "Mademoiselle Hortensia," (Europe's current rage) from Editions Musicales Hortensia . . . this scribbler has knocked about Ballad Boulevard since 1928 and doesn't often go overboard but we'll stick our stubbled chin out on this one. . . ● Phelps Phelps, former WMCA newscaster, who left in 1942 to join Gen. MacArthur's staff as Special Investigator of War Crimes in the Pacific Theater, is back in town and will soon be heard on the nets. . . ● Record Songs, Inc. should do well with a sentimental ballad, "To Make A Mistake Is Human," written by Ervin Drake and Jimmy Shirl. . . ● Al Stillman and Ork Pilot Segar Ellis have a natural in "Little Jack Frost Got Lost." ★ ★ ★ ★

● ● ● **ON AND OFF THE RECORD:** Juke Box ops will clean up on the Victor special, "More Beer," which Johnny (Rumpus Room) Olsen warbles, supported by Laurence Duchow's Polka Band . . . reverse is "Spider Hop." . . . ● Capitol has a sure winner in a coupling of the standard "Caravan" and "The Swiss Woodpecker" which featured more of Lee Paul's guitaristry . . . deejays will find plenty of program spots for this item. . . ● Freddy King, former scripiter-producer at WPEN and KYW, has joined R. M. Fielding's advertising and promotion staff at Victor's Camden waxery. . . ● Eddie Heller of Rainbow Records has a FIND in Laurraine Wynn. . . ● Lucky Music of Cleveland has just completed setting up 17 distributors in the U. S. and Canada on its Animal Records affiliate.

PLUG TUNES

A H - I - T!

"FARAWAY PLACES"

LAUREL MUSIC CO.

1619 Broadway, New York 19, N. Y.

Bigger Than "Now Is the Hour"!

GALWAY BAY

LEEDS MUSIC CORPORATION

"A HIT Since . . ."

THE ONE I LOVE

(Belongs To Somebody Else)

FORSTER MUSIC PUB., INC.

1619 Broadway, New York 19, N. Y.
216 S. Wabash Avenue, Chicago 4, Ill.

A Great Ballad!
**THEN I TURNED AND
WALKED SLOWLY AWAY**

ADAMS, VEE & ABBOTT, Inc.
216 S. Wabash Avenue, Chicago 4, Ill.**"UNTIL"**

DORSEY BROS. MUSIC, INC.

1619 Broadway, New York 19, N. Y.

Everyone Is "Dating"

LILLETTEJefferson Music Co., Inc.
1619 Broadway New York City**HIS FRATERNITY PIN**

Kramer-Whitney, Inc.

New Ballad Sensation!

"THE BRIDE WORE BLUE"By Leonard Whitcup, Sy Lefco &
Dale Wood**CECILLE MUSIC CO., Inc.**580 FIFTH AVENUE
NEW YORK CITY

TELEVISION DAILY

Section of RADIO DAILY, Thursday, December 23, 1948 — TELEVISION DAILY is fully protected by register and copyright

FCC REJECTS L. A. BID OF PAULEY

TELE TOPICS

IF I WERE SANTA CLAUS, I'd bring to every home in the land a tele receiver with at least a twelve-inch screen, completely installed to bring in all twelve channels, and in perfect operating order with a life-long service contract. At the same time, by waving Mr. O'Malley's magic cigar, I'd cover the country with enough stations to bring good service to all these sets (without tropospheric or any other interference) and I'd have stations from coast to coast connected into fully competitive national networks with sufficient cable time for all. In short, I'd fulfill the dreams of those mighty pioneers who gave life to the infant television as well as of the comparative newcomers—the one the less valuable—who have joined the medium in its present adolescent state. These are the future physical dimensions of our wondrous electronic Gargantua. But what about its other qualities? All of us in growing up have been told at one time or another to abide by the experience of our elders and thus avoid many mistakes and pitfalls. But how many of us followed this sage advice? I know I didn't and I expect most of you, at least once, were in the same boat. Television, however, will not grow of its own accord. It must be built, and those who will build have a wonderful opportunity to profit by the mistakes of tele's two closest relatives—radio and motion pictures.

THESE MISTAKES are well known to most of us, but a few bear repeating—reliance on old familiar formulas at the expense of original thought and new ideas, abuse of the star system, and what Jack Gould so aptly termed "slavish obeisance to the ephemeral Hooper ratings." Of these and the other errors, some are peculiar to radio, some to the movies and some apply to both. . . . Television resembles radio in method of transmission and reception, and is like motion pictures in the end product—what the audience sees and hears. Therefore, by a close check on the histories of both industries it can be spared many hazards, and positively, by the utilization of the creative and technical talents of the older forms, it can surpass them both as a business and an art. . . . There is one goal I think television programming should strive to attain—a compatible union of art, science, advertising and show business. While this may seem nebulous, I believe it can be done. Each factor should complement the others and all should be skillfully blended, they will form a strong, positive force for the improvement of the entire country.

St. Patrick's Mass To Be Aired By Nets

For the first time, television will be present at the Christmas Eve midnight Mass to be celebrated at St. Patrick's Cathedral by Francis Cardinal Spellman. Pool pickup will be handled by WJZ-TV and fed to WCBS-TV and WNBT in New York and to ABC affiliates in Philadelphia, Washington, Baltimore and Boston.

Six cameras will be used for the pickup, which will be directed by Burke Crotty. Two cameras will be located on the altar, two in the choir loft, one at the Crib and one on the street in front of the Cathedral.

One of the installations in the choir loft will mark the first use of a new telescopic 35 mm. lens developed by Dr. Frank G. Back, inventor of the Zoomar. Dubbed the "Balowstar," the new lens has a seven-inch focal length and 1.3 speed and reportedly requires less than one candlepower of light.

NBC Signs Inna Phillips

Chicago — Inna Phillips, prolific writer of radio serials, has been signed by NBC to create new stories and drama techniques solely for television, it was announced yesterday by Ted Mills, program manager of NBC Central Division tele department. Her inaugural effort,

Five New Shows Bow Over WXYZ-TV, Det.

Detroit — WXYZ-TV has added five new shows to its weekly programming schedule, four of which start this week.

An hour-long talent show is divided into two segments, the first for aspirants under 21 and the second for adults. Stanza is seen 8-9 p.m., Wednesdays.

The Fred Astaire School of Dance has originated a half-hour seg with recorded music designed to teach choreography to the audience. The time: 1:30 p.m., Sundays.

Dr. Everett Phelps, professor at Wayne University, will explain, with the help of guest scientists, the various scientific phenomena to be scanned on the "Magic of Science," Tuesdays at 7:30 p.m.

WXYZ-TV's new "Sports Forum," conducted by Don Wattrick, will feature guests from the sports world and short film featurettes. A new literary-discussion show to start on Friday, December 31, will feature experts on books in roundtable discussions to be led by Byron Farwell of the Great Book Foundation. The show will bear the label "What Do You Think?"

a new serial titled "These Are My Children," will be one of video's first regular dramatic serials. Miss Phillips started her radio writing career in Chicago in 1930.

British Vaude Stars Worried By Film Co-Op With BBC

London—British vaudeville stars are becoming worried over the recently announced movie-television agreement that provides for an interchange of features, giving BBC video rights over feature films, with movie houses showing BBC's live shows, according to Frederick B. Oppen, manager of the American Broadcasting Co. London bureau.

They are afraid variety audiences will stay away in droves from the vaudeville houses—such as London's Palladium, now packed nightly—in preference for an assorted movie-tele program at the neighborhood theater, Oppen said.

The song-and-dance men have asked for joint conferences with other stage and music workers organizations to study possible repercussions when the experimental video-film agreement comes into

force early in 1949, Oppen declared.

Present plans call for the BBC TV department to show this country's 340,000 viewers up-to-the-minute features and shorts as soon as they have finished the initial circuit of first-run houses. In turn, six theaters in London's fashionable West End will give audiences live tele shows emanating from BBC's Alexandra Palace along with on-the-spot telecast coverage. The agreement is a trial one, ending a 30-month deadlock, and if it proves successful it is expected to be extended to cover the entire country.

Variety artists, however, are afraid they may be hurting their cause, and negotiations and compromises undoubtedly will result before the trial agreement becomes permanent on a national basis, according to Oppen.

But Will Continue Close Check On Pic-TV Firms

Washington Bureau of RADIO DAILY

Washington—The FCC yesterday gave further indication of its intention to meet head-on the question of whether major motion picture companies with records of anti-trust violations may enter the TV broadcasting field. The Commission threw out the application of Edwin W. Pauley's Southern California Television Company for facilities in Los Angeles on a channel now assigned to Mrs. Dorothy Thackrey's KLAC-TV, at the same time rejecting Pauley's bid to buy the KLAC-TV property.

A deal has been reached whereby Warner Brothers will buy the TV station, along with AM station KLAC, Los Angeles, and KYA, Palo Alto, from Mrs. Thackrey for \$1,045,000. Pauley has sought to force a separation of the prices for the three properties so that he could bid for the TV station under the terms of the AVCO rule. (This rule requires would-be buyers of radio and TV licenses to post their bids for 60 days, with the FCC then to choose between them and any possible matching bidders on the basis of public interest.) The Commission has held that Mrs. Thackrey can properly sell her three stations as a package, without posting separate prices for each.

Although anxious to win the TV station, Pauley, who is 57 per cent owner of his company, has not been willing to match the Warner Brothers bid for the entire package.

Pauley checked into Washington yesterday, and will probably go over the situation with his lawyers here, but in the meantime there is no definite decision to go to court. There is some uncertainty whether the matter would go to the Court of Appeals here, or to a three-judge Federal district court in Los Angeles, with direct appeal to the Supreme Court, on the ground that transfer decisions by the FCC are not appealable to the Court of Appeals here. Even if Pauley does not appeal, it is likely that KFAC, Los Angeles, which refused to try to match Warners bid, will take the matter to court should the FCC award the station to Warners.

It is in determining whether to approve the transfer to Warners that the FCC will have to meet the anti-trust issue. The public interest of granting broadcast licenses to anti-trust violators was skipped entirely last week when the FCC brought down its Paramount-Dumont ruling.

UNESCO, In Report On 17 Nations, Sees Need For Equipment, Training

(Continued from Page 1)

ardization and more extensive use of recordings to combat mass illiteracy.

The experts based their recommendations for promoting education by radio, in the two-fold form of school broadcasting and public radio programming, on "the serious problem of illiteracy," which was found in some Asiatic and Latin-American countries to be as high as 85 per cent of the population. For this reason, they urged that expansion of radio education for purely instructional purposes take precedence over purely cultural broadcasts.

Would Train Personnel

In the majority of the countries surveyed, the Sub-Committee pointed out, there were no establishments specializing in professional training of news and program personnel. Training facilities for technical personnel were also found in most cases to be "far from satisfactory." In fact, the report added, some of the countries investigated in 1948 faced an even more acute problem of professional training than in 1947.

UNESCO was therefore urged to approach governments and academic institutions to secure the inclusion of radio courses in existing schools. UNESCO was also asked to sponsor the publication of technical, historical and sociological works on broadcasting and to officially approve those which deserve it. As part of its training studies, the experts recommended regional UNESCO Summer Universities for the study of broadcast art and information.

Recommends More Receivers

Methods for increasing the size of radio audiences were divided by the experts into two main problems: (1) the availability of home receivers and (2) the use of community receiving facilities in combination with loudspeaker equipment.

In order to expand the use of home receivers, the Sub-Committee suggested the reduction of taxes, duties, fees and "other restrictive influences" on private receivers in regions where the propagation of education and culture is most needed. By way of example, the experts explained, the bulk of the broadcasting budget in Austria, Hungary and Italy consists of receipts from compulsory annual license fees payable by owners of receiving sets. An annual license fee is also in effect in southeastern Asia where all broadcasting stations are government-owned and where no advertising matter is accepted.

Would Regulate Distribution

The experts recommended that UNESCO-member governments appoint proper official authorities who would be responsible for purchas-

ing and distributing radio receivers to schools and communities in accordance with their basic requirements. It was urged that this plan, designed to benefit the general public, be carried out on a non-profit basis, free from all taxes and duties of every kind.

In addition, industry should be

World-Wide Scope

This year's survey, the second comprehensive inquiry undertaken by the UNESCO Commission on Technical Needs in Press, Film and Radio, covered three European, nine Latin-American and five Asiatic countries, namely: Austria, Hungary, Italy, Cuba, Dominican Republic, Ecuador, Haiti, Honduras, Mexico, Peru, Uruguay, Venezuela, India, Federation of Malaya, Pakistan, Singapore, and Burma. In presenting its report, the Radio Sub-Commission unanimously approved the recommendations of the Secretariat and of the ten field workers of seven different nationalities who collected the data.

encouraged, the experts said, to produce receivers of lower cost than those presently available. In this connection, it was advised that "five basic types of receivers should be considered, namely: (1) A fixed frequency medium-wave receiver suitable for receiving one station only; (2) A fixed frequency receiver suitable for receiving one station only on tropical or short-wave bands; (3) A tunable receiver for medium-wave band; (4) a tunable receiver for tropical or short-wave bands, and (5) A tunable receiver for medium-wave, tropical and short-wave bands with minimum specification."

Statistics Are Revealing

The statistics offered to UNESCO showed that Austria, France and Norway are among the best equipped countries of Europe in regard to receivers. They have one set per seven inhabitants compared to Hungary with one set per twenty and Italy with one set per 23 persons.

The proportion of receivers in the countries surveyed in Latin-America, it was noted, was related to the magnitude of their transmitting equipment and electricity facilities. Thus, Uruguay and Cuba have one set per seven inhabitants, Venezuela one set per 28, Mexico one set per 32, Honduras one set per 61, Peru one set per 65, the Dominican Republic, one set per 70, Ecuador one set per 111, and Haiti one set per 1,000. It was pointed out that there is no radio manufacturing industry or extensive electric power in any of the countries surveyed in Latin-America.

The experts found the problem

of receivers even more acute in southeast Asia. Burma has one set per 3,400 inhabitants, India one per 1,490, the Federation of Malaya one per 207 and Pakistan one per 920. In these countries also, the report added, there are no radio manufacturers with the exception of India where output is still low. Consequently, radio remains a luxury for the masses of the people.

Transmitter Situation Reported

The Sub-Committee reported much the same story on the problem of transmitter facilities and studio equipment in the three world regions studied. In most cases, the experts pointed out, the lack of foreign exchanges, general trade difficulties and high production costs, where equipment manufacturers are in existence, were given as the fundamental reasons behind the undeveloped state of broadcasting in the countries surveyed in 1948. War damage has also contributed to the present conditions of radio service in Austria, Hungary, Italy, Federation of Malaya, Burma and Singapore. UNESCO was told.

Nevertheless, Austrian authorities hope to rebuild their network soon, as well as their most powerful transmitter which was destroyed in 1945. Hungary has already reformed its pre-war network, "thanks to its own industry," after having 30 per cent of its equipment destroyed in the war. Italy, the field workers reported, will have its 1940 network reconstructed by the end of 1949.

Of the nine Latin-American countries surveyed, only Uruguay has the manufacturing possibilities to effect still more improvements in what was described as "an already satisfactory network." Both private and official stations of most of those countries were reported to be inadequately equipped to meet the needs of their widely dispersed population. This lack was especially noted in Haiti and Honduras. Transmitting licenses, the experts charged, were for the most part not issued according to any coherent plan in the countries studied.

Asiatic Requirements

In discussing the Asiatic requirements for equipment, the experts minced no words, asserting that the needs were "enormous, particularly in the case of Pakistan and Burma." The principal difficulties in that region were said to be a lack of dollars to purchase the necessary equipment in this country. Long delays in the delivery of orders placed by India in Great Britain were also said to contribute to the slow development of the radio industry there.

The recommendation for more extensive use of recorded material to improve the standards of broadcasts was based upon the belief that

NEW BUSINESS

WMAQ, Chicago: Sale to Wilson & Co., meat packers, of a 15-minute, Monday through Friday segment for a transcribed program featuring songstress Patti Clayton and organist Johnny Duffy, is announced by Oliver Morton, manager of the NBC central division spot sales department. Program starts January 10, for 26 weeks. Agency is Canady, Ewell & Thurber, Inc. Spot business for WMAQ the past week included Richards, Boggs & Associates (plastic food bags), direct, for participating announcements in the "Food Magician" program Mondays through Fridays, starting January 3; DeMert & Dougherty (Heet), through Ruthrauff & Ryan, one one-minute announcement per week on the "Dave Garroway Show" for 10 weeks, effective December 7; R. J. Reynolds Co. (Camel cigarettes), through the William Esty agency, two one-minute announcements weekly starting January 1 through March 26; Emerson Drug Co. (Bromo Seltzer), through B.B.D. & O., renewal of contract for three station breaks weekly for 52 weeks, starting December 29; Capper Publications, through the Buchen Co., six one-minute announcements to be aired between December 15 and 27.

WENR, Chicago: Morris B. Sachs, through Ruthrauff & Ryan, Inc., renewal of the 10:15-10:30 p.m. time period for 52 weeks. Program formerly heard at this time, "But Not Forgotten," will be replaced with a new show starring Skip Farrell, on Dec. 27; American Home Products (Duff's Mixes), through W. Earl Bothwell, Inc., Tuesday and Friday participation on the "Beulah Karney" program for 23 weeks starting January 3; General Foods (Birdseye Products), through Young & Rubicam, renewal of their Monday, Wednesday and Friday participation on the "Beulah Karney" show for 17 weeks starting January 3.

WGN-TV, Chicago: Emerson Radio & Phonograph Corp., through the Blaine Thompson Co., Inc., "Top of the Town," Sundays, for 52 weeks from December 19; Excel Movie Products Co., Inc., through Weiss & Geller, Inc., 13 film announcements beginning December 13.

facilities for live shows are generally very limited in the very countries where there is the greatest need for improvement in educational and cultural programming. The chief obstacle to the free flow of such recorded material, the field workers said, was the absence of universal standardization of recording apparatus and methods, thus interfering with a complete interchange of records. Standardization in the sizes of discs, turntable speeds, and methods of groove-cutting were listed as specific, immediate requirements.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 45, NO. 58

NEW YORK, FRIDAY, DECEMBER 24, 1948

TEN CENTS

SPECIAL XMAS PROGRAMS TOMORROW

FCC Action Upheld By Court Of Appeals

Washington Bureau of RADIO DAILY
Washington—The FCC is perfectly within its rights in inquiring into the amount of sustaining time an applicant plans to schedule should he win a broadcast license, the Court of Appeals held this week. In rejecting the appeal of Bay State Beacon, Inc., against a Commission ruling of January in favor of Cur-Nan Company, which won the nod over Bay State for a Boston frequency, the court held without dissent that the Commission was with-

(Continued on Page 6)

Report CBS, Bergen Signing For Autumn

CBS may find Edgar Bergen in its Christmas stocking. And if it does, there'll be a card: "Don't open until next Fall."

Columbia has been after Bergen for the last several months and the deal is closer to being made now than it has ever been before. In fact, there is no reason for CBS to

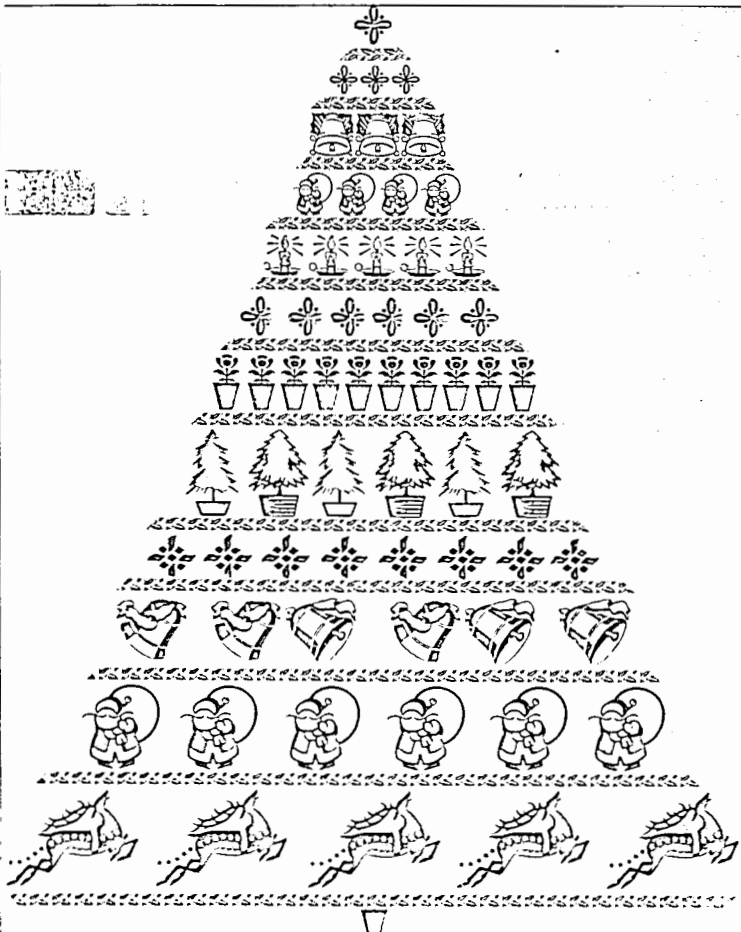
(Continued on Page 6)

Magnavox Net Sales Show Substantial Gain

Fort Wayne, Ind.—Net sales of The Magnavox Company in the third quarter ended November 30, 1948, were the highest on record for any quarter in the history of the company, Richard A. O'Connor, president, announced.

Sales in the three months totaled

(Continued on Page 2)



MERRY
XMAS AND
A HAPPY
NEW YEAR

Web Staffs Ready Varied Schedule For Holiday

Program directors, producers, artists and technicians will observe Christmas Day tomorrow presenting special Yuletide programs on the networks and independent stations while executives and other administrative personnel have a week-end holiday.

The programs this year em-

(Continued on Page 6)

TV Support Given By Agency Executive

Tom McMahon, producer and sports specialist for N. W. Ayer & Son, is warming up an entirely new persuasive pitch as to why baseball owners should think twice before barring television. The agency exec will debate the subject next month with Frank Shaughnessey, president of the International League, at a meeting of the National Association

(Continued on Page 6)

National Safety Awards Announced In Chicago

Chicago — The National Safety Council's Award of Merit for Exceptional Service to Safety in 1948 has been awarded to Bing Crosby, Eddie Cantor, Johnny Mercer and John Brown, it was announced Wednesday. Bing Crosby will receive official notification during his

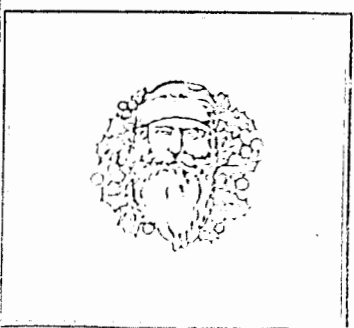
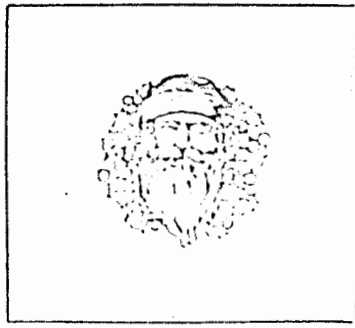
(Continued on Page 2)

End Of TV 'Freeze' Essential To Progress In '49—DuMont

The outstanding TV development of 1949 "must be the lifting of the 'freeze' and the early exploitation of the UHF frequencies." Dr. Allen B. DuMont said yesterday in his annual report on the medium. He said also that "no obsolescence of pres-

ent TV receivers is yet in sight." When UHF channels are made available, DuMont predicted, they will be "quite in addition to present VHF stations and receivers." The pattern, he said, probably will see

(Continued on Page 7)



RADIO DAILY



Vol. 45, No. 58 Fri., Dec. 24, 1948 10 Cts.

JOHN W. ALICOATE : : Publisher
FRANK BURKE : : : : Editor
MARVIN KIRSCH : Business Manager

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 Ralph Wilk, Manager
 6425 Hollywood Blvd., Phone Granlto 6607
WASHINGTON BUREAU
 Andrew H. Older, Chief 6417 Dahlonega Rd.
 Phone: Wisconsin 3271
CHICAGO BUREAU
 Nat Green
 1417 Ashland Bldg. 155 No. Clark St.
 Phone: State 2332

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FINANCIAL

(December 23)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8 5/8	8 1/4	8 3/8	+ 3/8
Admiral Corp.	18 7/8	18 1/2	18 7/8	+ 1/8
Am. Tel. & Tel.	149 3/4	149 1/2	149 3/4	+ 1/8
CBS A	22 1/2	22 1/4	22 3/8	+ 1/8
CBS B	22 1/2	22 3/4	22 1/2	+ 1/4
Fornsworth T. & R.	7 1/8	7 1/8	7 1/8	—
Gen. Electric	39 3/8	39 1/8	39 1/8	— 3/8
Philco	40 3/8	40 1/4	40 3/8	—
RCA Common	13 1/8	12 7/8	12 7/8	— 1/4
RCA 1st pfd.	67 3/4	67	67 3/4	— 3/8
Stewart-Warner	13	13	13	—
Westinghouse	24 3/8	23 3/4	24 3/8	+ 3/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	14 7/8	15 1/8
Stromberg-Carlson	15 3/4	17 1/4

10 YEARS AGO TODAY

From the Files of Radio Daily NBC has compiled a year-end round-up report which revealed that the net aired 143 on-the-scene sport programs during 1938 which totaled 141 broadcasting hours... The FCC released a new 29-page application blank for construction permit or equipment changes. The new form will be mandatory after January 1st... The Institute of Radio at the "U" of Southern California has completed a test survey of radio by means of 10,000 questionnaires sent to parents.

The **BEST CHRISTMAS SONG** in the Country!

"BLUE CHRISTMAS"

CHOICE MUSIC, Inc.
 1576 Broadway New York City

★ **COMING AND GOING** ★

HUBBELL ROBINSON, JR., vice-president and director of programs at CBS, will leave Sunday for a vacation on the West Coast. He'll be gone for a month.

GORDON FRASER, of the American network's news staff, has returned from a 10-day trip to Paris and Berlin.

LOWELL THOMAS, Columbia network commentator, leaves Monday for Lake Placid, from which point his evening newscasts will emanate during Christmas Week.

RICHARD H. ROFFMAN, news interviewer on WEVD, leaves tomorrow for Washington, D. C., where he'll record a series of interviews with public officials and other persons in the Nation's Capital. He'll be down there for three days.

GAIL and HARRY INGRAM leave tomorrow for Hollywood, where they'll write, produce and direct the new Basil Rathbone program, "Tales of Fatima."

WALTER ROYALL, assistant director of editing at WCBS, leaves today for Portland, Me., where he'll spend Christmas Week.

BOB KELLER leaving shortly for Miami to discuss sales promotion with owners and executives of WOR.

E. P. H. JAMES, vice-president of MBS in charge of advertising, promotion and research, on Monday will be in Cleveland, where he will be the chief speaker at the annual convention of the American Marketing Assn. His subject will be "The Future of Television."

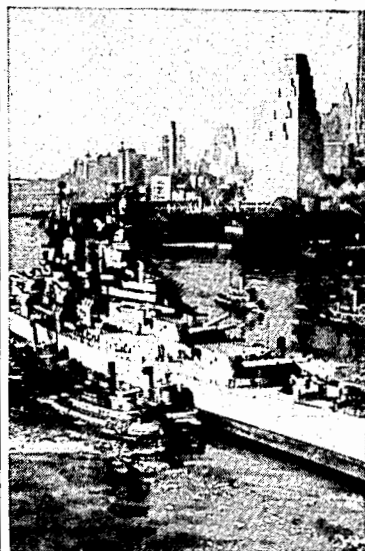
JOSEPH MOSS, president of Mass Associates, advertising agency, leaves today for an eight-day vacation in Miami.

HENRY G. MOLINA, who recently purchased WEIM, Fitchburg, Mass., is expected in New York Monday on sales business.

JIM BROWN, director of "The Missus Goes A-Shopping" on WCBS, has left for two weeks in Melbourne, Fla.

KYLE MacDONNELL, of "Girl About Town" on NBC-TV, leaves today for Larned, Kans., where she'll spend the Christmas holidays with her parents. She plans to be back in New York Monday.

RUTH SACHS, WMCA radio news interviewer and conductor of the Living and Loving column in the Saturday Journal American, leaves Sunday for a 10-day holiday-and-business trip to Chicago. She will give a series of lectures in Chicago on "emotional problems" before women's clubs and will be interviewed on four radio shows there, including the WOR Twentieth Century program.



The little ones do the work!

See those little tugs alongside that battleship? They're mighty powerful... powerful enough to shove that big ship around. What's it prove? That **SIZE** isn't everything.

Take radio stations for example. Just because a station has big wattage doesn't make it the best buy. Not by a country mile! Here in Baltimore, **WITH** has proved it to some of the sharpest time-buyers in America!

Sure there are larger stations in town. But **WITH** is the independent that delivers more listeners-per-dollar than any other station... bar none! That's right... **more listeners-per-dollar!**

If you buy time on results—not wattage—**WITH** is your best buy. We say so. Advertisers say so. Time-buyers say so. So how about getting the full story from your Headley-Reed man?



W·I·T·H

Baltimore 3, Maryland
 TOM TINSLEY, President

Represented by Headley-Reed

Magnavox Net Sales Show Substantial Gain

(Continued from Page 1)

\$9,394,546, compared with sales of \$6,700,792 in the corresponding period a year before. Net earnings were \$1,019,182, or \$1.70 a share on 600,000 shares of capital stock outstanding compared with \$485,257 and 81 cents a share in the same three months of 1947.

Nine-month sales in the period ended November 30 were \$17,365,036, compared with \$19,514,962 in the same nine months a year before. Net earnings for the nine months were \$1,281,198, or \$2.14 on a per-share basis, as against \$1,527,497 and \$2.55 a share in the previous corresponding period.

Stork News

Mr. and Mrs. William V. Rothrum of Syracuse, N. Y. are parents of a son, William Dodge, born December 19. Mr. Rothrum is program director of WSYR, NBC outlet in Syracuse.

National Safety Awards Announced in Chicago

(Continued from Page 1)

broadcast over ABC on December 29. Arrangements are being made for Eddie Cantor to receive his award on his program for January 28.

Crosby earned the council's award for contributing his services for a series of transcribed five-minute musical programs in connection with the council's safe winter driving campaign of 1947-48. Cantor earned the award for contributing a series of five-minute programs entitled "It Can Happen To You" to the council's traffic accident prevention campaign. Mercer for contributing ten one-minute singing announcements on safe winter driving, and Brown, the Digger O'Dell of radio's "The Life of Riley," for contributing ten brief announcements on farm safety for use in connection with the observance of National Farm Safety Week in 1948.

*We're Going 50kw.
 at 800kc.
 Early in '49*

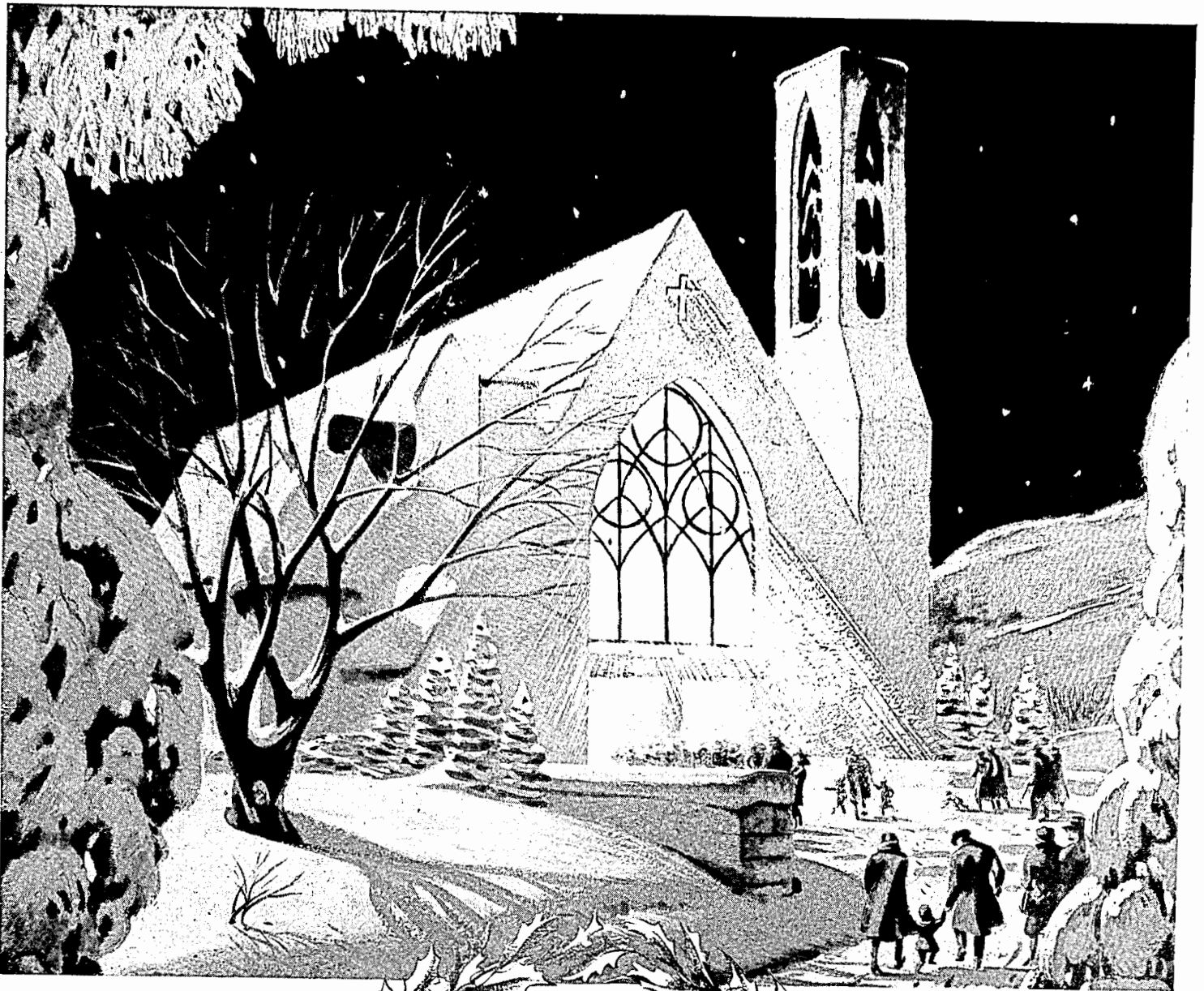
5,000 WATTS at 800 Kc. MUTUAL

CKLW

in the Detroit Area

J. E. Campeau, President

Adam J. Young, Jr., Nat'l Rep. • Canadian Rep., H. N. Stovin & Co.



A
Merry Christmas
AND
Happy New Year
TO ALL AMERICANS OF
GOODWILL

WJR

THE GOODWILL STATION, DETROIT

G. A. Richards
Chairman of the Board

FRANK E. MULLEN
President

HARRY WISMER
Asst. to the Pres.

AGENCIES

ARTHUR E. GOLDMAN has been appointed vice-president in charge of television and radio sales of Prockter Productions, Inc., it has been announced by Bernard J. Prockter, president. Goldman was account executive at Lord & Thomas on the Lucky Strike account, then joined The American Tobacco Co. in an executive capacity. More recently he was account executive at the Biow Company, where he supervised all printed and radio activities for the Philip Morris account. Prockter Productions produces the "Big Story" for Pall Mall cigarettes, and Prockter is co-producer of "Quick as a Flash" for Helbros Watches.

Send Birthday Greetings To—

December 24

Jack Alicoate, Sr. Doris Sharp
W. O. Tilenius Dick Crans
Naylor Rogers

December 25

Matt Brooks Peggy Stone
Ron Gamble George Lasker
Betty Olson Bob Ripley
Nathaniel Shilkret Josef Stopak
Gladys Swarhout Burritt Wheeler
Arthur Perles Larry Goddean
Herman Katzman Noel Rhys

Gertrude Hertz
December 26

Charles Alicoate Hibbard Ayer
Bernard Dudley

December 27

Charlotte Chain Sam Coslow
Joseph E. Crenshaw
Charles Holland

Oscar Levant Ralph Smith
Roy Amos Thomas Jack Lathan
Mary Hutter Mark Woods

December 28

Noel McMahon Burr Dick Joy
Blanchard McKee William Bohack

December 29

George Field Clyde McCoy
Wendell Niles Pat Padgett
Larry Stevens

December 30

Bob Hanson Stanley High
Arthur Kass Lucille Linwood
Vincent Lopez

ARTHUR EDDY

Public Relations — Publicity
812 Taft Building
Hollywood

Gladstone 5305 — Gladstone 9082



If I Were Santa Claus . . . !

• • • With the strains of "Silent Night" winging over the airways and holly wreaths meeting the eye at every turn, this col'm dons its annual moth-eaten Santa suit, fills out the stomach with a batch of slightly used press releases and does a little gift-distributing of its own. Is my beard on straight? Okay, then, let's go. . . . I'd make Fred Allen once again reconsider his plan to retire because Christmas wouldn't be St. Nick time without his yearly Yuletide sketch, as annual as Lionel Barrymore's air portrayal of Scrooge. (Fred is one guy who makes a liar out of the calendar. With him, every day is Christmas). . . . Let Henry Morgan find a commercial in his stocking and for the sponsors who dropped him, let them find Henry in theirs. . . . I'd send Frank and Anne Hummert a huge greeting card in appreciation for their glorification of simplicity, the spirit we strive for each Dec. 25th. . . . A set of rocket-operated reindeer would go to keep Drew Pearson and WW supplied with scripts full of news beats. This pair not only rates a spot in radio—but also in the history books. . . . Yuletide greetings by the carload to Ralph Edwards, who through the years has been the happy combination of talent, wit and nice guy. . . . Lady Luck would catch Walter Kiernan under the mistletoe and plant great, big, wet kisses all over his good-natured pan.



• • • I'd keep Ezra Stone and Walter Tetley from finding the baritone range, thus keeping employment for another year via the adolescent break in their voices. . . . I'd make directors realize that maintaining their own "stock companies" keeps a number of radio thespians from enjoying a Merry Christmas and Happy New Year. . . . I'd make some new films for video use—because the old items now being televised are gonna send the folks right back to victrola records at home for entertainment.



• • • Yes, if I were the gent with the long white beard, I'd start a video school and make Milton Berle its director. The guy can do anything the camera demands and more. . . . Lucy Monroe would get a shiny halo for not forgetting the hospitalized vets. Most of the stars have given up the practice of playing Purple Heart row, but not Lucy. . . . Same goes for Eddie Cantor for his "Give A Gift To A Yank" campaign—insuring every vet in every hospital a Christmas remembrance. . . . I'd give Jack Benny a brand new toupee because year in and year out, Mr. B. will always shine on top. . . . Ted Malone would get a published volume of all the odes, poems and soothsayings he's passed on during the year to be given to shut-ins everywhere. . . . Assurance of no sore throats or laryngitis during '49 would be my wish for golden-voiced Jane Froman and the Mel's glamour boy, Robert Merrill. . . . I'd give Dick Pack of WNEW something nice for his impressive press and radio campaign on the station's "United Nations Jingles." . . . I'd hand over peppermint sticks to the Juvenile Jury panel and a commercial contract all wrapped up in holly for our favorite clown, Robert Q. Lewis. . . . Plenty of warm, sunny days in April, May, etc., so that Russ Hodges, Mel Allen and the rest can make with that smooth baseball spiling. . . . It would be an all-American thrill if it were possible for the Edward Murrows, Elmer Davises, etc., to be able to chorus out in unison that there is "Peace on Earth and Good Will Toward Men" with the fighting over in Palestine and China and the Russian threat in Berlin ended. Merry Christmas!

PROMOTION

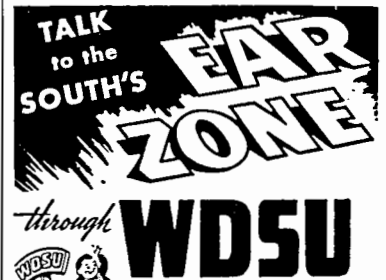
Christmas Card

A Christmas card devised by Elliott Nonas of Green-Brodie for Teldisco, Inc., exclusive distributor of DuMont Telesets in northern New Jersey, is approximately 7% in. On heavy antique stock and lithographed in four colors, the card depicts the DuMont Chatham teletest, surrounded by stylistic snow drops. The television receiver is die-cut to permit a realistic television screen with a cellophane backing. An enlarged replica of the DuMont tuning knob is placed realistically in its proper position. As the knob is turned, Teldisco presents the Christmas story in five different pictures, wherein the two owners and the staff of Teldisco employees wish the recipient a Merry Christmas and a Happy New Year.

Cantor Campaign Finale

Hollywood — Eddie Cantor will wind up his fifth annual campaign, "Give a Gift to a Yank Who Gave," with a special broadcast on Christmas morning, 10:30 a.m., PDST, from Birmingham Veterans Hospital, Van Nuys, Cal.

The coast-to-coast NBC network will carry the program. It will be piped into every veterans hospital, it was announced yesterday.



WDSU broadcasts 5000 watts from the French Quarter to the Gulf and South Louisiana listeners.

From daily association with time-honored New Orleans institutions WDSU has developed a high quality of integrity. WDSU devotes program time regularly and exclusively to the St. Louis Cathedral, the International House, Moisant International Airport, Tulane University, Union Station, the Municipal Auditorium, Symphonies and Operas.

WDSU's dominate Hooperating proves that honoring local institutions creates high listener loyalty.



NEW ORLEANS **WDSU** ABC Affiliate
1280 kc 5000 Watts

Stations Plan Special Christmas Programs

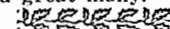
WWSW To Broadcast Carols

Pittsburgh — WWSW started off its Christmas scheduling with an hour-long program of carols performed by a choir of more than 200 voices. Choir, described as one of the largest ever to be aired in this city, included singers from five church choirs and a large glee club. The show originated from the Syria Josque.



Toys For Children

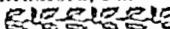
Amsterdam, N. Y. — The children of two Orphans' Homes in Amsterdam will enjoy a really happy Christmas, thanks to the hard work of the WCSS announcing staff and the efforts of Lew Wright, the station's maintenance engineer. Jack Ridder, the station's early morning announcer, started the ball rolling by appealing over the air for toys. The response was tremendous, and more than 600 individual toys were collected by the announcers. Through the cooperation of dry-cleaners, all of the cloth toys were completely rejuvenated. Long hours of work by Lew Wright made the necessary repairs to the broken toys and took care of the matter of re-staining a great many.



Will Broadcast Mass

Chicago — On Christmas Eve WGN will again broadcast the midnight Christmas mass from Chicago's Holy Name Cathedral with His Eminence, Samuel Cardinal Stritch, archbishop of Chicago, as celebrant. The mass will be preceded by a half hour of Christmas carols. Immediately preceding the midnight mass WGN-Mutual will offer a program of music by the Boys Town Choir. Other features of Christmas Eve will be the presentation of "This Holy Night,"

Christmas cantata featuring Bruce Foote and the Chicago Theater of the Air chorus, and a special dramatization on "Great Scenes From Great Plays." On Christmas Day Hank Grant will welcome several hundred children to WGN studios on the "Teens and Tunes" program. At 5:30 to 6 p. m. Kiwanis Christmas Parties, staged for needy children, will be aired from Chicago, Baton Rouge, La., and Bradford, Pa.



Carolina Food Roundup

Chester, S. C. — Arthur Cornwall, program director, assisted recently in securing toys for underprivileged children in the territory covered by station WGCD. He announced this need on his popular "Shut-In" programs and the response was terrific. Working along with him were the Jaycees and The Chester Reporter. On Thursday night a big Music Jamboree was staged at the Chester High School auditorium, through the efforts of Mr. Cornwall, and admission "fees" were pounds of food or meats. Food and supplies will be turned over to needy families.

WLW Aids Hospitalized

Cincinnati — Contributions to WLW's Ruth Lyons' Christmas fund for several hundred children at five hospitals has passed the \$30,000-mark and promises to reach its \$35,000-goal, it was announced early this week.

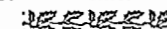
Contributions from listeners to the fund are used for the benefit of hospitalized youngsters at New York Hospital for Special Surgery in New York City; Children's and General Hospitals in Cincinnati; Children's Hospital in Louisville, and Riley Memorial Hospital in Indianapolis.

The fund, now in its sixth year at WLW, was launched some 10 years ago by Ruth Lyons, emcee of "Morning Matinee" and "Fifty Club." In 1947, the fund totalled \$33,000 and it is expected to pass \$35,000 this year.



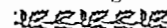
Will Feature President's Address

Detroit, Mich. — WXYX will broadcast President Truman's Christmas message during which he will light the nation's Community Tree on December 24th. In addition, WXYZ's stocking of radio and television features will be filled with sacred music, Yuletide dramas and comedy in keeping with the Christmas theme.



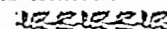
WVWX Suggestion

Paterson, N. J. — In keeping with the Yuletide spirit, manager of WVWX has suggested to the Mayors in North Jersey that they make use of the station's regular schedule of Christmas programs by using public address systems for broadcast at community trees or from public buildings.



To Feature Carols

Columbus, Ind. — As part of a half hour Christmas Carol program which will be aired over the eight stations on the Mid-west FM network, WCSI has made preparations to air a special program of Christmas Carols presented by the Columbus High School A Cappella Choir. Carols will also be heard on the station from Indianapolis, Indiana, and Kokomo.

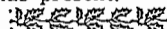


WCOP Plans Special Shows

Boston, Mass. — In addition to ABC's special holiday programs, WCOP and WCOP-FM have set up Christmas programming with a blend of network and local shows. Scheduled locally is the broadcast of traditional caroling from Beacon Hill, 11:20 to midnight Christmas Eve; broadcasts by a Boy Scout chorus; The Christmas Seal program platter starring Bob Hope and featuring an array of talent, while the station's Saturday show, the "Children's Songbag" will originate from Children's Hospital on Christmas Day.

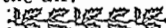
Will Broadcast Glee Club

Paterson, N. J. — On December 24th WNJR will broadcast an hour long Christmas program beginning at 8 p. m. with holiday music sung by the New Jersey Philharmonic Glee Club. Loretta Young will tell the story of the "Littlest Angel" with Victor Young's orchestra and the Ken Darby choir as a musical background on the transcribed portion of the program. In addition, John Nesbitt will narrate "The Juggler of Notre Dame"—story of a man who offered the only talent he possessed, juggling, to God as a Christmas present.



Fireside Broadcast

Indianapolis, Ind.—A Christmas celebration will be heard on WIBC December 24th as Mary Lois Denny broadcasts the Both Our Houses program direct from her home. Neighborhood youngsters from 3 to 6 years old will be participants in the decoration of the tree and will be allowed to express any and all views about Santa Claus, Christmas and other Yuletide subjects when Barry Lake interviews them on the air.



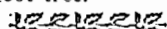
Plan to Pick Up Church Services

Marion, Ohio — WMRN, affiliate of ABC, will devote its entire Christmas Eve program schedule, day and night, to Yuletide programs in keeping with the season from 4 p. m. on December 24th to 1 a. m. December 26th. The Christmas programs will vary from church service and carol concerts to wire-recorded interviews with holiday travelers and Christmas tales.



Children's Program On KIOA

Des Moines, Iowa — "The Gay Philosopher" heard over KIOA every evening gave youngsters at the Des Moines Children's Home the chance to say what they wanted most for Christmas and through the generous contributions of presents and money from listeners, all of the thirty-five children in the home will receive the presents at a big Christmas party which will be given by KIOA and broadcast over the Gay Philosopher's program. Santa will present the gifts around a twelve-foot tree.

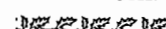


KECA Has Yuletide Sked

Hollywood, Calif. — "Christmas At Home and Abroad" is aired by KECA as part of the station's pre-Christmas series heard each Saturday during December. The programs feature Christmas music of this and other lands, the history of Christmas customs and stories from around the world. Highlight of each broadcast is a visit from a motion picture star who comes from a foreign land and is interviewed on Christmas customs in their homeland as well as a recorded selection from the Christmas music of that land.

Special Xmas Party

Santa Claus visited the crippled children at the Gonzales Warm Springs Foundation and thousands of friends and supporters of the Texas polio center have had the pleasure of listening in on the happy occasion. The Christmas party was broadcast by transcription over WOAI, San Antonio, at 11:30 a.m. Tuesday, Dec. 21, with Dick Perry describing the setting and activities. The broadcast was also carried by WFAA, Dallas. Dana X. Bible, athletic director at the University of Texas, had been invited to the party and to speak on the broadcast. Comic books describing what goes on behind the scenes in NBC's Radio City were distributed to the children with the compliments of WOAI.

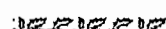


Plan 'Messiah' Broadcasts

Los Angeles — Two broadcast times have been set for the University of Redlands production of "The Messiah," Handel's immortal oratorio, by Don Lee-Mutual, according to J. William Jones, conductor of choral organizations at the university, who will direct the presentation.

The 500-voice choir's interpretation of the Christmas masterpiece, which has already been transcribed from its Dec. 12 showing in the beautiful Memorial Chapel of the university, will be aired on Dec. 24 at 6 p. m., PDT in California and at 3 p. m., PST in Oregon and Washington by the Don Lee chain.

The time of the Mountain, Central and Eastern zone presentations over Mutual has been set at 10:30 p. m., EST on Dec. 23. Eight Southern California communities will be represented by a college chorus, a community chorus, 18 church choirs from five denominations, and all University of Redlands vocal groups combined.



Xmas on Long Island

"Christmas on Long Island" is the theme of a series of special public service programs to be broadcast during Christmas Week from 2 to 3 p. m. by radio stations WHLI and WHLI-FM, Hempstead, L. I.

The programs consist of choral singing by local groups, Christmas messages by leading clergymen, Yuletide stories and interviews with Santa Claus and a typical Long Island family preparing for Christmas.

Christmas concerts by school children, church choirs and other community groups have been tape-recorded on the scene for broadcast between 2 and 2:30 p. m. during the Christmas season.

One of these programs includes selections from the "Messiah," sung by the Community Chorus of Great Neck for broadcast Christmas Day at 2:35 p. m.

TV Support Given By Agency Executive

(Continued from Page 1)

of Professional Baseball Leagues in Columbus, Ohio.

The pair will debate the controversy on strictly friendly terms with Shaughnessey expounding on the viewpoint that baseball should bar television. The association represents all diamond clubs except those in the two major leagues.

McMahon has been telling baseball owners that the issue is a "common problem" between themselves and TV interests. He also maintains that the clubs, rather than seeing themselves in the driver's seat, should stop and consider, "Will we be able to televise 10 years from now?" In other words, in years to come television stations may not be as hot to schedule sports programming as they are now. McMahon considers that baseball owners might best consider, "Can I guarantee myself television coverage for the next 10 years?"

Another McMahon talking point is that the recent headlines and ballyhoo over the baseball television debate is very bad publicity for a sport known as the national pastime. Through such publicity, McMahon says, baseball is vividly impressing the public with the fact that it's strictly a commercial game and not a sport. Such a fact is no secret, of course, but the agency exec reasons that it's needless to play up those features which might be harmful.

Will Repeat Appearance

Jan Miner, who portrays "Lora Lawton" on the soap opera of the same name, will make her fourth appearance this Monday evening on Radio City Playhouse. She will be remembered for her outstanding performance in "Long Distance" on R. C. P.

Wedding Bells

William J. Loyd, WSB, Atlanta, engineer, was married recently to June Coley of Atlanta. The wedding took place at the Capitol View Methodist church on historic Peachtree Street.

Special Christmas Programs Planned By Webs And Indies

(Continued from Page 1)

phasize peace and many are devoted to the entertainment of hospitalized veterans, shut-ins and those confined to civilian hospitals throughout the country. Others have a charity theme and turn to the underprivileged and needy in their efforts to bring Christmas cheer into the countless homes throughout the country.

One of the holiday program highlights will be NBC's "Two Hours of Stars" which will be featured on the network tomorrow beginning at 4 p.m., EST. Featured on this program will be Bob Hope and his troupe who will be broadcasting from Germany as they entertain Air Corps personnel who are carrying on the air lift to Berlin.

"Christmas Festival" is the title of the two hour Yuletide program which will be offered by CBS beginning at 4 p.m. This program, sponsored by the William Wrigley, Jr., Company, will feature many stars and will have Gene Autry as host-emcee.

As special Christmas Day feature,

Yuletide Theme

Hollywood—Inasmuch as "Truth or Consequences" this year falls on Christmas Day, the entire program will be devoted to the Yuletide, minus the customary commercial announcements. The program will be built around a visit from Santa Claus to three families in the country, who might otherwise be forgotten. Santa will visit those three families (in San Francisco, Gary, Indiana and New York's Harlem).

Gen. Clay On WNBC Xmas

Tex McCrary and Jinx Falkenburg, now in Germany entertaining the GIs, will be featured in a special show for WNBC, New York, tomorrow called "Airlift Christmas." Program will be picked up live from Berlin, 2:30-3 p.m., EST. Lt. Gen. Lucius Clay will be heard on the program and is to be presented by Tex and Jinx with one ton of CARE parcels donated by WNBC listeners for Berlin children.

ABC plans to call in all its correspondents in foreign countries for reports on the holiday observance at different points of the globe. The broadcast is slated for 1:30 p.m., EST.

Mutual's Great Scenes from Great Plays will drop its usual format tonight and will present "Thou Bethlehem," a special program originating in Hollywood.

International Programs

Programs on the Rural Radio FM network as well as the Continental FM web will have an international flavor on Christmas Day. Radio France, Radio Netherland and the British Broadcasting Company, are providing special live programs for rebroadcast during the Christmas weekend.

One of the Christmas Day network features furnished by BBC will be the "BBC Singers," a choral group singing Christmas carols, who will be heard on CBS by shortwave direct from London.

Listeners on WOR and the Rural Radio Network are scheduled to hear the "Berkshire Carol Program" from London on Christmas Day and BBC has produced some special programs for WLS, Chicago, WSM, Nashville, and WEEU, Reading, Pa. In addition the British network has serviced nearly 50 American stations with transcribed programs of carols from the Chapel at King's College, Cambridge.

Report CBS, Bergen Signing For Autumn

(Continued from Page 1)

have any doubt about Santa Claus being real—for a big financial outlay, of course.

Until very recently Bergen was all set to sell himself, in the name of Charlie McCarthy, to Coca-Cola under a capital gains deal. However, there was one small but vital factor which didn't pan out and the deal fell through.

Final Broadcast Sunday

Bergen makes his final broadcast on NBC next Sunday night and when he returns to the air he probably will go into the Sabbath lineup on CBS. Any switch to the latter network emphasizes more and more the expanding tieup between Music Corporation of America and Columbia. Bergen is represented by MCA which played a part in the move of Jack Benny, is a partner with CBS in the Tournament of Champions and may also make a deal with Columbia Records for recording purposes.

Signing up of the ventriloquist would conceivably be Columbia's biggest television coup to date in the way of name talent. Bergen has been experimenting with TV format for several years and is probably ready to deliver the goods—more so than many others.

FCC Action Upheld By Court Of Appeals

(Continued from Page 1)

in its rights in considering the program plans of the competing applicants.

In a decision which may have direct bearing upon the validity of the controversial Blue Book, the court held that to argue such action by the Commission is in violation of the Act "is to suggest that Congress intended to create the Commission and then, by the very act of its creation stultify and immobilize it in the performance of the specific functions that called it into being. Congress obviously intended no such thing.

"The test laid down for the guidance of the Commission is as practical as any that could be devised for a body functioning as it does in the field of delegated authority."

If denial of the Bay State application violates the First Amendment to the Constitution, the court said, "then every unsuccessful applicant would have the right of free speech throttled and violated."

Form Employees Club For KNX-CBS Parties

Formation of a KNX-CBS Employees Club to plan and underwrite employees' recreational activities was announced yesterday by Nancy Basche, club chairwoman.

Organized at the suggestion of A. E. Joscelyn, KNX-Columbia Pacific network director of operations, the club will administer for employees the funds gained from operation of vending machines in Columbia's Hollywood headquarters.

In addition to employee parties the club will support activities such as the KNX Bowling and Basketball Leagues, and the Radio Players

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TELEVISION DAILY

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OPEN UHF BAND SOON--DU MONT

TELE TOPICS

WITHIN RECENT WEEKS, three different operas have been presented on television and each, I think, represents a distinct phase of operatic production on video. The first, ABC's pickup of a regular performance at the Metropolitan, was a production primarily for those sitting in the theater with the cameras relegated to the role of interested bystanders. The second, the CBS production of "The Medium," was an opera ideally suited for TV treatment and expert production made it outstanding video entertainment. The third was Co-Opera's production of "Hansel and Gretel" on the "Kraft Theater" on NBC Wednesday night and, as a television show, lies about midway between the other two.

JUMPERDINCK'S FOLK FANTASY is not an especially easy work to produce effectively on the stage and, after being it on tele, I think it should never again be placed before the eyes in a live presentation. There are so many difficulties peculiar to the opera that even expert handling cannot overcome them. . . . One of the major faults with the Kraft production was the absence of an orchestra. This is obviously an economy measure, but the piano can't possibly be an effective substitute for even a small orchestra, and the entire production suffered as a result. While the cast members were not singers of Met caliber, they looked much better than most grand opera stars. William McClellin and Florence Forsberg who played the leads are a young, attractive duo, but they certainly don't look like the children they portrayed. Acting of the whole cast consisted entirely of exaggerated gestures which would have been passable in a large theater, but which looked terrible in the closeups called for by director Stanley Quinn. The dream sequence was the most effective of all, with pictures of angels superimposed on the shot of sleeping children.

"SURPRISE FROM SANTA," the 90-minute musical produced by Arthur Schwartz over WCBS-TV tomorrow night, will mark the first use of moving picture backgrounds for a video show. Developed by John DeMott, CBS production manager, the moving backgrounds will throw scenes of Central Park, locale of the fantasy, on a special 14 by 17-foot screen made of special metal and plastic alloy. Props and scenery will be set up in front of the screen. Another production gimmick is the 30-G show, which is sponsored by the Local Chevrolet Dealers, will be an advertisement on a 20 by 24-foot rink installed in the studio. . . . Joske's department store in Houston, will sponsor the TeleneWS-INS newsreel over KLEE-TV when the station goes on the air next month.

Year End Statement By Video Pioneer Urges "Early Exploitation" Of Higher Frequencies For Towns and Rural Areas

(Continued from Page 1)

VHF continuing in densely populated areas, while "the smaller cities, towns, villages and wide open spaces will be served by UHF transmitters calling for new types of receivers."



Among the problems which will be brought about by the opening of UHF will be sets capable of receiving the upstairs signal, "entirely new types of receiving antenna" with co-ax downloads and other technical changes, DuMont said, but they will be "more than justified by the increased 'elbow room' to be gained in the very crowded ether." He added that receivers may be limited by "economic considerations" to either high or low band signals, "although DuMont engineers already have a new continuous-tuning technique that can take care of both the UHF and VHF bands."

Tele-Movies Co-operation

Turning to program matters, the video pioneer predicted closer co-operation between tele and the movies and increased use of films on the air for commercials, news and special events as well as feature presentations.

"But by and large," DuMont continued, "TV programs will continue

on both sustaining and sponsored bases. We have witnessed the commercial pattern of telecasting during the past year. The economic cycle of good programs, justifying the buying of TV receivers by the public, which in growing numbers justify still better programs, and such better programs sell still more TV sets, has at last been completed. The result is the array of outstanding television presentations with which we enter the new year, among them stage plays with 'big name' actors, as well as the vaudeville revivals, involving production costs well up in the five figures for a single performance. This is real 'show business'.

Educational Uses of TV

"Over and above the many varied entertainment programs, I anticipate still greater emphasis on the educational potentialities of television. This seems to be a logical outcome of daytime programming. Instead of being limited to a few evening hours, as has been the general rule until now, we enter 1949 with daytime schedules such as that of station WABD in New York with its 80 hours weekly. Thus telecasting is no longer confined to an audience that wants to be entertained at the end of a long day, but rather can appeal to children, to young people, to the women folk, and even to students with programs of genuine educational content. I make bold to predict that even as early as 1949, we may see the beginning of educational television worked into our school and college life."

NBC Sets Education Series In Co-op With School Groups

Daily series of educational programs for children of pre-high school age will be inaugurated by NBC early next year in cooperation with the National Education Association and the Boards of Education of New York, Philadelphia and Baltimore. Covering a wide range of subjects including geography, history, government, science, literature and music, programs will be scanned at 5 p.m., Monday through Friday, under the overall title "Stop, Look and Learn."

Titles of the shows to be scanned under the project are:

(1) "Little Theater"—a series of plays adapted from children's books.

(2) "Explorer's Club"—devoted to the study of geography and history through cooperation of leading explorers and including films made by them.

(3) "Your Uncle Sam"—a series explaining the work and activities of leading government departments, including direct pickups from government branches located in Washington.

(4) "Science In Your Life"—covering various fields of science including chemistry, biology, astronomy and health.

(5) "Folkway In Music"—folk music and dancing of the U. S. and other countries.

Cron Named By NBC To Film Procurement

John B. Cron, former film representative for a number of producing and releasing companies, has joined the NBC tele department as supervisor of film procurement, it was announced yesterday by Carleton D. Smith, director of TV operations.

In his new post, Cron will report to Russ Johnson, director of the web's film division, and will supervise procurement of short and feature-length films.

Cron served as assistant film director of CBS after a year as general manager for Monogram Pictures in the West Indies. Prior to that he was a sales representative for Monogram International. For one year after his release from the U. S. Army Air Force, where he served as a bombardier in the Pacific area, Cron was a film salesman for the Producers Releasing Corporation here.

A native of Mt. Vernon, N. Y., he attended Princeton University. He makes his home in New Rochelle.

Newell-Emmett Adds Two To Video Department

John Green and Joseph Lamneck have been added to Newell-Emmett's tele staff, it was announced yesterday by George F. Foley, Jr., agency's TV director.

Green, who has been with Newell-Emmett for one year, will work on production, while Lamneck will become a staff art director.

Prior to his joining Newell-Emmett, Green served in the U. S. Marine Corps, where he was discharged after service overseas with the rank of Captain. He is a graduate of Princeton University where he was a member of the Triangle Club.

Lamneck is a graduate of St. John's, and has been with the Newell-Emmett art department for three years.

Long Island RR Spots Set On Three Outlets

Long Island Railroad, through Al Paul Lefton agency, begins a spot campaign on three New York stations to explain its application for a fare increase. Drive will run for three weeks and will feature three different one-minute animated cartoon films. About six spots will be scanned weekly on the three outlets —WJZ-TV, WCBS-TV and WNBT.

EQUIPMENT

Complete WXNJ Studios

A modern, new broadcasting studio for FM station WXNJ, Plainfield, N. J., in the Plainfield National Bank Building, has just been completed by the Wigton-Abbott Corporation, engineers and contractors. Involved in the work was the erection of a 50-foot aluminum transmission tower on the roof of the building and the construction of soundproof broadcasting and transmitter rooms. The radio station was formerly located in the Stavid Engineering Company plant in nearby Greenbrook Township.

New LP Record Player

A new LP record player attachment has been developed by American Microphone Company of Pasadena, California, which fits all types of existing record players, manual or automatic, without requiring installation. This conversion unit will make it possible for millions of record player owners to use their present record players for the new LP records. Unit consists of a newly designed microweight crystal pick-up attached to a double disk turntable which is placed on the record player turntable spindle. A ball-bearing noiseless friction-drive between the two disks reduces the speed of the converter turntable to the slow 33-1/3 RPM speed required for the LP records. The pick-up tone arm is adjustable to any turntable height and contains a switch which automatically starts the record when the pick-up is placed in playing position.

G. E. Labs Expanding

Completion of the new Research Laboratory of the General Electric Company, at a total cost of \$18,000,000, is now under way, Charles E. Wilson, G-E president, announced at the formal opening in December of the first section of the new laboratory building at the Knolls in nearby Niskayuna. It is expected that the complete laboratory will be ready by 1950 when the formal dedication will be held. This will be combined with a 50th anniversary celebration to mark the completion of half a century since Dr. Willis R. Whitney founded the laboratory in 1900. Mr. Wilson said that General Electric is expending \$10,500,000 on the center wing and associated buildings. The additions, on which construction has already begun, will cost an additional \$7,500,000.

New Brach Reps Named

C. Philip Galloway, sales manager of the L. S. Brach Manufacturing Corp., recently announced the appointment of the following manufacturers representatives for the Brach line of FM and TV antennas: E. W. Ozman of Minneapolis; J. J. McBride Sales Company of Chicago; J. A. McCaffrey of Detroit; Joseph Clancy of Fort Wayne; and Winfield-Pressinger Associates of Washington, D. C.

COAST-TO-COAST

WTTM's Story Lady

Trenton, N. J.—A special feature is now included on Marie Maxwell's "Story Lady" program heard each Saturday morning over WTTM. Added to her regular stories is an original playlet written by pupils of the various schools she visits during the week. The selected script is then produced and directed by the youngsters themselves supervised by their teachers.

WWDC Cavalcade Of '48

Washington, D. C.—A dramatic show entitled "Cavalcade of '48" will be the special New Year's Day presentation over WWDC and WWDC-FM. Included in the reenactment of the great stories of 1948 will be the description of the assassination of Mohandas Ghandi, a dramatization of the Berlin Air Lift, the death of Babe Ruth and President Truman's election.

WJHP New Year's Gifts

Jacksonville, Fla.—WJHP is distributing gifts to a selected group of top program sponsors. The gift is a 1949 wall calendar attached to a dial type thermometer which carries the inscription "Hottest Spot On The Dial." Refills for the calendar will be offered each year and are sent with the good wishes of the personnel of WJHP for the coming year.

Program Open House

Milwaukee, Wis.—Gordon Thomas, emcee of "Top of the Morning" program aired on WTMJ and WTMJ-FM was given a big homecoming in his hometown of Beaver Dam. From 5:30 to 8:30 a.m. on the day of his homecoming his program originated from Beaver Dam and more than 700 people attended the early morning broadcast.

WEBR Christmas Wonderland

Buffalo, N. Y. — MGM recording artist Carson Robinson appeared as guest of WEBR in support of Christmas Wonderland, an effort of District 1, New York State Nurses Association, to raise funds for scholarships. Cy King, general manager of the station, set aside an hour and a half of time in support of Christmas Wonderland.

WXYZ Story-Teller

Detroit, Mich. — Dick Osgood, WXYZ story-teller, in celebration of his third year and 1,000th success story, recently related the tale of Dr. Harvey Cushing, the father of modern brain surgery, for the special occasion. The series was started three years ago and Osgood says "he has yet to scrape the bottom of the barrel," for stories to relate on his "Eyes on Tomorrow" show.

WIRE Promotion Manager Named

Indianapolis, Ind.—James N. Willingham has been appointed promotion, publicity, public relations manager for WIRE, NBC affiliate. He was formerly assistant advertising manager of P. R. Mallory Co., manufacturers of radio parts, and was also associated with the Spencer W. Curtiss, Inc., advertising agency.

Christmas Seal Drive

Hartford, Conn.—WDRC will give a special boost to the Christmas Seal Drive sponsored by the Hartford Tuberculosis and Public Health Society during the course of the campaign this month. Society officials will be interviewed by Jack Zaiman, "Headliner's Club" president, on the progress of the campaign at 6:40 p.m. each Wednesday during the drive.

Nahas Heads Club

Houston, Texas—Fred Nahas, well known in local radio circles, has been elected the first chief barker of Houston Tent 34, the newest unit of Variety International. The local club operated as a branch of the Variety Club of Texas until it was issued a charter several months ago.

Other officers include Al Lever, first assistant; William E. Bremer, second assistant; Ray M. Hay, doughguy and Fred Cannata property master. Two other local radio men were among the canvassmen elected, they were William C. Bryan and King H. Robinson. Other canvassmen included Lou C. Baxley, Francis Deering, W. S. Hipp, Jr. and Al Mortensen.

WRFW Promotions

Eau Claire, Wis. — Thomas K. Werner, president of the Chippewa Valley Radio and Television Corporation, licensee of radio station WRFW, Eau Claire, Wisconsin, announces the following promotions in the organization.

Jack Kelly, station manager, moves to the post of the general manager of the organization and assistant to the president. Rolph D. Tobin, chief engineer will become the station manager and chief engineer.

Richard Werner has been named commercial manager with Jack O'Farrell becoming assistant sales manager.

Other personnel at the station include:

Florence Helm, traffic manager; Betty Tobin, music director; Lowell Christison, continuity director; Martin E. Crowe, sports director; Mrs. Allen B. Snoddy (Air Name—Jean Douglas) director of women's activities; Robert Bailey and Bill Charles, announcers; Joe Roach, salesman.

WRFW operates on a frequency of 1050 kilocycles, clear channel, with a power of 1000 watts.

NEW BUSINESS

KYW, Philadelphia — The Metropolitan Life Insurance Company has renewed its eight quarter-hours and three announcement per week through Young & Rubicam, Inc. In its institutional campaign Metropolitan is continuing to use Stuart Wayne and the "Musical Clock," 8 to 8:15 a.m., Monday through Saturday, and William F. Wilson and the news at 6:05 to 6:11 p.m., Tuesdays, Thursdays, and Saturdays. Client is also using the Home Forum with Ruth Welles on a participation basis Mondays, Wednesdays, and Fridays. Beltone Heating Aid, Co., through Ruthrauff and Ryan, Inc., has renewed its six announcements per week participation campaign on "Morning Salute," 6:15 to 6:30 a.m. for 13 weeks. Seaboard Finance Company, through Smith, Bull and McCreery, Inc., has purchased the 6:45 to 6:50 a.m. period, Monday through Saturday on "Musical Clock" which features Stuart Wayne. Contract is for 5 weeks.

WMAQ, Chicago: I. J. Gran Noodle Co., through Charles Silve & Co., renewal of a daily 15-minute segment of the "Dave Garrows Show," Tuesdays, for 13 weeks effective January 4; Eastern Air Line through Fletcher D. Richards agency, six station breaks weekly for 13 weeks effective November 28; Procter & Gamble, through Benton & Bowles, Inc., nine station breaks weekly for 52 weeks effective January 2; Wyler & Co., through Ruthrauff & Ryan, Inc., two live participations weekly in the "Food Magazine" program, 13 weeks from December 2.

Joins Godfrey Staff

Frank Dodge, for the past 8 years an associate director with the CF network operations staff, yesterday joined the Arthur Godfrey production staff at CBS as assistant Margaret "Mug" Richardson.

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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 45, NO. 59

NEW YORK, MONDAY, DECEMBER 27, 1948

TEN CENTS

SARNOFF REPORTS '48 RCA BEST YEAR

Cosgrove Gives Views On Economic Outlook

Declaring that 1949 holds excellent promise for companies with good products, good manufacturing facilities and good distributing organizations, Raymond C. Cosgrove, executive vice-president of Avco Manufacturing Corp., Friday issued a year-end statement. In making the prediction Cosgrove said that Avco's principal business includes radio and television set manufacturing, household appliances, farm equipment and broadcasting.

"A vast backlog of construction (Continued on Page 3)

Radio Pioneers Plan To Expand Activities

Edgar Kobak, president of the Radio Pioneers, last week set up several committees to carry out immediate and long-range plans for stepping up activity on a national scale.

Pioneer radio men to head activities in various parts of the country will be sought, Kobak said. Frank E. Mullen, has indicated his willingness to handle the west coast territory and to organize the old-timers there. New England, the midwest (Continued on Page 3)

New RCA TV Receiver To Reach Market Soon

RCA's new 16-inch-screen television set which will be sold for about \$500 will be introduced early in January, it was reported yesterday. The new receiver will feature a metal viewing tube and is scheduled to be displayed at an industry show in Chicago on January 3.

Special Vets Show

Chicago—Station WGN has transcribed a one-hour program titled "Merry Christmas to Veterans From WGN" for release to eleven veterans' hospitals in a three-state area, to be played back over hospital public address systems on Christmas day. Seventeen on-the-air programs are represented in the production of the Windy City station.

Holiday Honeymoon

Joining Santa Claus in the day's festivities, Marlin L. Norman, Alaska Radio Sales Manager for the Pan American Broadcasting Company, was married to Maxine Stark on December 25th. They will be honeymooning in Lake Placid for the next week.

Recording Industry Outlook Is Bright

Bridgeport, Conn.—The record industry will have one of its biggest years in 1949, according to Frank K. White, president of Columbia Records, Inc.

In predicting that the coming year will see a gradual conversion from conventional shellac to Long Playing Microgroove records, White stated that "major radio and phonograph manufacturers were quick to recognize the advantages of LP records. Practically all leading manufacturers have produced instruments with equipment to play LP (Continued on Page 3)

Petrillo's AFM Weakens On Harmonica Players

Recognition of the harmonica as a musical instrument by James C. Petrillo, president of the AFM, last Friday in Chicago, paves the way for the union taking into their fold all harmonica players. Heretofore harmonica players, not recognized by the union, were used in recording. (Continued on Page 2)

Midwest FM Network Joins Continental FM Operation

Linking of the Midwest FM network with the Continental FM web for the purpose of exchanging network programs was announced jointly on Friday by Graeme Zimmer, radio director of WCSI, Columbus, Ind., and Everett L. Dillard of Continental.

The Mid-West Network is composed of the following Indiana stations and operates by FM radio relay serving the key markets and

Credits Radio Industry As Foundation On Which Television Is Built; Forecasts Expansion

TV Sets Price Cuts Announced By Mfr.

Price cuts on three models of television receivers produced by the United States Television Manufacturing Company were announced over the week-end and its was rumored in TV circles that other manufacturers might announce price reductions after the first of the year.

In announcing a \$400-saving to future buyers of the company's AM-FM-TV-Phonograph combination (Continued on Page 2)

WQXR-FM Will Drop Old FM Frequency

WQXR-FM will discontinue broadcasting on the 45.9 mc. frequency on December 31 in accordance with the FCC ruling which withdraws the "old" lower FM band, effective on January first.

The FM station will continue to (Continued on Page 3)

Newsmen Turn Sleuths And Aid In Murder Case

St. Louis—Within 32 hours after the discovery of a murder in Cedar Rapids, Iowa, investigation by KXOK, St. Louis, WMT, Cedar (Continued on Page 3)

Nineteen forty-eight was the most successful year in RCA history, largely because of the rapid expansion of television, Board Chairman David Sarnoff reported in a year-end statement released today. He added, however, that the present shortage of tube and receivers "will continue at least (Continued on Page 7)

CBS Year-End Report Reviews Expansion

The year-end statement from CBS described 1948 as "perhaps the most eventful" one in the network's 21-year history and boasted of the acquisition of Jack Benny and "Amos 'n' Andy."

Seven stations were added to the net during the year, bringing it to its present total of 179. In like manner, the CBS television network was (Continued on Page 2)

Fire Chiefs Order Scripts On Fire Prevention

Nearly 150 fire chiefs from coast to coast have asked to receive complete sets of six new five-minute radio scripts on home fire safety, Fire Protection Institute has announced. The scripts were offered by mail recently to a selected sam- (Continued on Page 3)

'Mayor' to Speak

Robert K. Christenberry, known as the Mayor of Times Square, President of the Broadway Association and President of the Astor Hotel, will discuss with Bill Leonard the field of "Entertainment out of the Home" as an industry, the 11th in Leonard's "New York's Business Is Your Business" series on WCBS' "This Is New York" program Monday.



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Petrillo's AFM Weakens On Harmonica Players

(Continued from Page 1)

ing and on programs where musicians strikes were involved. Petrillo's action in sanctioning the instrument came when he accepted Larry Adler to full membership in the musicians union.

Alan Young's Comedy Debut On NBC Jan. 11

Alan Young's new situation comedy program will premiere on NBC Tuesday, Jan. 11, from 8:30-9 p.m. EST, preceding Bob Hope. Supporting cast includes Jim Backus and Nicodemus Stewart. Director-producer of the program is Helen Mack and Don Wilson will announce.

10 YEARS AGO TODAY

From the Files of Radio Daily

It is expected that a "show-down" between the American Federation of Radio Artists and advertising agencies will be reached at a final meeting to be held next week. . . . When queried at his weekly conference President Roosevelt flatly denied that there would be any reorganization of the FCC. . . . On January 3, NBC will commence operation of a department of information in NBC's Central Division. . . . A marked interest by radio engineers is being shown in the solution of tropical broadcasting advanced by the governments participating in the regional radio conference of Central American countries which was recently concluded.

TV Set Price Cuts Announced By Mfrg.

(Continued from Page 1) (from \$1,495 to \$1,095), Hamilton Hoge, president, reported to RADIO DAILY that price cuts have been made possible at this time because of the increased supply of fifteen-inch glass tubes, television tuners and cabinets. "Our production of television sets this month is well over 100 per cent of that in June," Hoge added, explaining that this increase has contributed substantially toward reducing overall costs with resultant price cuts for the public. "The fact that our heaviest engineering expenses are now behind us is another important factor which enable us to reduce prices on sets," Hoge pointed out.

Table Model Reduced

The company's fifteen-inch direct-view cathode-ray tube table model has been reduced by \$200 (from \$895 to \$695), the earlier announcement said. The third set which has been cut in price is the ten-inch tube table model. It was reduced by \$50 (from \$375 to \$325), but this cut was intended only to place it in line with competitive firms, Hoge declared.

"Last fall, the supply of television tuners was tight and represented a serious bottleneck, but our manufacturing sources are now in better supply," Hoge said. "In addition, the prices of cabinets are going down as cabinet-makers are becoming more interested in our industry. Such increased supplies will naturally reduce overhead costs to the industry."

Greater Supply of Tubes

A far greater supply of fifteen-inch glass tubes in the last few months has made it possible to cut production costs by a high enough percentage to justify price reductions, it was reported. It is expected also that sixteen-inch glass blanks will be available next February or March.

To-date, U. S. Television has been using glass blanks exclusively, but Hoge said that they "will put out a limited quantity of sets with RCA sixteen-inch metal tubes in January."

In commenting upon the competition between metal and glass producers, Hoge predicted there will be a greater quantity of tubes at lower prices than had been originally anticipated.

Both the Kimball Glass Division of Owens-Illinois Glass Company and the Corning Glass Works are committed, according to Hoge, to all-out competition with sixteen-inch metal tube producers. Both companies are confident they can reduce costs of glass blanks to metal tube levels, Hoge added.

Wedding Bells

Announcement is made of the engagement of Miss Adele Wells of New York to Henry Untermeyer, account executive for WCBS. Date of the wedding has not been announced.

CBS Year End Report Reviews Expansion

(Continued from Page 1)

expanded from one station to a total of 21.

In its "most eventful year," CBS acquired the exclusive rights to a number of outstanding events including the Rose Bowl football classic and to other major sports through part-ownership in Tournament of Champions, Inc. CBS also reported that its own package programs were successfully developed throughout the year. In the field of light entertainment, CBS introduced several audience participation programs, such as "Sing It Again" and "Hit the Jackpot."

Discussion of public affairs in the network's TV schedule took such forms as "United Nations Case Book." That show dramatized and humanized the work of the UN. Exclusive right to 52 British films or television broadcasting were acquired. CBS also signed contracts with Imppro, Inc., a Hollywood producing company, for thirteen mystery films. "The Cases of Eddie Drake."

Construct TV Studios

As part of its technical development, CBS started construction in February of its Grand Central Terminal television studio to make it "one of the largest in the world." In July, WCBS-TV purchased a new five k-w transmitter and specially designed antenna "to produce the maximum signal permissible under FCC regulations for installation in Manhattan."

The network erected a new transmitter plant atop Mount Wilson and built studio and office facilities in Los Angeles for the operation of KTTV. Equipment was also installed early in the year at WEEL-FM, Boston, and KNX-FM, Los Angeles.

Listed among its plans for 1949, CBS placed before the FCC its applications to own a television outlet in San Francisco and for permission for the Raytheon Manufacturing Company to assign its construction permit for a television station in the Boston area to CBS. Within the next three years, the year-end statement added, CBS plans to project its transcontinental television network organized to serve more than 80 cities.

Midwest FM Web To Continental Net

(Continued from Page 1)

be announced shortly. Continental has received applications from stations in Wisconsin, Michigan, Ohio, Illinois, Minnesota, Iowa, Nebraska, Kansas, and Missouri seeking participation, and tests are being conducted to determine the extent to which reliable rebroadcasts by radio relay from WEAW, Chicago can be effected.

WEAW receives Continental programs by high fidelity magnetic tape, recorded on the Rangerton at Continental Headquarters in the International Building, Washington, D. C.



Quitting time

They've done a day's work and they're going home. They'll eat. Then they'll listen to their radios. That picture was shot outside of one of the big middle west industrial plants . . . but we're using it as an example for Maryland.

We don't know what percentage of our listeners work with their hands or their heads. But we do know this:

In Baltimore, the country's 6th largest city, it is W-I-T-H that delivers more listeners per-dollar-spent, than any station in town.

If Baltimore is in your plans for next year . . . now's the time to buy time on W-I-T-H!

Advertisement for W-I-T-H Baltimore 3, Maryland. Features a stylized face logo with 'AM' and 'FM' labels, and the text 'W-I-T-H Baltimore 3, Maryland TOM TINSLEY, President Represented by Headley-Reed'.

Cosgrove Gives Views On Economic Outlook

(Continued on Page 3)

projects—both public and private—is awaiting the easing of more demanding economic pressures," Cosgrove said. "The full effect of our foreign aid and military preparedness programs will make itself felt during the forthcoming year. And there are other fields, such as heavy machinery and electrical equipment, where needs cannot be met for several years.

"Good Products Sell"

"Factors such as these will contribute importantly to maintaining the high production levels of consumer goods lines which for the first time since the war have experienced some consumer resistance. However, this is nothing to be feared by business since it simply means that we are once again moving into a sales environment similar to that which existed during the prewar years. From our experience at that time, we know that good products, aggressively merchandised, will sell in considerable volume as long as employment and earnings remain at levels even approaching those of today."

Continuing, Cosgrove said: "Reflecting this thinking, Avco Manufacturing Corporation is projecting even larger sales volume of its various products during 1949 on top of an almost 35 per cent increase in net sales in 1948 over 1947. This projection is not based on a wishful accumulation of figures. It is based on intensive planning over the past several years in anticipation of such changes in business conditions as are now taking place.

"Television will continue to have strong growth. Receivers are in short supply and should enjoy an excellent market all during 1949. Avco's Crosley Division already has expanded its facilities for the production of television sets to 10,000

Newsmen Turn Sleuths And Aid In Murder Case

(Continued from Page 1)

Rapids and Cedar Rapids police led to the apparent solution of the crime.

Immediately following the report of the murder on Wednesday, December 15, Bruce Barrington, KXOK news director, talked with Jim Borman, news director for WMT, who related the detailed description of the murder and the circumstances surrounding the case. Borman's transcribed telephone report was aired by Barrington on his 11:55 a.m. newscast. The next few hours Barrington was in constant communication with Borman exchanging last minute developments of investigations proceeding in Cedar Rapids and investigations in St. Louis conducted by Barrington and Harry Renfro, public relations director for KXOK.

The break in the case came at 5 p.m., Thursday, when Borman called Barrington and revealed the name of a suspect in St. Louis. Barrington and Renfro investigated the new angle and lost no time in turning their information to St. Louis police and then accompanied St. Louis and Cedar Rapids police on the arrest mission at 2 a.m., Friday.

KXOK was the only station in St. Louis on hand when the arrest was made and Barrington had an exclusive newsbeat aired when KXOK went on the air at 5:30 Friday morning.

Godwin To Atlanta

Charles W. Godwin, director of station relations for the Mutual Broadcasting System for the past five years, has been named manager of a newly created Southern office, with headquarters in Atlanta, Georgia, Edgar Kobak, network president, announced yesterday. The Southern office will handle station relations, sales and programming in conjunction with those departments of the national organization, Mr. Kobak said.

a month and is planning an intensified merchandising activity.

"Television broadcasting also should make further gains. The number of advertisers using this medium will continue to grow rapidly. This will make it possible for some telecasting stations to show a small profit. Station WLW-T in Cincinnati, owned by the Crosley Broadcasting Corp., an Avco subsidiary, is approaching that point. However, two new stations in Dayton and Columbus going on the air in 1949 will operate at an initial loss.

"One Uncertain Factor"

"There is one uncertain factor that may have a far-reaching effect on American industry during 1949. That is the possibility of repressive taxation and unwise government restrictions. Enactment of a peacetime excess profits tax or other measures which tend to destroy the sources of new capital cannot help but have injurious effects on the national economy," Cosgrove said.

Radio Pioneers Plan To Expand Activities

(Continued from Page 1)

and the southwest will be assigned soon, it was announced at the meeting of the executive committee. Bill Hedges, the announcement added, will supervise the issuing of charters to outside groups.

J. R. Poppele of WOR, Oreste H. Caldwell of Caldwell-Clements, O. B. Hanson and Carl Haverlin were elected to the executive committee of Radio Pioneers. The other members of this committee are: President Edgar Kobak, H. V. Kaltenborn, Mark Woods, Paul Morency, Charles Hodges, Joseph Barnett, Phillips Carlin, William Hedges, H. M. Shapiro and A. H. Morton.

Fire Chiefs Order Scripts On Fire Prevention

(Continued from Page 1)

ple of 500 fire department officials. Fire safety topics covered in the scripts include the danger of false alarms, proper use of fire extinguishers, origin of home fires, electrical fires, good housekeeping and the hazards of dry cleaning in the home.

"More and more fire chiefs throughout the country are using radio as a public relations medium in their communities," Paul W. Eberhardt, president of Fire Protection Institute, declares.

Recording Industry Outlook Is Bright

(Continued from Page 1)

or have announced their intentions of doing so."

His optimistic year-end statement added that LP records were enthusiastically received when they were first introduced in June of this year. "The records have had a revolutionary impact on the record industry and will continue to do so in the years to come," White said.

"We are extremely pleased by the manner in which consumers, the press, and our distributors and dealers have received the new LP record. It justifies the years of hard work which went into its development," White concluded.

WQXR-FM Will Drop Old FM Frequency

(Continued from Page 1)

duplicate all WQXR-AM broadcasts on the 96.3 mc. frequency (Channel 242). WQXR has been operating on both the old and new FM bands since July 15, 1947.

Changing Call Letters

Effective January 1, 1949, KSDJ, CBS affiliate in San Diego, California, will change its call letters to KCBQ, the network announced yesterday.

WBNX Delivers THE SPORTS AUDIENCE

by delivering all sports results all afternoon . . . 1:00 thru 6:00; 8:00 thru 8:15 . . . Monday thru Saturday.

WBNX Delivers THE MOST FOR YOUR CLIENT'S DOLLAR

Investigate

Ask for schedule of few participating spots remaining.

WBNX Broadcasting Co., Inc.
260 E. 161st ST., N.Y.C. ME. 5-0333

or
A. LEWIS KING

527 LEXINGTON AVE. PLaza 9-1389

For Profitable Selling—Investigate

WDEL
WILMINGTON
DELA.

WGAL
LANCASTER
PENNA.

WKBO
HARRISBURG
PENNA.

WRWA
READING
PENNA.

WORK
YORK
PENNA.

WEST
EASTON
PENNA.



STEINMAN STATIONS

Clair R. McCollough, Managing Director

Represented by **ROBERT MEEKER ASSOCIATES**

Chicago San Francisco New York Los Angeles

Coast Conference Set For February

San Francisco—Emphasis will be placed upon the "how" of building good public affairs programs when broadcasters, teachers, audio-visual directors and listener groups meet for their second annual Western Radio Conference in San Francisco early next year.

According to plans outlined by program chairman John C. Crabbe, director of radio for the College of the Pacific, the conference will be held in San Francisco's Marine Memorial Club on Thursday and Friday, February 24 and 25.

Six plenary sessions open to all interested persons will examine the techniques of good programming in a variety of public affairs categories — including children's programs, documentaries, talks and discussions and community projects. Among the panel members will be many outstanding persons with experience in these fields throughout the nine western states. Individual sessions have been planned to place an emphasis upon concrete information and examples of successful program techniques in each category.

Children Panel Planned

The field of programs for children will receive attention in two of these sessions: One on radio programs for classroom listening and a second session on leisure-hour programs for the youngsters. The first session will be chaired by Majorie McGilvrey of Mountain View (Calif.) High School, who has established a unique record in the use of radio for teaching English and related subjects to retarded children. The leisure-hour program meeting will be handled by James Day, director of public affairs and education for the National Broadcasting Company in San Francisco.

Forum and discussion program, will be discussed in a session to be directed by Luke Roberts, educational director of KOIN in Portland, Oregon. Among the panel members will be Herald Maulsby, assistant director of public affairs for the Columbia Broadcasting System in New York.

Mrs. I. G. Richardson of the Hoover Institute and Library at Stanford University, will direct the session on documentary broadcasts. Particular attention will be given to the use of this program device on small stations and school-operated stations.

Miller Heads Panel

Allen Miller, director of the Rocky Mountain Radio Council of Denver, will conduct a session on the effective use of radio in community projects, including fund drives and educational campaigns. In addition to broadcasters, the panels for all of these sessions will include specialists in the respective fields, competent to analyze the effectiveness of the techniques suggested.



California Commentary . . . !

● ● ● "G.E. House Party" will originate at Breneman's Restaurant on Vine Street when it moves from CBS to ABC starting January 3. . . . Dave Rose, conductor, will marry Betty Bigelow, former New York actress, late this month. . . . Milt Hall manager of

Hollywood Don Lee's Salinas-Monterey affiliate, KSBW, in town for a few days, to visit Pat Campbell, station relations director of the Don Lee Network, and confer with advertising agencies. . . . Joan Davis and Buddy Clark have been signed on the opening "Spike Jones Show" which tees off the new CBS Sunday comedy block on January 2nd. . . . One of the busiest young men in Hollywood these days is Jack Gregson, heard 5 times weekly on "Your Stand-In" over KNX, and 6 times weekly on "Platter Party" for G.E. Company. . . . Thomas W. Dealey has joined the Hollywood office of W. Earl Bothwell. . . . Jimmy Wakely has been set for appearances on two programs originating in Nashville, Tenn. On Jan. 8 he will guest on "Grand Old Opry" and on the following day, on "Sunday Down South."



● ● ● Arnold Marquis has been named dean of the Maren Elwood School of radio and television here. Marquis has taught at the University of Washington and University of Chicago. . . . Jesse Butcher has been appointed director of programming for KMPC. . . . Robert H. Stock, Don Lee program promotion director, has returned from a three-weeks' trip to New York and Chicago. . . . Ozzie and Harriet Nelson, who are preparing a television series based on their popular NBC radio program, "The Adventures of Ozzie and Harriet," are planning to use their own two sons when they debut in the new medium—David, aged 12, and Rickey, aged 8. . . . Charles Lasher, Y&R copy chief, in town for a fortnight from Manhattan. . . . George W. Allen, CBS western division program director, has returned to his duties, after a four-week illness.



● ● ● Jack Kirkwood and his wife Lillian are the latest Hollywood couple to have their own domestic-type radio show. "At Home With the Kirkwoods," will be heard daily, as a morning attraction of the ABC network. Bill Grey will be heard as a permanent member of the cast. . . . One of Ralph Edwards' ace writers on his "Truth or Consequences" is balding Phil Davis, whose infectious humor finds its way into the zany gags and stunts that he helps dream up for the popular emcee. . . . Dinah Shore played Alice in the NBC University Theater holiday production of "Alice In Wonderland," presented the 26th. . . . Biggest selling Christmas album on the Capitol Records list is "On The Night Before Christmas" as recorded by Fibber McGee and Molly, the King's Men and Billy Mills and his orchestra.



● ● ● Beryl Davis' mother and sister have arrived from England to spend the holidays in Hollywood with Beryl and her husband, Peter Potter. . . . Bob Hope, prior to leaving for Berlin to entertain the air-lift personnel, made a special transcription for the "Golden Hope Chest" radio program which will be heard during his absence, publicizing his latest picture "The Paleface." . . . "People Are Funny" radio program on December 28 will feature skit built around Jack Wrather's Allied Artists film, "Strike It Rich." . . . Robert Selby, recently appointed vice-president of Smith, Bull and McCreery, Inc., in town from San Francisco for conferences with the board of directors. . . . Contrary to what has been reported previously, the Phil Harris show is not set to move to CBS and NBC vows it will stay where it is.

Critical Year Ahead, Is Conley Prediction

Philadelphia—"All signs indicate that 1949 will be a critical year for broadcasting," J. B. Conley, general manager of Westinghouse Radio Stations, Inc., predicted in a year-end statement.

"Television will continue its phenomenal growth," Conley added, but "its pace will not be much accelerated during the year. Audiences will become increasingly critical as more and more program choices are offered; and advertisers, taking their cues from more selective consumer buying, will place accounts with even greater care than usual."

The Westinghouse official, however, emphasized that these facts do not mean 1949 will be a bad year for broadcasting. Instead, he expressed the belief that broadcasting will return to "many of those time-proven business principles which were forgotten in the lush days of seller-market business. However, failure to plan well and manage efficiently will become even more hazardous during 1949 than it has been for many, many years."

Conley said he was confident that sound planning and aggressive management will pay off again in 1949. For example, he pointed to television's great inroads on broadcasting listeners during the evening hours. Thus, he explained, alert programming would seem to indicate the wisdom of super-effort on daytime hours, when listener acceptance is still far below saturation, to partially offset evening losses to television.

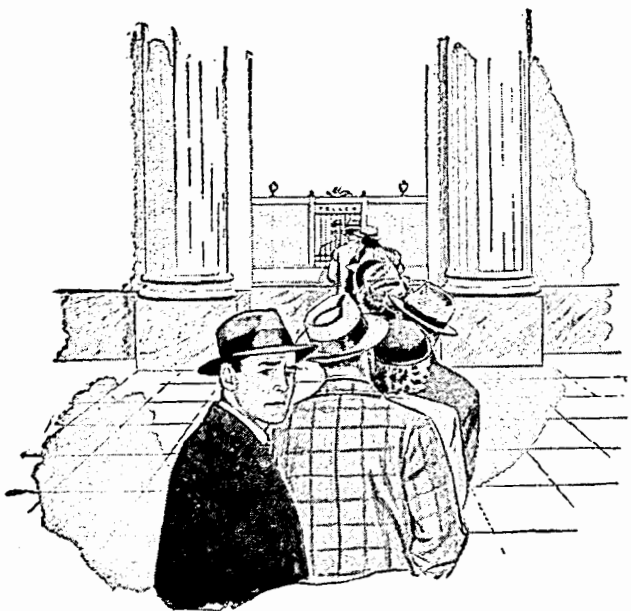
With these points in mind, Westinghouse plans to expand its television operations, to intensify research in all phases of audience reaction and preferences and to continue "power-packed" promotion. These operations will center about the development of WBZ-TV, which went on the air last May, and in the planning for stations in Pittsburgh, Portland and Fort Wayne. (Applications for Pittsburgh and Portland have been placed before the FCC.)

Auditioning New Show

Sammy Kaye cut an audition record at NBC last week for a new program, "So You Want To Be A Star." This is a feature which the swing and swayer has presented at theaters throughout the country during his personal appearance tours. It is an offshoot of his "So You Want To Lead A Band," and Kaye adopted it as an expedient measure when he discovered many talented singers and musicians who had no great desire to lead a band but did want to make their way in other fields of entertainment.

Wedding Bells

Al Hollander, program coordinator at DuMont television, and Jean Rappaport, production assistant on "Toast of the Town," and "Winner Take All," will be married on January 25.



THIS IS HARD



BUT THIS IS EASY



**AND THIS IS
MIGHTY WONDERFUL**

SURE, you believe in saving.

But it's mighty hard to make yourself take cash out of your pocket, and time out of your day, to do it *regularly*.

The sure way, the *easy* way to do your saving is to get started on an *automatic* savings plan with U. S. Savings Bonds. Like this . . .

1. If you're on a payroll, sign up in the Payroll Savings Plan, then forget it. From then on the money saves itself—so much per week, or so much per month.

2. If you're not on a payroll, sign up at your bank for the Bond-A-Month Plan. Equally easy. You decide how much you want to put into bonds every month, your bank does the rest.

In just ten years after you start buying bonds, your money starts coming back to you—well-fattened! Every \$3 you invest today brings you back \$4 to make possible all the wonderful things you dream of doing.

And remember—any time you need your money for emergencies, you can get it back *in minutes*, without losing interest.

Automatic saving is sure saving—U.S. Savings Bonds

This space contributed by **RADIO DAILY**



COAST-TO-COAST

WCOV Salutes New Arrivals

Montgomery, Ala.—A twice-weekly a.m. program on WCOV sponsored by a local department store is "Salute to New Arrivals." The program is opened with a transcribed orchestral salute followed by birth announcements and statement that a present is waiting at the department store for each new baby if the parent will call and make the selection. An appropriate poem concludes the quarter-hour spot.

WAER Airs French Music

Syracuse, N. Y.—A series of concerts presented exclusively over WAER is "Five Centuries of French Music." The program presented through the facilities of the French Broadcasting System features the works of the French masters. Lessons on the background and culture of the French people as well as information on the provinces of France is part of the program's format.

WNOX Corn Grower's Contest

Knoxville, Tenn.—The winners of the first annual WNOX-East Tennessee Corn Grower's Contest under the sponsorship of the Extension Service of the "U" of Tennessee and community clubs of East Tennessee have been announced. Because of the interest shown in the contest sponsors are already making plans for the second Corn Grower's Contest next year.

Joins WRBL Staff

Columbus, Ga.—Walter H. Mitchell, recent graduate of the University of Georgia Journalism School and winner of the Drew Pearson essay award on "How To Make Democracy Live" has joined the continuity staff of WRBL, CBS affiliate, according to recent announcement.

KDKA Benefit Broadcast

Pittsburgh, Pa.—The second of a series of all-night broadcasts for the benefit of the Old Newsboys' fund for the Childrens' Hospital was presented recently on KDKA, with top stage and radio talent appearing for the hospital benefit. Bill Hinds emceed the snow.

Advertisement for Adam J. Young Jr., Radio & Television Representatives, listing offices in New York, Chicago, Los Angeles, and San Francisco.

THE WEEK IN RADIO

ET Industry Signs AFM Contract

By VAL ADAMS

TRANSCRIPTION firms signed a five year contract with AFM. ET industry got same type of trustee fund deal that phonograph recording companies did one week before. . . . Broadcasters turned over entire week to Christmas programming. . . . Edgar Bergen seems headed for CBS next Fall.

Old Gold dropping sponsorship of Brooklyn Dodgers for new daytime variety series on WJZ, New York. OG has backed the Dodgers over WMGM for last seven years. . . . Court of Appeals ruled FCC has right to ask applicant how much sustaining time he will schedule if granted a license. . . . New York Supreme Court Justice denied motion by producer Mark Goodson for summary judgment in suit filed by Blue Barron who claims 50 per cent ownership in "Stop the Music."

ABC holding series of network affiliates meetings in January. . . . NBC is first major network subscribing to new twice-a-year U. S. Hooperatings. . . . CBS laying claim as "nation's most powerful network" following acquisition of new 50,000 watt affiliate KFRE, Fresno, Calif. This adds up to twenty-four 50 kws. for Columbia. . . . Radio Manufacturers Association asked FCC for immediate end to television freeze. RMA asks that VHF channels be opened again and UHF be assigned within the next two or three years.

Dr. Allen B. DuMont said the outstanding TV development of 1949 "must be the lifting of the freeze and the early exploitation of the UHF frequencies." He added no obsolescence of present TV receivers is in sight. . . . Tom McMahon of the Ayer agency is warming up a new kind of persuasive pitch to show baseball owners why they should think twice before barring television. . . . Net sales of Magnavox Company in third quarter ending Nov. 30, 1948, were highest on record for any quarter in history of the firm.

Advertisers using ABC co-op shows have increased 19 per cent in last year, says Murray Grabhorn, ABC veepee. Biggest jump has occurred in household appliance group of sponsors. . . . Total of \$120,000 subscribed by stations and networks for production of movie to promote radio. Plan now is to hold premiere at NAB convention in April. . . . MBS opening Atlanta office. It'll be headed by Charles W. Godwin, director of station relations for Mutual for five years.

NBC signed comedy team of Dean Martin and Jerry Lewis. Pair may be slotted at 10:30 p.m., EST, on Sunday night when Horace Heidt moves out. . . . AM stations still springing up. FCC okayed five more. . . . "Stars Over Hollywood," sponsored by Armour & Co. over a limited number of CBS stations, adding the web's full line up of facilities Jan. 1.

Jack Benny surged to top of latest Hooperating while Winchell dropped

to fifth place. . . . More than 500 movie theaters will run their own giveaway, dishing out \$100,000 weekly. Project is called "Jingle Jamboree Contest" and ways launched by Attendance Builders, a Chicago corporation headed by singer Phil Regan. . . . Joseph Gerl, president of Sonora Radio and Television Corp., discounted reports that TV will obsolete radios. He said, "Radio will be with us for many, many years to come."

Radio can influence people who will never be reached by the colleges, according to Dr. Tristram Walker Metcalfe, president of Long Island University. He spoke at official opening of WKBS, Oyster Bay, L. I. . . . "Rendezvous With David Ross" is title of Harry S. Goodman's new daily transcribed package. It's been bought by WOR, New York, and Yankee Network.

George F. Maedel elected vice president and general superintendent of RCA Institutes, Inc. . . . Bob Hope, Tex and Jinx McCrary among radio entertainers in Germany entertaining GIs during holidays. . . . Disabled American Veterans offering free five-minute transcription to all stations. Platter features Gen. Jonathan Wainwright, Sam Wanamaker, and organist Hank Sylvern in "Story of the Week."

AGENCIES

ADVERTISING of Whirl-A-Wave, A unique new hair beauty aid, is being handled by the Harry B. Cohen Advertising Co., the G. H. S. Corporation (Division of the Glemby Co.) of New York City has announced. Promotion plans are currently being tested at Filene's in Boston, via full page insertions in Sunday supplements.

MICKELBERRY FOOD PRODUCTS CO. of Chicago, maker of famous Mickelberry Old Farm Sausage Products, has appointed Schwimmer & Scott, Chicago, to handle the account effective Jan. 1. Eugene B. Colin is account executive. Radio and newspapers will form the basis of an expanded program.

BUENOS AIRES OFFICE of McCann-Erickson has been appointed to handle the advertising for A. P. Green, Argentina, S.A., local manufacturers of refractory bricks and building materials.

THE TELEVISION RESEARCH INSTITUTE, publishers of the Video Weekly Newsletter and the Video Washington Letter has appointed Mort Junger Advertising to advertise and promote this service.

Huntin' Bucks?

Deer season, bear season, trout season. . any time is open season for making profitable sales to hunting-and-fishing enthusiasts in the Philadelphia area. The lure? Joe O'Byrne's Hunting and Fishing Club, on KYW each Saturday at 6:45 PM. This top-notch program reaches a large and enthusiastic audience. . in an area famous for field, stream, and surf activity. NBC Spot Sales will be your guide to costs and availabilities.

Philadelphia 50,000 Watts NBC Affiliate

KYW

WESTINGHOUSE RADIO STATIONS Inc WBZ • WBZA • KDKA • WOWO • KEX • KYW • WBZ-TV

National Representatives, NBC Spot Sales, except for KEX; for KEX, Free & Peters

TELEVISION DAILY

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'48 RCA'S BEST YEAR -- SARNOFF

TELE TOPICS

Rapid Growth of TV Major Factor In Success; Continued Expansion To Make It One Of Nation's Top Ten Industries By 1953, RCA Chief Predicts

(Continued from Page 1)

EVERY THURSDAY NITE for some time now, my wife has been an avid viewer of Dione Lucas' culinary magic over CBS. Last week she persuaded me in her lovely way to join her in watching the show. Seldom have I seen anything as fascinating as the way in which Mrs. Lucas whips up meals as exotic as any these plebeian eyes have ever seen. Last week it was a wonderful deep-fried chicken dish—the name of which I don't even know—baked Alaska and a chocolate mousse for good measure. Mrs. Lucas is truly an artist in her field, and I envy the stage hands who probably eat the dishes she prepares. There is one thing, however, that I would like to see on her show, and that is the preparation of foods more within the reach of the average household budget. If this were done, the show would not lose any of its fascination and its value to the majority of viewers would be greatly increased.

THERE IS ONE FAULT that most directors seem to have in common and it is rapidly giving me gray hairs. With a few notable exceptions, the directors seem to delight in committing one of the cardinal sins in handling dance acts by cutting the dancers in half. Any dancer, if he's good enough to be on a show, should be an accomplished performer with his entire body. Perhaps the greatest appeal of good dancing is in the graceful movement of the human form. But too many directors don't recognize this and in their penchant for closeups give viewers only one-half of the dancer's body. Of course there are occasions when a closeup of say a dancer's feet or hands is appropriate, but these instances are rare indeed, and watching half a dancer most of the time is a most disconcerting experience. Too many closeups of dance acts are hazardous also in that they make it easy for the performer to dance clear out of the picture.

EVERYBODY wants get in on the act dept.: Now it's John J. Anthony, WMGM's "human relations counselor" (Paul Denis has a much better description, however) who has come up with his version of the effects of tele. The receiver, he says, keeps hubby home nights, but sends his wife back to mother. It also has a tendency to unify the family, he reports after no doubt extensive research, but minor differences and difficulties arise. . . . A personal interview survey of 350 set owners in the Metropolitan area was begun by the Pace College market research class last week to determine, among other things, newspaper and magazine reading habits, brand information on household articles, listening patterns for radio and TV, influence of video on daily housework and luncheon routines.

through 1949" because it is "physically impossible" for the industry to meet all public demands.

Regarding sound broadcasting, Sarnoff said that both AM and FM will continue to provide increasing service.

"Radio broadcasting provided the firm foundation of experience and public service upon which television is being built. Sound and sight combined are weaving a pattern that is more appealing to the mind than sound alone, so a gradual fusion of these two great services is to be expected. More than 1,700 standard broadcasting stations are operating in the United States and construction permits for approximately 300 more have been granted. There are 39,000,000 homes equipped with radio receivers in this country, which means that more than 90 per cent of American families have radio sets."

FM, he said, continues to advance as indicated by the fact that the number of stations on the air increased from 300 at the beginning of 1948 to nearly 700 at the close. More than 300 CP's for additional FM stations have been issued, and the number of radio sets equipped for FM reception increased to more than 3,000,000 in 1948.

"So appealing is television to the American public, in all walks of life and at all ages, that the industry at the opening of 1949 will be two years ahead of the dates set by the most optimistic forecasts made at the end of the war.

"This accelerated progress has lifted radio and television, in combination as an industry, to a two and a half billion dollar a year

enterprise. If the rate of growth continues as the market indices and public acceptance indicate it will, radio-television should rank as one of the ten foremost industries in the United States by 1953.

"Television set production, for the industry as a whole, in 1949, will total approximately 2,000,000 receivers. This, according to the best available studies, will be stepped up in succeeding years, and by 1953 the industry's annual television set production is expected to reach close to 5,000,000. By the end of that year, the total number of sets in operation would be nearly 18,000,000. Also, by 1953, it is believed that a coast-to-coast television network service will have been made possible by radio relays and coaxial cables.

"Radio and television now give employment to hundreds of thousands of people and bring new forms of entertainment as well as news into millions of homes," continued Sarnoff. "The American dependence on radio entertainment, acquired over the past twenty-eight years, is being more deeply ingrained by television, which enables people in ever-increasing number to eye-witness events as they happen."

So swift has been the scientific and engineering development of tele transmitters and receivers, he said, that those responsible for the artistry and showmanship of video have found it a real challenge to keep the pace. He expressed the opinion, however, that the great improvement in programs at this time gives assurance of continued progress.

Berle Again Leads Hooper TV Ratings

The Texaco Star Theater, starring Milton Berle, WNBT, Tuesday evenings, 8 to 9 p.m., again took top place in the December New York City Hooper Teleratings, it was announced last Friday. Although still the topper of the top ten, Berle's show showed a slight drop from his November rating of 80.6 to 78.9. However, his share of audience increased 2.2 over the Nov. figures, for a total of 96.9.

Second place among the top ten went to Arthur Godfrey's Talent Scouts, WCBS-TV with a 55.2 which gained this rating on its second broadcast, Dec. 13th. Third in line was Toast of the Town, WCBS-TV, 50.6, followed by We, the People, WABD, 33.9; Chevrolet Tele-Theatre, WNBT, 28.1; Kraft Television Theatre, WNBT, 28.0; Bigelow Show, WNBT, 27.5; Break the Bank, WJZ-TV, 24.6 and Small Fry Club, WABD, 24.3.

The New York Giants vs. Washington Redskins football game pulled a 25.2 rating, but being a special event was not included in the listing of regularly scheduled programs.

Skouras, Jett Set As REC Speakers

Spyros Skouras, Victor Emmanuel E. K. Jett, Richard Hubbell and Carleton Smith have been set to speak at the third TV seminar of the Radio Executives Club, to be held Dec. 30 at the Hotel Roosevelt. Arthur Pryor, Jr., of BBD&Q, vice-president of REC, will preside in absence of proxy Carl Haverlin, who is in Los Angeles.

Skouras, president of 20th Century-Fox, will speak on, "What The Movies Can Do For Television and What Television Can Do For The Movies." Chairman of the board of Avco, Emmanuel will discuss, "TV As An Investment Opportunity." A former FCC commissioner and now vice-president of the Baltimore Sunpapers, Jett will speak on, "The Problems of a Newspaper Entering Television," and also will tell why WMAR was dropped in favor of video.

Smith, who is director of TV operations at NBC, will talk on, "How To Build A TV Network," and Hubbell, a video consultant, has as his topic, "Last Year's Promises and This Year's Performances."

Talks will be limited to five minutes each, and a question and answer period, conducted by Hubbell, will follow.

The Week In Television

RMA Urges Lifting of Freeze

The RMA has asked a quick end to the "freeze," and that the present VHF channels be thrown open again, now. The manufacturers also urged the FCC to open UHF in two or three years. VHF was proposed for large cities and a combination of VHF and UHF for smaller cities to "avoid obsolescence for the public of current TV receivers and to largely avoid costly future two-band sets." . . . In a year-end statement, Dr. Allen B. DuMont backed the RMA demand for the lifting of the "freeze," adding that it was essential to progress in 1949. DuMont also called for the early exploitation of UHF. . . . The FCC rejected Edwin W. Pauley's Southern California Company application for facilities in Los Angeles. Pauley had asked for a channel now assigned to Mrs. Dorothy Thackrey's KLAC-TV and also for the right to buy the station. The FCC rejection was taken as an indication of the Government's close check on pic-TV firms.



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TELEVISION YEARBOOK

**1001 ADDITIONAL
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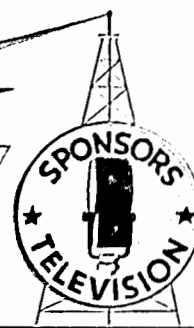
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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 45, NO. 60

NEW YORK, TUESDAY, DECEMBER 28, 1948

TEN CENTS

BAILEY RESIGNS FMA EXECUTIVE POST

FCC Giveaway Stand Expected Next Month

Washington Bureau of RADIO DAILY
Washington—The FCC may delay its pronouncement on network giveaway programs until the NAB Code, which becomes effective January 1, gets into operation. Members of the Commission, according to reports, are anxious to learn just how far the broadcasters will go in policing their own commercial programming and will watch with interest Code observance by both the networks and stations throughout the country.

If under terms of the new Code, (Continued on Page 2)

Old Gold To Continue Out-Of-Town Baseball

Old Gold will continue its sponsorship of baseball broadcasts next season in Chicago and probably Atlanta, it was learned yesterday, despite the fact that OG is dropping baseball in New York. Last week Old Gold announced that it would drop the Brooklyn Dodgers (both AM and TV) after a seven year stretch for a daytime variety show, five days a week, over WJZ.

The cigarette sponsor plans the (Continued on Page 6)

Collapse Of Radio Towers Deep Mystery At KRLD

Dallas, Texas—The two 478 foot towers of KRLD toppled over to the ground here, causing the 50,000-watt station to suspend its programs for a few hours.

Clyde Rembert, manager of KRLD, stated that "we have no idea" why the towers collapsed.

Station officials say a broken in- (Continued on Page 2)

Manhunt

Hubert Wilkie of WUSN, Charleston, S. C., is in New York looking for a "king." The "king" Mr. Wilkie seeks doesn't have to have blue blood coursing through his veins but must have some radio or movie name value for the annual Azalea Festival which will be held at Charleston next year. The festival is an outstanding event in the area.

Distinction

Mrs. William Paley, wife of the chairman of the board of Columbia Broadcasting System, was named the best dressed woman of the year in a nation-wide poll of 150 fashion designers and society editors which was conducted by the New York Dress Institute. The Duchess of Windsor was first in 1947.

Champs Tournament Slow In Startling

Four equal stockholders of the reorganized Tournament of Champions, hailed a month ago as a wedding of sports promotion, television and the theatrical field, will meet this week to take stock of a rather muddled situation. Outfit has not been going like sixty since it drew up new papers with CBS, MCA, Allied Syndicates and George Kletz as partners.

While T of C undoubtedly has (Continued on Page 8)

Canadian Station Gives Employees Share Of Profits

Toronto — Playing the part of a "chummy" Santa this year, CHUM gave its entire staff of 25 employees one-third of the net profits under the station's profit sharing plan.

Station manager Rolly Ford developed the profit-sharing idea on the theory that "bigger profits can be made if they are shared with employees who make them." Ford

(Continued on Page 2)

Committee Renders Report On Presidential Poll Errors

Declaring that the public opinion polls showed poor judgment in predicting the results of the recent Presidential election although they acted in good faith, the inquiry committee of the Social Research Council reported the past weekend on the results of their investigation. The polls had erroneously predicted the election of Thomas E. Dewey. The committee reported that poll executives failed to apply to the

Director Of Washington Offices Leaves Feb. 1; Rump Convention May Be Called To Reorganize Association

Committee To Study Rights Of Radio-TV

Washington Bureau of RADIO DAILY
Washington — TV, newsreel and other cameramen as well as live broadcast crews might be barred from hearings of the Un-American Activities Committee in the future if the committee should adopt the recommendation put forth this morning by Reps. Karl Mundt of South Dakota and Richard Nixon of

(Continued on Page 8)

Three ABC Programs Renewed For Another Yr.

ABC's "The Greatest Story Ever Told," "The Fat Man," and "Zeke Manners" have been renewed for 52-week periods, it was announced yesterday.

The Goodyear Tire & Rubber Co. (Continued on Page 6)

WEEI Realigns Salesmen With Increase In Business

Boston—WEEI has realigned its sales force because of new sales records, assistant general manager Wilbur Edwards announced last week.

Guy Cunningham has been trans- (Continued on Page 2)

Resignation of J. N. "Bill" Bailey, executive director of the FM Association, effective February 1, and reports from Columbus, Ind., that a movement is underfoot to hold a rump FMA convention for the purpose of reorganizing the administrative end of the industry association, highlight-

(Continued on Page 6)

NBC Picks Drama To Replace Fred Allen

A dramatic series titled "Command Performance," which stars top names, has been selected to fill the 8:30 p.m., EST, period on Sunday night formerly held down by Fred Allen. Ingrid Bergman in "Joan of Arc" will be the first presentation next Sunday night, Jan. 2. The series will premiere as a sustainer.

Origination point for the show (Continued on Page 6)

Martin-Lewis NBC Show Set To Open On Jan. 16

West Coast Bureau, RADIO DAILY
Hollywood—Debut of NBC's new Dean Martin-Jerry Lewis airshow has been set back from January 2 to January 16 and will emanate from Hollywood.

The duo planed out for Miami last (Continued on Page 2)

On the Job

Mayor O'Dwyer of New York City, through Seymour Siegal, director of WNYC, municipal station, had set up an emergency network in the New York area the past week-end to carry warnings on heavy snowfall which had been predicted by the Weather Bureau. While the storm failed to arrive radio was in readiness to give the service.



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FINANCIAL

(December 27)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	9 1/4	9 1/8	9 1/8
Admiral Corp.	19 3/8	19	19
Am. Tel. & Tel.	149 7/8	149 3/4	149 3/4	- 1/8
CBS A	23 3/4	23 1/4	23 3/4	+ 3/8
CBS B	23 3/4	23 1/4	23 3/4	+ 7/8
Farnsworth T. & R.	7 1/2	7 1/4	7 3/8
Gen. Electric	40	39 3/8	39 1/2	- 3/8
Philco	40 1/2	40	40	- 1/8
RCA Common	13 3/8	13 1/8	13 1/8
RCA 1st pfd.	68	68	68
Stewart-Warner	12 7/8	12 3/4	12 3/4	- 1/4
Westinghouse	24 7/8	24 3/8	24 5/8
Zenith Radio	31 3/4	31 1/8	31 3/4	+ 1/4

NEW YORK CURB EXCHANGE

Hozeltine Corp.	10 3/4	10 3/4	10 3/4
Nat. Union Radio	3 3/8	3 3/8	3 3/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	15	16
Stromberg-Carlson	15 1/2	17

10 YEARS AGO TODAY

From the Files of Radio Daily

The NAB rapidly assuming the role of a full-fledged trade association has released "The ABC of Radio" a streamlined format of NAB reports. . . . During the coming season, all broadcasts emanating from Florida tracks will be handled by the Florida Radio Committee, an organization which has been formed by the state's racing officials. . . . It has been announced that the Buick Motor Division of General Motors signed with NBC to broadcast its sixth World's Heavyweight Championship prize fight January 25th between Joe Louis and John Henry Lewis.

★ **COMING AND GOING** ★

A. J. MAGGIAR, managing director of Al Chark Advertising Company of Cairo, Egypt, has arrived in New York on business. He plans to spend the next two weeks in the United States.

ARTHUR GODFREY will leave today by plane for Miami, from which point he'll broadcast during the rest of this week.

CARL D. MAURER, supervisor of development engineering in the television division of Paramount Pictures, Inc., left New York Sunday for Los Angeles, where he'll install a Paramount video transcription system at KTLA.

ESTELLE ELLIS, promotion director of the magazine "Seventeen," will leave today for three weeks on the West Coast. She'll confer with stock and motion picture executives in Los Angeles and San Francisco.

JOHN DERR, assistant sports director at CBS, and JUDSON BAILEY, sports staffer, left yesterday for Miami, where on Saturday they will assist in the network's coverage of the Orange Bowl game.

DOUG MacNAMEE, director of the Margaret Arlen program on WCBS, is spending the Christmas holidays in Princeton, N. J.

JACK STERLING, the early-morning voice on WCBS, today will go to Miami and back as the guest of Capt. Eddie Rickenbacker and the Eastern Airlines.

ROBERT B. HUDSON, the Columbia network's director of education and opinion broadcasts, today will go down to Washington to address the members of the Speech Assn. of America on the subject "Radio As A Profession." He will be accompanied by E. W. ZIEBARTH, educational consultant for CBS.

FCC Giveaway Stand Expected Next Month

(Continued from Page 1)

networks take steps to curb the commercial plugs on giveaway shows it is possible that the FCC take cognizance of this in issuing an edict on giveaway shows. The commission's attitude, however, will not be predicated alone on what the broadcasters do toward Code enforcement.

Specifically the commission is reported to be interested in just how closely the stations and networks comply with the time standards for advertising copy as proposed in the Code. The broadcasters under the terms of the Code are allowed 6 minutes of commercial advertising in 60 minute programs from 6:00 p.m., to 11:30.

WEEI Realigns Salesmen With Increase In Business

(Continued from Page 1)

ferred from the position of director of sales promotion to sales where he will handle national sales. Donn Byrne will be promoted to the position of account executive on the Boston sales staff.

December 17, Edwards reported, was a record day for the station. A few hours after availabilities were announced, about \$75,000 worth of business was signed. In October, the station listed bookings amounting to \$250,000. The new business activities puts WEEL well in the way of signing half-million dollars worth of business by the end of the year.

Martin-Lewis NBC Show Set To Open On Jan. 16

(Continued from Page 1)

Wednesday night for a three-week date at the Beachcombers. Their inaugural was to have been beamed in from Florida or taped here in advance, but NBC refused to okay a recording and it was impractical to fly guest star Lucille Ball to Miami for the single shot.

Martin and Lewis return to Hollywood about January 12 for pre-production work on Paramount's "My Friend Irma," their first movie under the Hal Wallis banner.

Canadian Station Gives Employees Share Of Profits

(Continued from Page 1)

backed up his belief with the report that the station owners realized three times the profit earned this year over that of 1947, even after profit-sharing costs had been provided for.

Under the plan now in operation, employees receive from five per cent to 20 per cent of their annual payroll earnings, the actual percentage being determined by the station's total sales volume, rather than net profits.

Collapse Of Radio Towers Deep Mystery At KRLD

(Continued from Page 1)

sulator now is the cause of the collapse of the tower. A broken insulator on an inch thick guy wire supporting the north tower caused the tower to fall and jerked the other one with it.

According to an announcement made by KRLD president John Runyon, new towers will be completed in about six weeks.



Upstream

That Chinook salmon finally jumped five feet to get over that counting board at Bonneville Dam.

That's a fightin' species for you. And that's the kind of persistence, aggressiveness and spirit that business is going to need when markets really open up.

We can give your plans a big lift in the country's sixth largest market.

W-I-T-H, the successful independent in this big radio town, can and does deliver more listeners-per-dollar-spent than any other station.

That's a fundamental fact to keep in mind when you look at Baltimore radio. W-I-T-H is the big buy.

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"THE SPICE OF LIFE": 39 1/2-hour musical variety programs—written entirely in rhyme—with a sensational cast. Nothing else like it anywhere. Beyond question the greatest musical variety program ever produced, either "live" or transcribed. Building terrific ratings wherever it is on the air.

"GLORIA CARROLL ENTERTAINS": 78 1/4-hour programs starring Gloria Carroll in a 1/4-hour of music that's different from anything obtainable in a library series—giving sponsors a different **DISTINGUISHED** exclusive program.

"THE FAMILY ALBUM": 78 1/4-hour programs starring Gene Jones, assisted by The Girl Friends, with Don Hicks (piano) and Hal Freede (organ). A program with a unique twist—easy-to-listen-to, easier to audition and sell.

"THE BAND CONCERT": 26 1/4-hour programs featuring the most famous Service Bands in England, including the Bands of The Coldstream Guards, The Grenadier Guards, The Welsh Guards, The Royal Artillery, The Irish Guards, The Scots Guards. Sensational!

"FURS ON PARADE": 39 1/4-hour programs. The most successful fur promotion in the fur retailing field. Establishes the sponsor as **THE** fur headquarters in their cities. 1948-49 edition now available.

These and other successful programs are available to help stations and agencies better serve their radio accounts. Tell us what type of show you want, and the chances are we can supply it—at low cost—and of top flight calibre. Audition samples on memo for 30 days.

Kasper-Gordon, Incorporated

140 Boylston Street

Boston 16, Massachusetts

**The Oldest—and One of the Country's Largest
Producers of Successful Syndicated Transcribed Programs**

SOUTHWEST

JOHN STILES is the latest addition to the announcing staff of KTSA, San Antonio. He is an honor graduate of Texas A & M College and was associated with the school's outlet WTAW, College Station.

Among the winners in the first National Research Bureau, Inc., search for new radio ideas was Conrey Bryson of KTSM, El Paso, second prize for his program "Tales From Tin Pan Alley." Honorable mention awards were given to KMAE, McKinney, the McKinney Air Enterprises; Jack P. Dubberley, KTAE, Taylor; Joe E. Watson, Jr., KVOU, Uvalde for their ideas.

Val Lawrence, general manager of KROD, El Paso, has returned from the two-day meeting of the Ninth District of the CBS affiliates.

James H. Sligar, independent oil producer, has filed an application with the FCC for a new standard broadcast outlet for Wichita Falls to operate daytime hours with 250 watts on 860 kilocycles. Sligar was formerly head of the radio division of Hardin University.

Jerry Lee, program and production manager of WOAI, San Antonio, who also covers football for the outlet each fall, tied for ninth place in the Eddie Dooley-Supper Club football prediction contest in which more than a hundred sportscasters competed.

A special half hour broadcast was originated from the Polio Ward at the Robert B. Green Hospital over KMAC, San Antonio. Program was presented by Bud Whaley, chief announcer of the outlet, for the patients at the ward. Several seasons ago, Whaley's daughter was a patient in the same ward.

The FCC has granted transfer of control of the East-West Broadcasting Co., owners and operators of KCUL, Fort Worth, to W. Bruce Chambers, Jr., Nester Cuesta and John Andrews. The capital stock is increased from \$30,000 to \$100,000 with the new members holding \$75,000. Chambers is program director of KWBU, Corpus Christi, and will have 41.1 per cent interest in the group; Cuesta is KWBU chief engineer and will have 10 per cent interest and Andrews will have 23.6 per cent interest. He has a radio tower construction business. The outlet operates on 1540 kilocycles with 5,000 watts day and 1,000 watts night.

Commuting

Dick Brown, vocalist on ABC's "Stop The Music" program, commuted some 2,000 miles to make the evening of Sunday, Dec. 26 broadcast. Currently appearing at the Copa Caprice, supper club in Atlanta, Ga., Dick flew to New York Sunday for the broadcast, returning by plane immediately after the show.

P.S.:—Brown will make the same trip next Sunday, Jan. 2.



Mainly About Manhattan. . . !

● ● ● ABC laying out its welcome mat for Al Jolson. (The fact that the web has long okayed tape recorded airers is expected to sit well with the youngster). . . Aside to El Bingo: What's cooking with you and CBS? Oh, no, not you too! What's more, we hear that CBS will drop its ban against tape shows to lure you into the fold. . . Network call letters have new meaning these days. CBS is Catch Benny Sundays—NBC is Nevermind Benny, Concentrate—and ABC hopes that it stands for Always Bing Crosby. . . Jergens outfit not planning to replace WW just at present. . . Gene Autry now in the haberdashery biz, too. (Maybe the lad's got presidential aspirations). . . Supreme Court has a petition before it that may result in a final ruling on whether a newspaper can set aside reserves for a radio broadcasting service. . . Earl Wilson makes his acting debut tomorrow nite on "Boston Blackie." He'll play a columnist of all things, trying to dope out who did the dirt. . . Stanley Abrams, youthful advertising genius with Emerson Radio, is readying a nationwide coverage of Ed Sullivan's "Toast of the Town" via kinescope. This will be the first show to play each tele city as they open up. . . E. Bergen telling pals he'll be back on the air next fall on CBS. Meanwhile, he's due in town shortly to give television the once-over here.

★ ★ ★ ★

● ● ● Ethel Thorsen's new fashion show which bowed in on DuMont last Wed., drawing plenty of raves from the local press. Ed Sullivan item'd that "video viewers are oh-h-ing over DuMont's eye-ful, Ethel Thorsen"—and Ben Gross column'd that "Ethel Thorsen, the famous robe designer, who has a fashion show on WABD, is one of the few women in her business who is glamorous enough to serve as a model for her own wares."

★ ★ ★ ★

● ● ● AROUND TOWN: Frankie Carle and his ork moved into Pennsylvania Hotel last night for their 5th consecutive annual engagement. (Previous four were record-smashers). . . Colgate-Palmolive-Peet bought a half-hour on NBC-TV Monday nites at 9 to put in a dramatic series tagged the Colgate Theater, starting Jan. 3rd. . . Eddie Dunn's "True or False," which hit a Hooper of 6, renewed by the bankroller. . . CBS got over a thousand requests to repeat the Newsmaker broadcast on which Doug Edwards saluted Kris Kringle. . . New air series featuring Sheldon Leonard, called "Servants Quarters," being pitched to the agencies by Polen & Rosenberg. Script is by Al and Sherwood Schwartz, Bob Hope writers. . . Nation's biggest party line being hooked up this week for Eversharp's new "Take It Or Leave It" stanza. For the first time in broadcast history, a two-way "live" phone quiz will be heard with Garry Moore talking with five telephone contestants from various sections of the country. . . Paul Winchell signed for five consecutive guest shots on Jane Pickens' NBC Sunday ainer. (Web couldn't be plotting to build him into another Bergen, now, could they?). . . Kay Kyser shifting from 11 a.m. to 4 p.m. on ABC.

★ ★ ★ ★

● ● ● IF I WERE SANTA CLAUS, cont'd: I'd send "John's Other Wife" to "The Lone Ranger." . . With Donder, Blitzen, et al, I'd have "Breakfast in H'wood," "Luncheon at Sardi's" and dinner at the "Supper Club." . . I'd watch Fidler burn while Benny played and I'd "Hit the Jackpot" by getting "The Answer Man" to answer "Twenty Questions" while I led "The Life of Riley." . . I'd put a Gabriel Heatter in every cold war—let a little child lead them (one of the Quiz Kids)—still be a sucker for Bob Trout's line . . . "When a Girl Marries" just to show that "Life Can Be Beautiful," I'd give the "Bride and Groom" a "Second Honeymoon."

LOS ANGELES

By RALPH WILK

EDDIE CANTOR, New York's ex-governor Herbert Lehman and film producer Dore Schary will be among the speakers during a special NBC broadcast from Hollywood marking the dedication of the West Coast University of Judaism of the Jewish Theological Seminary of America, today, Dec. 28.

The writing team of Howard Harris and Sid Zelinka will be reorganized this week with the arrival of Zelinka from New York. He will rejoin Harris in writing the Dorothy Lamour "Sealtest Variety Theater" series starting Thursday.

Jimmy Wakely has engaged Ray Whitley, western star formerly under contract to RKO, as his personal business manager. Whitley's duties will include setting Wakely's P. A. tours.

Producer Al Capstaff and secretary Jean Wagner of Young & Rubicam, accompanied Bob Hope troupe for Christmas Week shows in Berlin under Air Force auspices.

Tex Ritter returned to Hollywood from his latest tour with a briefcase full of new songs for his publishing firm. He'll record for Capitol before hitting the road again in January.

"Dead Ernest," Peabody Award winner for best mystery script for the year 1947 written by Mervin Gerard and Seeleg Lester will be repeated for the third time by CBS on its "Suspense" program during the first part of 1949. Only "Sorry, Wrong Number," has achieved such distinction in repeat performances.

Joins WNBC Promotion

Joseph Rothenberger, formerly with the NBC information department, has joined the staff of WNBC's promotion department. Rothenberger started at NBC as a page in guest relations department in 1946.

WMTR On The Air

WMTR, the new voice of Morris County, New Jersey, went on the air at noon Sunday, December 12th. All time signals had been sold on a 22-week firm contract basis to Lee Jewelers of Morristown.

WHAT'S NEW



IN



TELEVISION?

This question and many more on
TV will be accurately answered in

The 1949
YEAR BOOK OF TELEVISION

THE NEW EDITION — now
in preparation will be an im-
portant section of the 1949
RADIO ANNUAL, the industry's
accepted reference volume.

Says Pollsters Faith Good; Judgment Bad

(Continued from Page 1)

the polls took too many voters with college education and too few with only grade school educations. The report also said that the executives failed to screen out persons who were not going to vote for President and failed to detect the shift from Dewey to Truman.

"Failure to detect and measure changes of mind about voting during the closing days of the campaign accounts for a considerable part of the total error of the prediction," the report stated.

Commenting on the committee report, Elmo Roper said: "To me their major finding is the need for more work in the realm of determining turnout. The question of which groups will vote in the greatest proportion is still the unsolved problem. We thought we had it licked, but we didn't. The use of better psychological methods is needed."

Another pollster, Dr. George Gallup commented:

"The committee finds that a considerable part of the total error in poll predictions was due to the failure to take last minute polls to catch the shift to Truman during the final days of the campaign. This agrees with our own post election analysis."

Included in the membership of the committee who conducted the poll survey for the Social Science Research Council was Frank Stanton, president of Columbia Broadcasting System.

Old Gold To Continue Out-Of-Town Baseball

(Continued from Page 1)

same type of baseball schedule in Chicago for 1949 that it had last season. Old Gold sponsors games of the Chicago White Sox over WJJD and WGN-TV and the Chicago Cubs via WIND and WGN-TV.

The Atlanta deal is not officially set yet, being held up by a probable switch of stations. For the past two years broadcasts of the Atlanta Crackers' schedule has been sponsored by Old Gold over WBGE but a new station is expected to be signed for next year. Purpose is to obtain a wider coverage and the chances are that WATL, a 5,000 watt, will get the contract.

Old Gold must look for a new sportscaster in Atlanta next year. Sponsor formerly had Ernie Harwell under contract but he came up to the Dodgers the middle of last season and is expected to return in 1949.

Wedding Bells

Announcement is made of the engagement of Miss Margaret Hofstad of ABC-TV to Ernie Otto of ABC's publicity department. Miss Hofstad is secretary to Richard Rawls, manager of operations for ABC-TV. Wedding will be held next Fall.

Bailey Resigns FMA Post; Rump Convention Possible

(Continued from Page 1)

ed the turbulent administration of William Ware, newly elected president, the past week-end.

Bailey's resignation came after two years of effective organizational work for the FM broadcasting industry. His present contract, which expires Feb. 1, came up for renewal and rather than continue at a substantial reduction in salary, Bailey elected to resign. Along with Bailey, Joan Platt Richardson, public relations director, and Reba Orr, FMA office secretary, tendered their resignations to become effective next month.

Rump Convention Probable

While Bailey's resignation has no relation to the rump convention

movement now under way it is believed that his action will hasten the re-organizational activity.

Graeme Zimmer, manager of station WCSI, Columbus, Ind., and radio director of Syndicated Theaters, Inc., is reported to be active in a re-organizational movement. Zimmer in a letter to the trade press last week openly criticized the present administration of FMA and disclosed that Bailey's office had been seriously impaired by budget limitations imposed by the new officers. He pointed to the resignation of approximately 25 FMA members the past few weeks as indicative of the declining prestige of the association and its ineffectiveness in representing the FM broadcasters.

The resignations virtually leaves the FMA without executive representation in Washington. Ware, who is manager of a radio station at Council Bluffs, Iowa, will temporarily take over the Washington office operations until a permanent executive director is selected.

Bailey To Vacation

Bailey plans to take a month's vacation in January before opening

Three ABC Programs Renewed For Another Yr.

(Continued from Page 1)

will again sponsor "The Story," beginning Jan. 2, under a renewal contract involving 222 ABC stations. Kudner is the agency.

A total of 210 ABC stations will carry "The Fat Man," beginning Feb. 3, under a renewal with Norwich Pharmacal Co. Lawrence C. Gumbinner Advtg. agency handles the account.

"Zeke," under the renewed sponsorship of Whitehall Pharmacal Co., will be aired over 17 ABC stations, beginning Jan. 3. The agency is Dancer-Fitzgerald-Sample, Inc.

his own office as a radio consultant in Washington. For seven years he was an executive in the public relations and programming departments of WLW-WSAI in Cincinnati and from 1940 to 1942 was chief of the radio news section of the War Department in Washington. This was followed by three and one-half years on Broadcasting Magazine's Washington staff.

In some circles the Bailey resignation and the threat of a rump organization is regarded as the prelude of NAB absorbing the FM broadcasters organization. For some weeks NAB has had a lively interest in the fortunes of FMA and its membership.

Zimmer Issues Statement

Rump FMA convention scheduled to meet in January in Indianapolis will ask for the resignation of President Ware and the entire FMA board, Zimmer, of WCSI, Columbus, Ind., said yesterday. Reorganization plans call for the selection of a four-man administrative board for the association, two of whom must be FM broadcasters.

Zimmer in statement to the press said:

"During the past year, there has been so much bickering and jealousy among the rank and file of the Board of Directors that the FMA as a progressive organization in the interest of promoting this new and fine method of broadcasting has become extinct. I particularly blast the FMA in its policy of cutting expenses so much that there are no longer funds available to promote this new form of radio.

Resignations Asked

"I ask for the resignation of every unprogressive member of the Board of Directors of the FMA. I also demand that the funds that once existed for promoting FM should be completely restored.

"To date more than 25 FM stations have refused to renew their membership in the FMA because they have lost all faith in the organization.

"Gentlemen, this will continue until the whole FMA has been cleaned out."

WTIC, At FCC's Order, Changing FM Frequency

WTIC's frequency modulation station WTIC-FM will discontinue operating its 45.3 megacycle transmitter on December 31 in accordance with an order issued by the FCC. Although the Commission actually withdrew the lower band from FM broadcasting some time ago, the station was permitted to continue service to owners of early receiving sets until such time as the band was definitely assigned to other purposes.

WTIC-FM, was officially known as WIXSO and W-43-H from 1940 until 1943.

NBC Picks Drama To Replace Fred Allen

(Continued from Page 1)

may vary from week to week between New York, Hollywood, Chicago and other points. NBC's decision to put in a top dramatic production adds to the trend of the current season which finds more big name drama on the air than did the 1947-48 season.

Both NBC and CBS can move into the New Year with their Sunday night lineups pretty well set—at least for the time being. Columbia is shifting "Life With Luigi," now heard Tuesday night, into the 8:30 p.m., EST, period on Sunday. This will place it opposite NBC's new "Command Performance." "Phillip Marlowe," now heard on CBS Sunday at 8:30 p.m., will switch to Saturday at 8:30 p.m., EST, effective Jan. 8.

"Mr. Ace and Jane" has been set to return to the air via CBS on Tuesday, Feb. 1, 10:30-11 p.m., EST. It will fill the spot where Morey Amsterdam moves out to replace "Life With Luigi."

Stork News

An eight-pound daughter was born to Mr. and Mrs. Leonard O'Connor at St. Anne's Hospital, Chicago, January 16. The father is a WMAQ news man, heard on "News On the Spot."



TELEVISION engineers call this the "Test Pattern" of WMAR-TV.

Set-owners call it a sure identification of finest in television entertainment.

Businessmen are discovering that it means the best buy in television in Maryland!

WMAR-TV

The Sunpapers Station

CHANNEL 2 • BALTIMORE, MD.

TELEVISION DAILY

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PIX PLANNING PUBLICITY VIA TV

TELE TOPICS

SURPRISE FROM SANTA, the \$30,000 musical produced by Arthur Schwartz for the Local Chevrolet Dealers and aired on Christmas Eve over the CBS East Coast net after an 11th hour decision (program was originally skedded for WCBS-TV only) was a spotty affair and lacked the necessary pace to sustain 90 minutes of continuous viewing. Some of the acts and some of the production gimmicks combined to make top-drawer entertainment, but too many were on the mediocre side. Jules Munshin was used in several spots, none of which showed him off to best advantage. His opening opera routine has become overly familiar with age, and his imitation of Bert Lahr's wonderful "Cowardly Lion" act was too long and not nearly as good as the original. Bill Robinson was great; there's no other way to describe him. Sandra Deel and Bill Skipper scored with a pleasant song and dance act; "Excess Baggage," a dog act, is among the better canine capers, and on the ice portion, "The Painters" came up with a sock and a bit of slapstick. . . . Production was fairly sloppy at times, the most glaring slips being the appearance of stage hands on the screen once or twice. Use of motion picture background for an Ann Jeffreys song number was a highly-touted event, but one that did not register too well. In another situation the stunt might have been most effective, but as a backdrop for a closeup of a singer, it seemed like a waste of time. Hats off to Ralph Levy and John Wray for leaving the dancers in one piece.

TELEVISION'S FIRST LIVE BOWLING SHOW, "Bowling Headliners," made its debut over ABC Sunday nite, and although it was marred by production slips which were attributed to technical difficulties, it should make interesting viewing for bowling fans. Bowling, however, is primarily a participating sport and the show, therefore, is rather boring for those who don't indulge. Even novice kegglers should be interested, and I got a big kick seeing one of the participants make the almost impossible spare on a six-seven-ten split. . . . Production-wise there were so many things wrong with the pickup, that it is hard to know where to begin. Kinks, such as these, probably will be straightened out in time: When scorer Pat McDonough was introduced, the camera remained trained on emcee Al Cirillo; for two or more rolls the screen showed a closeup of pins on an unused alley, and at another instance only the players were shown with viewers left in the dark on the results of their efforts. . . . In the role of emcee, Cirillo finished a poor second to his partner, Jimmy Powers, sports writer of the Daily News. Powers has a pleasant, articulate delivery. Cirillo, on the other hand, was a bit incoherent at times, and his attempts at humor were singularly unfunny.

Holiday Commercials Set For ABC, NBC

Special commercial shows, both featuring pickups of Times Square crowds, have been set by ABC and NBC for New Year's Eve. Philco will bankroll the ABC show which will be a Times Square remote in its entirety, from 11:45 to 12:15, with Walter Kiernan behind the mike. Featured will be the unveiling of a new Douglas Leigh spectacular built for Philco. Agency is Hutchins. The NBC show will be sponsored by Hamilton Watch and will be aired from 11:30 to midnight. Besides the remote, show will highlight a live studio show featuring web's TV personalities. BBD&O is the agency.

KTTV To Debut Jan. 1

Los Angeles—Basic hourly rates of \$500 for Class A time has been established by KTTV, the Los Angeles Times-CBS station which begins regular programming here on New Year's Day. Outlet opening shows will be the Tournament of Roses Parade and the Rose Bowl game, latter sponsored by Gillette Safety Razor Co. Other accounts already signed by the station include Emerson Radio, Bekins Van & Storage, Bulova, Standard Federal Savings and Loan, Chevrolet, Farmer's Market, Southern California Gas Co. and General

Inaugural Pickups Set In Boston, Salt Lake

The first television pickups of gubernatorial inaugurations in Massachusetts and Utah have been scheduled for the first week in January. WNAC-TV, Boston, will scan the ceremonies surrounding the inauguration of Governor-elect Paul A. Dever directly from the House Chamber of the State House on Beacon Hill on Jan. 6. The time: 11:45 a.m. to conclusion. Lester Smith will handle the commentary. Hour Show At Salt Lake City KDYL-W6XIS, Salt Lake City, will begin its inaugural telecast at 11:45 a.m., Jan. 3, when the new governor of Utah, J. Bracken Lee, and elective state officers parade from the Governor's Board Room to the Capitol Rotunda with a 50-man National Guard escort. The ceremony is expected to last for one hour. Farrar Joins WAAM Baltimore—Appointment of Tony Farrar as staff producer at WAAM was announced yesterday by program director Ted Estabrook. Farrar formerly produced variety and dramatic shows for WABD and WRGB. Electric. Harry W. Witt is general manager of KTTV.

Harry Lubcke Heads ATAS, Succeeding Charles B. Brown

Los Angeles—Harry R. Lubcke, technical director of the Don Lee outlet KTSL, has been elected president of the Academy of Television Arts and Sciences, succeeding Charles B. Brown, head of Video Broadcasting Co. Other officers are: Don McNamara, of Telefilm, Inc., first veepee; Russell Furse, Cascade Pictures, second veepee; Lenore Kingston, writer and actress, treasurer; Robert Packham, producer Chestnutfield Supper Club, corresponding secretary; Jimmy Vandiver, KECA-TV, secretary; Betty



LUBCKE

Mears, dramatist, recording secretary; Catherine Sibley, USC, secretary to treasurer. Three directors at large were elected also. They are Ed Nassour, Nassour Studios; Ray Momfort, KTTV, and Jack Strauss, Television Relay. A native of Oakland, Lubcke has been with Don Lee for the past 17 years. While attending the University of California at Berkeley, he worked part-time in the Philo T. Farnsworth laboratory. Lubcke's early work in the television medium goes back to 1931, when he participated in a test of reception of video images in an airplane. At about the same time, he established W6XAO. He has been director of the Don Lee tele system ever since. Both the Army and the Navy have cited Lubcke for his services to the nation during World War II.

Video Seen As Aid To Up Theater Attendance

While complaints that television is killing attendance at local movie theaters are heard from many quarters, the major film producers are rushing plans to use TV for promotion and exploitation of their products, it was learned yesterday, and one company, Universal-International, has already begun servicing stations with publicity material. General feeling among top movie execs is that by continuing to withhold their releases from the video market and at the same time using the medium for teaser spots they can stimulate enough interest for their features among viewers to recoup some of the box office losses which they attribute to TV. Still Pix Used Although many companies would like to make film trailers of feature pictures available to stations, their contracts with AFM prevent this in most cases. To get around this, Universal-International has made up a five-minute package built around 8 by 10-inch stills made especially for TV and an accompanying script. Kits are being sent to stations around the country in much the same manner as the company services radio outlets. Publicity departments of the other major producers will be keeping close watch on the U-I material in order to determine whether their TV promotion should follow suit or whether other program ideas should be used.

NBC Chicago Expands TV Production Staff

Chicago—NBC continues to expand its Chicago video staff. Five program department personnel have just been added, and the department will move this week to new temporary quarters in 1,400 square feet of leased space on the 11th floor of the Merchandise Mart. These temporary offices will be occupied until permanent quarters are available in April in a 6,000 square foot area on the second floor of the building. Newcomers to the staff of program manager Ted Mills are Robert Banner, Jr., and Charles Hobin, assistant production directors; Marshall Head, film librarian; Mirth Durbahn, script girl-secretary, and Francis Scott, assistant operations manager. Wilfred Prather and Huel Powell have been transferred from AM to TV engineering.

Committee To Study Rights Of Radio-TV

(Continued from Page 1)

California, both Republicans. Stung by the crescendo of criticism of committee tactics, which reached its height last week with the release of information regarding Laurence Duggan immediately after his death, the two Congressmen came forth with nine recommendations for revised committee procedure.

Mundt and Nixon did not come out flatly for the banning of microphones and cameras, but suggested that "expert counsel selected from among the recognized publicity media be consulted in the determination of this issue." Mundt, as author of the so-called Mundt Bill of last year calling upon the Voice of America to tell the world of American constitutional freedoms, is in a vulnerable position here.

"As to whether photographers, direct radio outlets, television, and news reels are considered legitimate media of information and should be accorded the same committee-room privileges as members of the press, this committee is not qualified to rule," the Mundt-Nixon statement said. "Until now, we have declined to set ourselves up to pick and choose among publicity media or to discriminate against one or more of them. Frequently, the presence of so many publicity personnel in the committee-room has caused the committee inconvenience. It would facilitate decorum in the committee-room if only representatives of the major wire services were permitted to report open hearings but we seriously doubt that such action would be compatible with American standards of freedom of information.

"We recommend, therefore, that the new committee make a study of this situation, solicit the counsel of expert American opinion on this matter, and that it then establish clear rules governing the committee's position concerning whether any forms of publicity media should be excluded from the open hearings of the committee."

Radio Committee Named For President's Inaugural

Washington—A number of radio commentators and officials are included on the special committee on public relations for the inaugural, roster of which was announced here yesterday. Radio director of the committee is Kenneth D. Fry, one time NBC'er who handled radio for the Democratic National Committee during the election.

Included on the committee are Baukhage, Morgan Beatty, Kennedy Berkeley, Walter Compton, Earl Gammons, Earl Godwin, Joseph Harsch, Ray Henle, William Hillman, Theodore Koop, William McAndrew, D. Harold McGrath, Robert Menough, Drew Pearson, Bryson Rash, Frank Russell, Eric Severeid, Ben Strouse, Albert Warner and George Wheeler.

NETWORK SONG FAVORITES

The top 30 songs of the week (more in case of ties), based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast over Radio Networks. Published by the Office of Research, Inc., Dr. John G. Peatman, Director. Survey Week of December 17-23, 1948

TITLE	PUBLISHER
A Bluebird Singing In My Heart.....	Advanced
A Little Bird Told Me.....	Bourne
All I Want For Christmas Is My Two Front Teeth.....	Witmark
Bouquet Of Roses.....	Hill & Range
Brush Those Tears From Your Eyes.....	Leeds
Buttons and Bows.....	Famous
By The Way.....	B.V.C
Cornbelt Symphony.....	Mellin
Cuanto Le Gusta.....	Southern
Down Among The Sheltering Palms.....	Miller
For You.....	Witmark
Hair Of Gold, Eyes Of Blue.....	Robert
Here Comes Santa Claus.....	Western Music
Here I'll Stay.....	Chappell
Hold Me.....	Robbins
I Got Lucky In The Rain.....	Sam Fox
I Love You So Much It Hurts.....	Melody Lane
If We Can't Be The Same Old Sweethearts.....	Feist
In The Market Place Of Old Monterey.....	Shapiro-Bernstein
I've Got My Love To Keep Me Warm.....	Berlin
Lavender Blue.....	Sanly-Joy
Little Jack Frost Get Lost.....	Henry Spitzer
Maybe You'll Be There.....	Triangle
My Darling, My Darling.....	E. H. Morris
My Own True Love.....	Paramount
On A Slow Boat To China.....	Melrose
Powder Your Face With Sunshine.....	Lombardo
Say It Isn't So.....	Berlin
Say Something Sweet To Your Sweetheart.....	Mills
Tara Talara Tala.....	Oxford
That Certain Party.....	Bourne
Until.....	Dorsey Bros.
You Were Only Fooling.....	Shapiro-Bernstein

Second Group

TITLE	PUBLISHER
Again.....	Robbins
Behavin' Myself For You.....	Beacon
Bella Bella Marie.....	Leeds
City Called Heaven.....	BMI
Far Away Places.....	Laurel
Galway Bay.....	Leeds
I Wish Somebody Cared Enough To Cry.....	London
It's Too Soon To Know.....	E. H. Morris
It's Whatcha Do With Whatcha Got.....	Sanly-Joy
Lillette.....	Jefferson
Money Song.....	Crawford
Night Has A Thousand Eyes.....	Paramount
One Has My Name, The Other Has My Heart.....	Southern
One Sunday Afternoon.....	Remick
Portrait Of Jennie.....	Mark Warnow
Pretty Baby.....	Remick
So In Love.....	T. B. Harms
Too Much Love.....	Harms
What Did I Do.....	Triangle
You Did You Are The One.....	Campbell
You Walk By.....	Cavalier
You're All I Want For Christmas.....	Porgie

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Champs Tournament Slow In Starting

(Continued from Page 1)

honorable intentions, it's run into nothing but a series of setbacks so far. At present it has no promoter, a job left vacant when Andy Niedkreiter walked out recently. The group's first boxing bout on Dec. 28 between Ray Robinson and Steve Belloise, which would have been televised by CBS, was washed out at the last minute when Robinson suffered an injury in training.

Cancelling of the bout brought up a \$2,500 dispute between Robinson's manager, Eddie Walker, and George Kletz, president of T of C. Walker said that was the amount Kletz owed him for training expenses but Kletz said it wasn't true. Kletz said that if managers continued to make such demands he would be forced to retire from boxing and the Tournament of Champions. Next day the sports writers had Kletz saying he was quitting T of C but the plastics manufacturer claims his statement was misconstrued.

Say Dempsey Is Considered

A week ago the report sprang up that Jack Dempsey would join Tournament of Champions. Stockholder Dave Charnay, president of Allied Syndicates, says that such a report is very premature although the name of Dempsey has been discussed by T of C partners.

Despite the troubled atmosphere surrounding the organization, Charnay said yesterday that a boxing card may be staged as early as mid-January. Only one or two points remain to be cleared up before the group leases an arena in Manhattan the name of which has never been officially stated although it's understood to be Manhattan Center on West 34th Street.

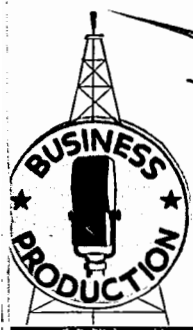
T of C partners have never revealed how much money they put up for their new venture. Some sources claim \$25,000 each but others think that money is provided only as it's needed.

Join BPS Service

Hollywood—New additions to the list of member stations of the Broadcasters Program Syndicate, inaugurators of the "Cooperative Syndication Plan," include the following: CKOC, Hamilton, Ontario, Canada; KDON, Monterey, California; WHBU, Anderson, Indiana; WINN, Louisville, Kentucky; CJGX, Yorkton, Saskatchewan, Canada; KOLT, Scott's Bluff, Nebraska.

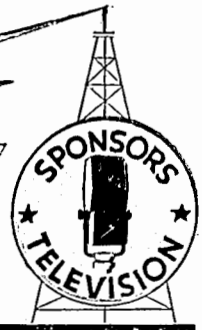
Renew Jewish Philosopher

The Jewish Philosopher, radio's longest running Jewish program, has been renewed for the twelfth consecutive year by the Carnation Company, through Erwin, Wasey & Co., Inc. The Jewish Philosopher appears twice daily, at 2 p.m. and 8:15 p.m., exclusively over station WEVD, New York. This program is produced and managed by C. I. Lutsky Enterprises, Inc.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 45, NO. 61

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TEN CENTS

SPONSOR TREND ANNOYING B'CASTERS

FMA Spokesmen Give Views On Operations

Spokesmen for the FM Association in Washington and New York yesterday disclaimed any knowledge of a rump FM convention announced for January in Indianapolis and took occasion to re-iterate their confidence in the board of FMA.

Everett Dillard, president of the Continental FM web and a member of the FMA board said:

"At the recent Chicago meeting of
(Continued on Page 5)

Muzak Sales Clinic Being Held In New York

The two-day regional sales clinic of Muzak Corp. is intended for the purpose of consolidating the sales efforts of eastern franchisers, it was announced yesterday at the opening meeting.

Attending the clinic, which closes today, are sales personnel from Muzak franchisers in Albany, Baltimore, Buffalo, Bridgeport, Hartford, New Brunswick, New York, Philadelphia, Pittsburgh, Rochester and Washington, D. C. Corporation office.
(Continued on Page 2)

FCC Postpones Hearing On 'Spot' Sales By Webs

Washington Bureau of RADIO DAILY
Washington—The FCC yesterday announced that it has postponed for a week the resumption of the oral argument on the propriety of national spot business representation by the networks. The hearing was due to get under way again next Monday, but will be held off until January 10.

Citation

A citation scroll bearing the signatures of 9,500 mayors will be presented to Lionel Barrymore and his "Mayor of the Town" program when the dramatic series debuts on MBS Sunday, from 7:30 to 7:55 p.m., EST. Mayor De Lesseps S. Morrison of New Orleans, president of the American Municipal Association, will make the presentation.

U. N. Series

New series of U.N. Jingles in transcribed form are available on a gratis basis to broadcasters who will contact Dorothy Lewis, United Nations Radio Division, Lake Success, L. I., New York. The series was produced by WNEW as a public service feature in the interest of United Nations.

Benny-Heidt Battle Gaining Momentum

The Jack Benny-Horace Heidt battle for Sunday night listeners will gain momentum this weekend with CBS and NBC placing considerable paid advertising on the radio pages of metropolitan dailies and in other communities throughout the country.

CBS and its affiliates will spend an estimated \$150,000 in weekend ads urging listeners to tune in the Jack Benny debut on the Columbia network. The network is paying
(Continued on Page 5)

Hope Back From Berlin Sets Coast-To-Coast Tour

Bob Hope, just back from Berlin, has a one-month-long tour of the United States on his next agenda. After his NBC broadcast from Hollywood on Jan. 4, Hope and his entire cast have been scheduled for one-night appearances, broadcasts included, as follows:

Jan. 5, Fort Worth, Tex., North Side Coliseum; Jan. 6, Abilene,
(Continued on Page 2)

Facsimile Outlook Brighter For Broadcasters In 1949

Facsimile broadcasting was retarded during 1948 because of losses suffered by FM stations and TV inroads but is expected to expand next year, two leading manufacturers told RADIO DAILY this week.

"The basic reason that home facsimile did not expand in 1948 was that FM people were losing plenty of money and couldn't afford to acquire any more equipment now,"

Use Of Trade Names In Program Titles Cutting Down Radio Exploitation; Trend Spreads To Television

192 Exhibitors Set For IRE Meeting

The 1949 Radio Engineering Show at Grand Central Palace, March 7-10, of the Institute of Radio Engineers, will "spotlight the new" in equipment and raw materials to be exhibited by at least 192 firms and organizations.

Fourteen firms will be represented in A Nuclear Center, exhibiting the test, control and laboratory equipment of nucleonics. Six com-
(Continued on Page 6)

New Announcer Picked By K-F For Winchell

Announcer Cy Harrice has landed the much sought after job to handle Kaiser-Frazer commercials when Walter Winchell switches to his new sponsor next Sunday night on ABC at 9 p.m., EST. Ben Grauer, associated and identified with Jergens ever
(Continued on Page 8)

Local 802 Election Valid, Says Honest Ballot Assn.

Honest Ballot Association said yesterday there is no truth to the claim that elections held by Local 802 of AFM were invalidated by defective voting machines. The
(Continued on Page 8)

Trend of sponsor identification in the titles of network radio shows has reached a stage where webs and affiliates are charging that the practice has crippled both radio and newspaper promotion, RADIO DAILY learned yesterday. The list of product titled programs increased in num-
(Continued on Page 5)

Jimmy Dolan Joins Sports Dept. Of NBC

Jimmy Dolan, formerly associate director of sports for CBS and identified with Columbia for many years, has joined the NBC sports department in an administrative capacity. Dolan quietly moved into NBC this week and while the network has made no announcement of the new development it's reported that Dolan will concentrate extensively on television.

Dolan left CBS in April, 1947. He
(Continued on Page 7)

Radio's Opportunities Reviewed For Educators

American colleges and universities, with rare exceptions, have not trained people for specific and practical jobs in radio, Robert B. Hudson, CBS director of education and
(Continued on Page 8)

Renewal

Renewal of CBS network's "Phillip Morris Playhouse" by Phillip Morris & Company, Ltd., New York, was announced by William C. Gittinger, CBS vice-president in charge of network sales. Renewal is effective Jan. 28 for 52 weeks. Agency is The Blow Company. The "Phillip Morris Playhouse" is heard Fridays on the network at 10 p.m.



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FRANK BURKE : : : : Editor
MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES
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6425 Hollywood Blvd. Phone: Granite 6607
WASHINGTON BUREAU
Andrew H. Oider, Chief 6417 Dahlfonega Rd.
Phone: Wisconsin 3271
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg. 155 No. Clark St.
Phone: State 2332

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FINANCIAL

(December 28)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	93 1/2	91 1/2	93 1/2	+ 5/8
Admiral Corp.	18 3/4	18 1/2	18 1/2	- 1/2
Am. Tel. & Tel.	149 3/4	149 1/2	149 3/4	0
CBS A	23 1/2	23 3/8	23 3/8	- 1/8
CBS B	23 3/4	23 3/4	23 3/4	0
Farnsworth T. & R.	7 1/4	7	7	- 3/8
Gen. Electric	39 1/2	39 1/4	39 3/8	+ 1/8
Philco	40	39	39 1/2	+ 1/2
Philco pfd.	83	83	83	- 2 1/4
RCA Common	13 1/4	13 1/8	13 1/4	0
RCA 1st pfd.	68 3/4	68 3/4	68 3/4	+ 3/4
Stewart-Warner	12 7/8	12 5/8	12 5/8	- 1/8
Westinghouse	24 3/8	24	24 1/4	- 3/8
Zenith Radio	31 1/2	30 7/8	31	- 3/4

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	15	16
Stromberg-Carlson	15 1/4	16 3/4
U. S. Television	2 1/4	2 1/2
WCAO (Baltimore)	23	27
WJR (Detroit)	6 1/2	7 1/2

Kate Smith Popular

In two different polls coming only one day apart, Kate Smith was named one of the most popular women in the nation. In a poll conducted by the Woman's Home Companion, Miss Smith came in fifth and in a Gallup poll she was selected as the sixth most popular woman in the U. S.

INS has served



★ COMING AND GOING ★

THOMAS VELOTTA, vice-president of the American network in charge of news and special events, is in New Orleans for the Sugar Bowl game, which ABC will broadcast. He plans also to visit Miami for Walter Winchell's first broadcast under sponsorship of Kaiser-Frazer.

GUSTAVO URIBE, director of La Voz de Bogota, is in Gotham visiting at the international department of NBC.

PATRICIA KLINE, youthful femme engineer of WSBT, South Bend, Ind., is in town and is being shown around at CBS, web with which her station is affiliated. Pat's one of four gal technicians at WSBT.

JACK CARSON and the members of his CBS program company are in Cincinnati, the first stop on their theatrical tour, which will take them also to Chicago, Pittsburgh, Detroit, Milwaukee and New York.

JACK CARNEY, director of the Arthur Godfrey "Talent Scouts" show on CBS, yesterday went down to Miami by plane. He'll remain there the rest of the week. Godfrey arrived in Miami earlier this week.

GERALD H. GUNST, vice-president of The Katz Agency in charge of the Chicago office, is in town for a week of conferences at the home offices.

C. ROBERT THOMPSON, station director of WBBN, Buffalo, N. Y., is in New York. He'll be here until Friday.

NOEL WESLEY, television producer, is back from a short business trip to Hollywood and San Francisco. He's now starting work on several new "name" shows.

FRANK REARDON, owner of K6OW, Columbia network outlet in Butte, Mont., is spending some time in Hollywood.

Muzak Sales Clinic Being Held In New York

(Continued from Page 1)

cial and the sales representatives are discussing all phases of wired-music operation.

The speakers include Andrew M. Wiswell, recording director; research director Richard L. Cardinell, and program director Donald M. O'Neill.

The speakers' talks will be wire-recorded for use at various regional clinics to be held at later dates throughout the country.

Wedding Bells

Singing star Margaret Whiting will be married today, Wednesday, to Hubbell Robinson, Jr., vice-president and director of programs for CBS, in Las Vegas, Nev. Marriage will be solemnized at the Last Frontier Hotel. Harry Ackerman, director of CBS network programs, Hollywood, will serve as best man and the bride's sister, Barbara, as maid of honor.

10 YEARS AGO TODAY

From the Files of Radio Daily

A digest of the past year's headlines of RADIO DAILY reveals that the radio industry enters 1939 with the brightest outlook in years based on 1938 indications of progress, less turmoil, and more consolidation than at any previous time in broadcasting history. . . . J. Kenneth Whitteker, chief instructor at the RCA Institute, issued a statement at the science congress of the American Institute of Science and Engineering Clubs to the effect that competition is needed to give television its "greatest impetus." . . . Topping the list of four measures which are expected to pop up on the floor of the 1939 Legislative session is another anticipated effort to use radio as a state tax-raising body by proposing that the industry be subjected to State Public Service Commission rulings.

Hope Back From Berlin Sets Coast-To-Coast Tour

(Continued from Page 1)

Tex. Harden Simmons Univ.; Jan. 7, Austin, Tex., Univ. of Texas; Jan. 8, Dallas, Tex., Fair Park Auditorium; Jan. 9, San Antonio, Tex., Municipal Auditorium; Jan. 10, Galveston, Tex., City Auditorium; Jan. 11, Houston, Tex., City Auditorium; Jan. 12, Beaumont, Tex., City Auditorium; Jan. 13, New Orleans, Municipal Auditorium; Jan. 15, Memphis, Tenn., Ellis Auditorium for a matinee, and Jackson, Miss., City Auditorium for an evening performance; Jan. 16, matinee and evening shows at Ryman Auditorium in Nashville; Jan. 17, Knoxville, Tenn., Univ. of Tennessee; Jan. 18, Atlanta, Ga., Fox Theater; Jan. 19, Augusta, Ga., City Auditorium; Jan. 20, Macon, Ga., City Auditorium; Jan. 21, matinee and evening performances at the Gator Bowl Stadium, Jacksonville, Fla., Jan. 22, Miami, Fla., Hollywood Gulf Stream Park; Jan. 23, Tampa, Fla., Univ. of Tampa; Jan. 24, Louisville, Ky., Jefferson Armory.

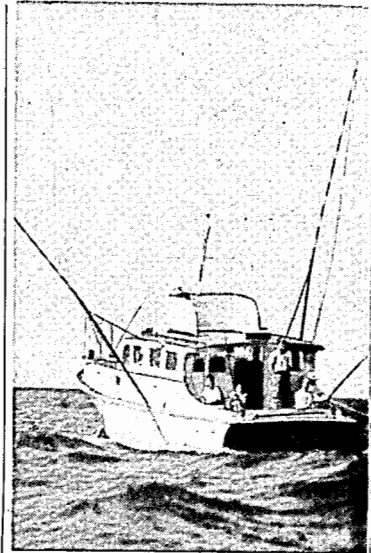
On Jan. 25, the show will be broadcast from the Garden in Pittsburgh, Pa., Jan. 26, Providence, R. I., Auditorium; Jan. 27, Boston, Mass., Boston Garden; Jan. 28, Philadelphia Arena in Philadelphia, Pa.; Jan. 29, Toledo, O., Sports Arena; and January 30, in Cleveland, O., at the Arena for both an afternoon and evening performance.

Tempo Div. Announced

Colonel Irving B. Fogel, president of Tempo Record Company of America, announces that at a special meeting of the company's Board of Directors a dividend of \$7.50 per share was voted to all stockholders of record of December 20. The dividend will be paid on January 10.

In view of the fact that Tempo's fiscal year begins on October 1, Colonel Fogel points out that this represents the first quarterly payment for 1948-49. During the preceding year—1947-48—the company paid to its stockholders dividends amounting to \$12.50 per share.

It was also voted at the same meeting to pay all employees of the company a cash bonus.



Gulf Stream

That's a publicity picture we picked up. It was all about how lucky the southern state of North Carolina was to have the warming Gulf Stream so close to its shores. And how it was the source of a multimillion-dollar state fishing industry. Or words to that effect.

That's not a bad picture and story example for one of our W-I-T-H points.

Down here we've built not one business . . . but quite a few. And we didn't depend on the laws of nature either.

Hard work . . . good programming . . . good engineering . . . this is the trio that enables W-I-T-H to deliver more listeners-per-dollar-spent than any other station.

If you want to join other outfits looking for warm-weather sailing in sales volume in the 6th largest city . . . W-I-T-H in radio is the way to do it.

Put W-I-T-H on that list . . . and you'll hook the listening audience that can buy.

AM W-I-T-H FM

Baltimore 3, Maryland
TOM TINSLEY, President
Represented by Headley-Reed

Delaware's Home Owned and Operated Station

WAMS

1000 Watts • 1380 Kc's • Day and Night

Wilmington, Delaware

Announces Its Affiliation for Delaware With the

MUTUAL BROADCASTING SYSTEM

And the Appointment of

WEED & CO.

As National Representatives

Wilmington Tri-State Broadcasting Company, Inc.

George L. Sutherland

Vice President and General Manager

WAMS
1000 WATTS

MUTUAL
BROADCASTING SYSTEM

WAMS-FM
20,000 WATTS

SOUTHWEST

NEW series of programs to be heard daily except Sunday on KSKY, Dallas, is titled "Behind the Scenes with 'Pappy' Dolsen" and will air the daily problems of the Dallas showman who owns and operates a local night club.

Marvin Broyles, program director for KCOR, San Antonio, arranged for a program of favorite Christmas Carols to be heard Christmas Eve over the outlet by various Negro Gospel Singers of the city. The different groups were scheduled at various periods throughout the evening.

Raymond W. River, former two-thirds owner of KORC, Mineral Wells, has been granted full license of the outlet with Herman S. Boles signing over his one-third interest with no monetary investment. The outlet operates with 250 watts, daytime only on 1140 kilocycles.

A certificate of honor by the National Safety Council for "distinguished service to safety" has been awarded D. A. Andy Adam, extension radio editor of Texas A & M College, and director of the program for the Texas Quality Network. The program has been a feature of the TQN web for the past 16 years. Adam has been director and appeared on the airings the past two years. During the past year, the "Texas Farm and Ranch Program" has placed heavy emphasis on farm and home safety.

A new series of broadcasts to be aired over KIXL, Dallas, is titled "Two Gentlemen of the Press from America" and is described as giving interesting and intimate details of history in the making with eye witness accounts narrated by Hon. Alvin Mansfield Owsley. For the first time true stories by "the man who was there" will be made public concerning historical events, people, papers that influenced and controlled contemporary history. Broadcasts will be sponsored by Sanger's, Dallas department store.

Philco Jackpot

Sandusky, O.—Some 800 employees of the Philco Radio and Television Corp. have each donated a penny to be put in the cornerstone of the company's new \$1,000,000 television plant to be built here.

1906 *Henri* 1948
CONFISEUR
FRENCH RESTAURANT
LUNCHEON from \$2.00
DINNER from \$3.00
COCKTAIL BAR
Famous French Candies
15 East 52nd St.
AIR CONDITIONED



Mainly About Manhattan. . . !

● ● ● AROUND TOWN: CBS packaging a new thriller, "Johnny Dollar," in which Dick Powell portrays an insurance dick. . . Jack Benny even took along his engineer from NBC. (Very fussy about the technical end of his show). . . Airwick to bankroll a five-minute news series over CBS Sat. mornings starting late next month. . . Danny Thomas, who twice failed to click for the same sponsor (Gen'l Foods) still hasn't lost the admiration of the client. They'll try him again, this time on television. . . Walt Framer and Peter Arnel packaging an audience participation show called, "Exchange for Happiness," based on former's original radio swaps program. Todd Russell will do the audition tomorrow at CBS. . . Ben Grauer the subject of Seventeen magazine's Feb. feature on what makes a radio announcer tick. . . Publicist Ivan Black became a benedict over the holiday week-end. Bride is Jennie Waylen, from the Madison Ave. art gallery set. . . Gail and Harry Ingram signed to write, produce and direct the new "Tales of Fatima" show starring Basil Rathbone, which preems on WCBS Jan. 8th. . . Gwen Davies (Mrs. Lawrence R. Greenhaus) a ma. A baby boy. . . Ken Hecht, editor of "Who's Who in Show Biz," calls it Berlelevision—and judging by Berle's click Jackson Beck points out that television is a comedium. . . Add IMPressions: Morton Downey: Soda-pop singer. . . Gene Krupa: Stomp the Music. . . Harry Hershfield: Story teller.



● ● ● Christmas Eve, from 7:30 to 7:45, WNBC offered a program called "Santa Claus Roundup," (scripted by Art Henley and the brainchild of Tony Provost) which was an imaginary account of the activities at Santa's headquarters at the North Pole and a report to the kiddies on what was taking place. Ed Herlihy interviewed Mrs. Claus, from where they switched to the toy factory and then back to the WNBC News Room for a bit on the meaning of Christmas by H. V. Kaltenborn, followed by an interview between Ben Grauer and Santa himself, played by Norman Brokenshire. Everyone concerned with the broadcast entered into it with so much spirit and captured the feeling in the script so well that this dep't can't help but feel that it could easily become an annual classic to be aired each Christmas Eve.



● ● ● TURN BACK THE DIAL: (25 years of mike memories): The homey, folksy humor of Will Rogers—solid Americana. . . The D-Day "deathcription" for ABC by Geo. Hicks. . . Will Oakland, the tenor who hit soprano notes, winning the old N.Y. World's radio poll. . . The microphone magic of FDR, the voice that charmed a nation and glorified the fireside. . . Those after-midnite capers of NTG minus the aid of records. . . Martha Graham being revealed as "Miss Hush." . . Mel. opera for the masses and the loudspeaker's sonorous voice of the longhairs, Milton J. Cross. . . Guy Lombardo and Auld Lang Syne every New Year's Eve. . . Soap operas with that "Abie's Irish Rose". "Cohens and Kellys" appeal: "The O'Neills" and "The Goldbergs." . . The succession of firsts for Rudy Vallee on the perfect variety hour—Joe Penner, Edgar Bergen, Frances Langford, etc. . . The night Hauptman paid off his debt to the Lindberghs and society, an event which catapulted one Gabriel Heatter via nearly an hour of ad libbing. . . Satire at its peak the Nile Fred Allen and guest Tallulah Bankhead raked aircasting hubbies and loquacious spouses over the coals with a biting bit on Mr. & Mrs. early ayem programs. . . The 7 o'clock ritual: Amos 'n' Andy.



● ● ● MAIN STREET SEEN-ery: At neighboring tables in Garrison's, commentator Kenneth Banghart and Al Capp. Newsman and shmoozman.

LOS ANGELES

By RALPH WILK

WENDELL NILES, formerly announcer on the Bob Hope show turned producer last week. Agency audition was held Friday evening at NBC for new program built along talent hunt lines. Best entertainers from four colleges will compete for \$1,000 first prize award. . . The thousand to be used by winners as stake for future, whether it be for medical instruments or furthering show business aspirations.

James T. Vandiveer, manager of station KECA-TV remote broadcasts, has been sworn in as a permanent Lieutenant Commander in U. S. A. Naval Reserve, by Captain W. M. Downes, USN, of the ARFS Navy unit in Hollywood.

Eternal Light Dramatization

The Eternal Light will broadcast "The Seven Who Came Home" over the NBC network on Jan. 2 at 12:30 p.m., EST.

The one-half hour drama, under the auspices of the Jewish Theological Seminary of America, will tell the story of a group of children whose flight to freedom across a terrorized continent was possible only because their spirit was undaunted.



ETHEL THORSEN'S FASHION PAGE

WABD—Wed.—3:30 P. M.

"A New Fashion In Fashion Shows."

Ed Sullivan, in Daily News:

"Vidoo viewers oh-h-ing over DuMont eye-ful, Ethel Thorsen."

Ben Gross, in Daily News:

"Ethel Thorsen, famous robe designer, is one of the few women in her business who is glamorous enough to serve as a model for her own wares."

FMA Spokesmen Give Views On Operations

(Continued from Page 1)

FMA the board acted unanimously on all actions taken.

"At that time we considered future work of the association and decisions made at Chicago were the results of several months of preparatory planning.

"The FMA has for three months been operating on a budget which is substantially that approved for 1949 with the single exception of the reduction of the executive director's salary which was a move to provide greater funds for FM promotion rather than administrative salaries.

"The substantial progress that FM has made in the past was no doubt due to a considerable extent to the aggressive action of the FM association.

"A Common Purpose" Cited

"Each member of the board has worked industriously to accomplish a common purpose, that is, the common purpose of full promotion of FM broadcasting. The FMA will continue that activity until every home is equipped with an FM receiver."

While no mention was made of the salary paid J. N. Bailey, executive secretary, who resigned Monday, it is reported that he received around \$15,000 a year. The board expects to employ a director in the \$7,500 bracket and a committee is now interviewing applicants.

Morris Novik, a member of the FMA board in New York, said he knew nothing of any rump convention plans and said that he was entirely in accord with the action of the FM board and the plans for future operations of the association.

Benny-Heidt Battle Gaining Momentum

(Continued from Page 1)

half the cost of the ads with 150 affiliated broadcasters in the different cities paying the rest. In addition a spot teaser campaign is being conducted by all stations.

Philip Morris Night with Horace Heidt which takes the Benny spot on NBC Sunday will have the benefit of advertising placed by NBC in New York, Chicago, San Francisco and Los Angeles where the network has owned and operated stations. NBC press and promotion has also sent ad mats to all affiliated stations urging their usage as paid advertising in daily papers published on Sunday.

Identification Of Sponsors In Titles Worrying Webs

(Continued from Page 1)

bers with the opening of the fall radio season and since then several new ones have been added.

Affiliates Criticize

Indications that the trend has worked adversely for the sponsor in the exploitation of their programs comes from affiliates of the major networks. Broadcasters throughout the country who here-to-fore have donated teaser spot campaigns for the promotion of new programs now are opposed to carrying the spots where the sponsor receives a plug in the title of the show. The broadcasters also point out that the commercial titles have taken the punch out of program listings and feature boxes because newspapers refuse to publicize commercial products under the guise of radio or TV news.

The account executives in the agencies, however, are pleased with the trend. They impress their clients with the fact they are getting an additional commercial plug on the network from week to week and that such plugs are as effective as institutional advertising. Publicity and promotion men in the agencies on the other hand do not share their views and say that the commercial program titles kill their campaign potentialities.

NBC Leads List

NBC has the greatest number of programs which feature the sponsor or his product in the titles of their shows. The list includes Anacin Hollywood Star Theater, Carnation Contented Hour, Chesterfield Supper Club, Cities Service Band of America, Kraft Music Hall, Maxwell House Coffee Time, Mollie Mystery Theater, The New Sealtest Village Store, Philip Morris Night with Horace Heidt, The RCA-Victor show, Sunoco Three Star Extra, The Telephone Hour, The Voice of Firestone, Pet Milk Show, Smilin' Ed and his Buster Brown Gang, Faultless Starch Time, The D & H Miners, and The Standard Hour.

Started on Sept. 1

Numbered among sponsor titled shows on CBS are Ford Theater, Your Lucky Strike, Tales of Fatima, Philip Morris Playhouse, Hallmark Playhouse, and Electric Theater. These started since September of this year. Prior to then the only important trade-named show, was Lux Radio Theater.

Philco Radio Time, more com-

WELI Covers Big Show

New Haven, Conn.—Through pre-arranged telephone contacts, WELI announced school cancellation in New Haven and vicinity and an enlarged staff handled thousands of telephone calls that poured in inquiring on late reports on road conditions. During the station's early morning "Coffee Club" program police warnings, cancellations of community functions were given at frequent intervals during the storm.

Facsimile Retarded By FM's Difficulties

(Continued from Page 1)

television during the year and were not in a position to install facsimile equipment.

Commenting upon the future of facsimile, Hogan said, "With the FCC green light and the advent of Multiplex, it looks as if FM stations will begin facsimile operations in 1949. The first half of 1949 is on our time schedule. We are now arranging for the production of Multiplex equipment and should have it on the market in the early part of next year.

"Through the use of Multiplex, FM stations can broadcast facsimile without interfering with audio transmission," Hogan pointed out. "There are plenty of channels available because Multiplex has made it possible to hang facsimile directly on FM."

Only about 300 facsimile receivers were made in 1948, it was disclosed. About 50 sets and five transmitters are now in operation.

Stork News

Mr. and Mrs. S. Carl Mark announce the birth of a son at New York Hospital. Mark is executive vice-president and general manager of WTTM in Trenton, N. J.

★

By every measurement

WTIC

dominates the prosperous

Southern New England

Market

★

Paul W. Morency, Vice-Pres.—Gen. Mgr. Walter Johnson, Assistant Gen. Mgr.—Sls. Mgr.
WTIC's 50,000 watts represented nationally by Weed & Co.

KGW and KGW-FM
PORTLAND, OREGON

COMPLETE SCHEDULE
SIMULTANEOUS SERVICE

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

PROMOTION

Time Buyers Calendar

All time buyers again received a copy of the three-year calendar distributed by WAYS—Charlotte, N. C. each Christmas. This year the attractive 6½" by 10½" plastic card also carried the best wishes of WAYS' sister stations—WCOG, Greensboro, N. C. and WKIX, Columbia, S. C.—all owned and operated by Inter-City Advertising Company, Inc.

Bob Keller, promotion representative for the three stations in New York, N. Y., supervised the personal distribution of the calendars, aided by Avery-Knodel, Inc., sales representative for the group.

The reverse side of the card bears a three-color map of the daytime coverage of the three stations.

Use Phone Recorder

Bob Thomlinson, KGW chief announcer and director of special events, and Earl Peterson, KGW technical supervisor, out-did themselves recently by flying, via Northwest Airlines, across the Pacific to Honolulu and back to do the longest remote in their history.

The boys were at Pearl Harbor December 7th, seven years after the infamous attack. They called from that point by radio telephone direct to KGW master control where their report was recorded on KGW's newly installed device for recording telephone conversations.

In addition, two half hour shows were tape recorded. The first took listeners on the flight out of Portland, across the Pacific Ocean and into Honolulu airport some 14 hours later. Twenty-five of these 30 minutes were done over the Pacific. Scenes and sounds from the glamorous places on the island were presented on the second show. The song of the Waikiki surf, the Myna birds and the sugar cane fields were included in the half hour of Island life.

WHB Super Giveaway Highlighted All Programs

Kansas City, Mo.—A single series of "give-away" shows to cover all programs carried by WHB ended an eight-week stint on November 27 and netted every contestant who entered the competition a prize.

Three 1949 Fords and merchandise to the tune of \$15,000 were handed out to winning contestants who submitted the names of WHB programs they liked best and explained their reasons.

The four "Favorite Program" contests to measure listener appeal, penetration and acceptance of various WHB and Mutual shows has resulted in an increase in the audience, the station's officials reported. Promotion of the contest included hundreds of broadcasts, four-color newspaper advertisement, 24-sheet posters and two-color store banners.

192 Companies To Exhibit At Radio Engineering Show

(Continued from Page 1)

panies will demonstrate their audio equipment at the Special Sound Theaters.

Fourteen technical sessions, one-half day each, will be held in the lecture halls at the Palace. Additional sessions will be held at the Hotel Commodore.

List of Exhibitors

List of exhibitors for the IRE Radio Engineering Show of record on December 15 follows:

Aerovox Corp., Aircraft Marine Products, Inc., Airtron, Inc., Allegheny Ludlum Steel, Allied Control Co., Inc., Alpha Metals, Inc., A'tec Lansing Corp., American Lava Corp., American Phenolic Corp., Amperex Electronic Corp., Amplifier Corp. of America, Antara Products Division, Arnold Engineering, Arrow Electronics, Inc., The Astatic Corporation, Audak Company, Inc., Audio Development Co., Audio Devices, Inc., Audio Equipment Sales, Automatic Electric Sales, Bullantine Laboratories, Inc., Barker & Williamson, The Barry Corporation, Bendix Aviation Corp., Berkeley Scientific Co., Bird Electronic Corp., Boonton Radio Corp., W. H. Brady Company, British Industries (Ersin), Brooks & Perkins, Inc., Browning Laboratories, Inc., Brujac Electronic Corp., Brush Development Co.

Also Bud Radio, Inc., Bundy Tubing, Burlington Instrument Co., Bussmann Mfg. Co., Cambridge Thermionic Corp., Camburn, Inc., Cannon Elec. Development, Capitol Radio Eng. Inst., Carter Parts Co., Centralab, Chatham Electronics, Chicago Rivet & Machine Co., C. P. Clare & Co., Clarostat Mfg. Co., Inc., Cleveland Container Co., Sigmund Cohn Corp., Collins Radio Co., Communication Products Co., Inc., Continental Carbon, Inc., Cornell-Dubilier Elec. Corp., The Daven Co., Bryan Davis Pub. Co., DeMornay-Budd, Inc., Tobe Deutschmann Corp., Dial Light Co. of Amer., Inc., Distillation Products, Inc., Allen B. DuMont Labs., Inc., Eitel-McCullough, Inc., Electronic Reactance Corp., Electro-Tech Equip. Co., Inc., Electro-Voice, Inc., Electronic Mechanics, Inc., Electronic Tube Corp., Eltronics, Inc., Erie Resistor Corp., Fairchild Recording Equip. Corp., Fansteel Metallurgical Corp., Federal Telephone & Radio Corp., Ferris Instrument Co., A. W. Franklin Mfg. Corp., Freed Transformer Co., Inc., Furst Electronics, General Ceramics & Silexite Corp.

Also General Electric Co., General Electronics, Inc., General Radio Co., Gibbs Division (G. W. Borg), Glaser Lead Co., Inc., Gray Research & Dev. Co., Haydu Bros., Helipot Corp., Hewlett-Packard Co., Hickok Electric Inst. Co., Indiana Steel Products Co., Industrial Instruments, Inc., Industrial Products Co., Industrial Television, Inc., International Nickel Co., Inc., International Resistance Co., J. F. D. Manufacturing Co., J.B-T Instruments, Inc., Howard B. Jones Division, Karp Metal Products Co., Inc., Kay Electric Co., Kenyon Transformer Co., Inc., Kester Solder Co., Also Kimble Glass, Kings Electronics Co., James Knights Co., Linde Air Products Co., Littlefuse Inc., M. B. Mfg. Co., McGraw-Hill Pub. Co., Machlett Laboratories, Inc., Magnecord, Inc., P. R. Mallory & Co., Inc., Marion Electronic Inst. Co., Measurements Corp., August E. Miller Labs., Millivac In-

Minnesota Broadcasters To Cover Berlin Airlift

Minneapolis—WCCO's newscaster-analyst George Grim will broadcast first-hand reports on the Berlin airlift run from the United States to the German capital, beginning January 2.

Grim's first on-the-spot report will originate from the Great Falls, Montana air-lift training center. His one-month long trip will include a visit to Vienna and Berlin. He will also help select DP families to be sent to Minnesota from a Munich camp.

struments, Myalex Corp. of America, National Carbon Co., Inc., National Co., National Research Corp., Northern Radio Co., Nuclear Inst. & Chem. Corp., Panoramic Radio Corp., Par-Metal Products Corp., Patent-MacGuer Corp.

Phileo Represented

Also, Phileo Corp., Polarad Electronics Co., Polytechnic Research & Dev. Co., Potter & Brumfield Sales Co., Precision Apparatus Co., Premier Crystal Labs., Presto Recording Corp., Pyramid Electric Co., The Radiart Corp., Radio Corp. of America, Radio Magazines, Inc., Rangertone, Inc., Raytheon Mfg. Co., Reeves Instrument Corp., Rek-O-Kut Co., Howard W. Sams & Co., Sanborn Co., Carl W. Schutter, Hermon Hosmer Scott, Inc., Shallercross Mfg. Co., Sherron Electronics, Shure Bros., Sigma Instruments Inc., Simpson Electric Co., Smith Paper, Inc., Sola Electric Co., Solar Mfg. Corp., Somerset Labs., Inc., Sorensen & Co., Inc., Sperry Gyroscope Co., Div., Sprague Electric Co., Standard Transformer Corp., Star Expansion Prod., Stoddart Aircraft Radio Co., Super Electric Products Corp., Superior Electric Co., Surprenant Mfg. Co., Sylvania Electric Prod., Synthac Corp., Tech Laboratories, Technology Instrument Corp., Tektronix, Tel-Instrument Co., Tele-Tech (Caldwell-Clements), Terminal Radio Corp., Test Equipment Sales, Times Facsimile Corp., Tracerlab, Inc., Transvision, Inc., TruScan Steel Co., United Electronics.

Also, U. S. Navy Dept., U. S. Army Signal Corp., U. S. Air Force, United Transformer Corp., Veterans Administration Hosp., Victoreen Instrument Co., Vision Research Lab., Waldes Kohinor, Inc., Waterman Products Co., Webster Chicago Corp., Webster Electronic, Welwyn Electronic Components, Western Lithograph Co., Westinghouse Electric Corp., Weston Electrical Inst., Corp., S. S. White Dental Mfg. Co., Wind Turbine Co., The Workshop Associates, Inc.

AGENCIES

JOE M. DAWSON, chairman of the executive committee of Geyer, Newell & Ganger, Inc., will retire on January 1st after 31 years as a leader in the advertising agency business. Dawson is a board member and chairman of officers and operating committee of the National Outdoor Advertising Bureau; former president and chairman and now board member of the Advertising Federation of America; former board member and chairman of the agency practice committee of the American Association of Advertising Agencies. At one time he was president of the Dallas Advertising Club and later head of the Oklahoma Ad Club.

ADVERTISING FEDERATION OF AMERICA has elected to membership: Singer Sewing Machine Company, New York; Luckoff, Wayburn & Frankel, Detroit; Raymond R. Morgan Company, Hollywood, California; Lancaster Outdoor Advertising Co., Lancaster, Pennsylvania; Mosby's Inc., Owners KGVO, Missoula, Montana, and Snyder & Black, Inc., New York.

JOHN J. McSWEENEY will join Pedlar & Ryan effective January 1, 1949, as chief time buyer. He was formerly with the John E. Pearson Company and Compton Advertising.

THIRD TELEVISION SEMINAR

Radio Executives Club of New York

Presiding:

ARTHUR PRYOR, JR.
(V.-P. of BBD&O and REC)

Moderator:

RICHARD W. HUBBELL
(Richard W. Hubbell & Associates)

Speakers:*

SPYROS SKOURAS
(President, 20th Century-Fox Film Corp.)

E. K. JETT
(Former FCC Commissioner, now V.-P. Baltimore Sun Papers)

CARLETON SMITH
(Director TV Operations, NBC)

Question and Answer Period Follows

Six Door Prizes

TOMORROW—THURSDAY

Hendrik Hudson Room

HOTEL ROOSEVELT

12:30 P. M.—Doors Open At Noon

* Speakers have been requested to limit talks to less than 10 minutes.

TELEVISION DAILY

Section of RADIO DAILY, Wednesday, December 29, 1948—TELEVISION DAILY is fully protected by register and copyright

WEBS WOULD SPLIT TV AND RADIO

TELE TOPICS

THE GIGANTIC HASSEL about allocation of the one coaxial link to the Mid-West network continued this week after nothing substantial had been accomplished at Monday's meeting between the webs and AT&T. General agreement has been reached, however, regarding certain nites, but these cannot be considered as definite because there undoubtedly will be considerable switching of time by the nets themselves even after final allocations have been made. Latter are expected to be handed down by AT&T sometime this week, although similar reports were issued after last week's meeting and the week before. One thing is certain, however. No one will be completely satisfied until there are sufficient channels to handle all requests. . . . To ease the situation temporarily, it has been suggested that some of the commercial shows originating in New York and contributing to the conflict be moved to Chicago until additional channels are opened in June.

WORLD VIDEO'S "Floor Show," with Eddie Condon, moves to the NBC web in the Saturday 8:30-9 p.m. slot beginning New Year's Day. . . . Jan. 12 has been set as the starting date for sponsorship of "Winner Take All" over CBS (Wednesday, 8:30-9 p.m.) by the Local Chevrolet Dealers Association, with a network deal in the works. . . . Word has it that Eversharp is all set for the TV plunge. . . . J. D. Tarcher agency looking over the ABC "Bowling Headliners" stanza for Persona blades and another client. . . . The Weintraub agency has sent Billy Weintraub, Jr., to England, France and Italy on a four-week video survey. He'll look over production and talent possibilities. . . . Tri-Video Productions, Inc., headed by Edward H. Bryant, Jack Goldstein and John D. McGrail, has acquired rights to the entire Edison collection of old-time films estimated at 800,000 feet, covering over 500 subjects of one, two and three-reel lengths. . . . According to reports from the Coast, Nils T. Granlund has the "hottest" girl show on TV in Los Angeles and plans to bring the package to New York.

HEREWITH ARE SOME TIPS on lighting by George J. Stoetzel, CBS lighting consultant and former motion picture cameraman and director in the U. S. and abroad: "White is bad as a background, because it makes faces black. The white kicks back into the lens, influencing the exposure and darkening the face. The more light you pour on a face, the darker the face becomes. . . . If you have all front light, you have a flat picture. But by lighting with incandescents from the back and sides and using fluorescent light for your key, you get a rounded picture, with depth and more definition.

Did Not Release Films To CBS—Eagle-Lion

Deals by which Producers Releasing Corp. features and westerns for the 1944-45 and 1945-46 distribution years are finding their way to CBS outlets are not being made by Eagle Lion, although the latter absorbed the original Robert R. Young film company, it was said by an E-L spokesman yesterday.

Eagle Lion, it was pointed out, was definitely committed to a policy of not making its pictures available to tele stations. Further, it was said, those PRC pix which have been scanned by CBS in New York, were regarded by E-L as out of release.

Film sources noted yesterday that PRC distributed a variety of indie product under varying deals, and that undoubtedly in some cases rights had reverted to the original producers.

However, it was evident that CBS had negotiated with a single source for the 22 features and 24 westerns reportedly involved in the leasing deal covering its own affiliates. Presumably, each station constitutes a separate rental.

KPIX, San Francisco, Signs With NBC Web

KPIX, San Francisco, has signed an interim, non-interconnected affiliation contract with NBC, pending debut of KRON-TV, San Francisco Chronicle outlet. KPIX, which went on the air Christmas Eve, is owned by Associated Broadcasters, Inc.

Press-Time Paragraphs

Webs To Scan Truman Address

Washington—Annual message on the State of the Union by President Harry S. Truman before a joint session of the 81st Congress on Jan. 5 will be carried by stations on the East Coast net via a four-network pooled pickup. The President will begin speaking at 1 p.m.

Car Dealers Buy WPIX College Hoop Sked

Little Ferry (N. J.) Automobile Association, a group of 22 used car dealers, has signed with WPIX for sponsorship of nine Seton Hall and St. Francis College basketball games. Contract runs through Mar. 9. Sportscaster Guy Lebow handles description of the contests which originate at the Seton Hall gym in South Orange and the 14th Regiment Armory in Brooklyn.

KSL-TV, Salt Lake, To Join CBS

KSL-TV will become the full primary affiliate of CBS in Salt Lake City in the spring of next year, replacing KDYL-TV, with which the web has had a secondary affiliation, it was announced yesterday by William A. Schudt, Jr., web director of station relations. Also announced was completion of pacts with WBNT, Columbus, O., WAVE-TV, Louisville and KSD-TV, St. Louis, bringing the CBS total to 24.

Tele Forum

"How Well is Television Aiding the Community?" will be the topic of discussion on the WPIX forum series "Voice of the People" tonight, 7:40 p.m. Participants include J. R. Poppelo, TBA prexy; Don McClure, N. W. Ayer & Son; Betty Forsling, radio-tele editor of Newsweek, and Prof. Lenox Gray, Columbia University. Bill Slater is moderator, Alec Courtney directs.

Jimmy Dolan Joins Sports Dept. Of NBC

(Continued from Page 1)

had been there for 10 years or more and was associated with Ted Husing and later with Red Barber.

Hiring of Dolan by NBC gives the web's sports department a new type of facade which it never had before. It's understood that NBC is more than mildly concerned by the blow its sports programming suffered in the loss of the Rose Bowl and seeks to rebuild its lineup of sporting events. Dolan and his wide background in radio sports is expected to be a big behind-the-scenes factor in future developments concerning NBC sports programs.

Seldom Before Mike

Only on rare occasions does Dolan work before the mike. His specialty is lining up sporting events and handling administrative duties. While his job will cover both radio and television, the emphasis will be put on the latter.

Operation As Units May Follow Day Programming

Divorcement of TV from radio on many levels of network operation is in the works, with the first steps along this line expected to be announced during the first quarter of next year, it was learned yesterday. The move probably will be tied in with the advent of large-scale daytime programming, which may get under way around that time.

Reports that daytime operation is in the offing have been circulating in the trade for the past several weeks. NBC, it is known, plans to debut its daytimers around February. Starting next month, CBS will be on the air four or five afternoons a week for about two hours daily, and is planning to add several segments to this schedule. ABC is lining up sponsors for a daily two-hour show tied in with point-of-sale distribution and probably will use the stanza as a nucleus for other daytimers.

Dual Job Too Big

With a year of network tele behind them, and with the future promising more extensive video operations and highly intensified competition, many web execs have come to the conclusion that they can't effectively sell radio with one hand and TV with the other. Separate units, therefore, may be set up for tele in all operations where the two media are incompatible.

NBC's daytime set-up will be a local affair, handled by WNBT, operation of which was merged recently with that of WNBC, web's AM flagship. The new schedule will necessitate the addition of personnel in every phase of the operation, and most of the newcomers probably will be TV specialists.

A similar pattern probably will be followed by the other nets, although not necessarily on a local basis only.

When Mutual begins TV network operations next fall, it too will separate AM and TV. Web has not figured prominently in the video picture to date, but at least four of its stockholder stations will have video outlets on the air in major markets at that time.

Hooper Adds H. D.

C. E. Hooper, Inc., yesterday issued a correction for its teleratings December report to place "Howdy Doody," aired over NBC, in sixth place among the top ten with a rating of 30.3. Shows previously rated sixth through tenth thereby move down one place.

NEW BUSINESS

WGN, Chicago: Joseph Dixon Crucible Co., through Fletcher D. Richards, Inc., renewal of "Ticonderoga Musical Notes," Monday through Friday, for 52 weeks from January 3; Vacuum Foods Corp. (Minute Maid orange juice), through Dougherty, Clifford & Shenfield, Inc., "This Is Bing Crosby," Monday through Friday, for 52 weeks from December 27; Lever Bros. Co. (Breeze), through Federal Advertising Agency, Inc., renewal of daily participating announcement in "Holland Engle" program, Monday through Friday, for 13 weeks from January 3; William Wise & Co., through Thwing & Altman, renewal of "Handyman's Guide," Sundays, for 13 weeks from January 9; Commonwealth Edison Co., through J. R. Pearwall Co., renewal of daily participating announcement in "Spots of Music," Monday through Friday, for 13 weeks from January 3; Dad's Root Beer Co., through Malcolm Howard Adv. Agency, renewal of two weekly station break announcements for 52 weeks from January 2; Salerno Biscuit Co., through Schwimmer & Scott, renewal of four weekly station break announcements for 21 weeks from January 2; Congress Cigar Co. (LaPalina), through Schwimmer & Scott, renewal of weekly station break announcement for 26 weeks from January 2; Emerson Drug Co. (Bromo Seltzer), through B.B.D. & O., renewal of seven weekly station break announcements for 52 weeks from December 27.

New Announcer Picked By K-F For Winchell

(Continued from Page 1)
since Winchell went on for the lotion advertiser, is bowing out because of the change in sponsorship. For the last week a new announcer's name has cropped up every day among the reports as to the person lined up for the Winchell job. Dozens of announcers were considered by the William H. Weintraub agency for the job and among those who came close to landing the spot, at one point or another, were Les Tremayne and George Carson Putnam.

Harrice currently works on two other network shows sponsored by Weintraub accounts. They are "Sherlock Holmes" and "Quick As A Flash," both broadcast on Mutual every Sunday. Harrice broke into radio in Chicago, his home town, and came to New York in 1945. At ABC he has handled announcing duties on "Ethel and Albert" and "Headline Edition."

Kaiser-Frazier is giving Winchell the biggest lineup of stations he has ever had. Expansion includes the ABC Pacific Coast network (repeat broadcast at 8:30 p.m., PST) and stations in Alaska and Hawaii. Winchell's repeat also will be heard on the Don Lee Network.

COAST-TO-COAST

WCSI Promotion Campaign

Columbus, Ind.—WCSI has announced a big spot promotion campaign in connection with its new schedule of evening programs. Campaign consists of window cards, trailers and spot promotion. The new programs which have been added to the night schedule to buck AM competition are: Boston Blackie, Wayne King Show, Louise Massey and the Westerners, So the Story Goes and Joe Emerson's Hymntime.

Stages FM Survey

Hartford, Conn.—A telephone survey of distributors and dealers in the Hartford County area has been attempted by WFHA. As a result of the survey it has been estimated that there are approximately 30,000 radio receivers which include FM in the Hartford market. A widespread campaign by distributors, dealers, newspapers and WFHA will soon go into effect shortly to increase the purchase of FM sets.

WKRC Sponsors Scout Band

Cincinnati, Ohio — WKRC the sponsors of Junior Olympics has added to its list of juvenile activities by organizing and sponsoring a boy scout band under the leadership of Byron Taggart, the station's special events director. Taggart hopes to build up the 68 piece band to more than 100 pieces. The new band will make its first public appearance this February at the annual Boy Scout Exposition in the Music Hall, Cincinnati.

Barn Dance To Tour

Atlanta, Ga.—WSB's regular Saturday night "Barn Dance Party" will take to the road on a month long tour of Georgia starting New Year's day. The broadcasts will originate from Commerce, Calhoun, Thomaston and Toccoa. James and Martha, singers of folk songs, Cotton Carrier and his Plantation Boys, the Sunshine Boys and Bill Carlisle and his Kentucky Mountain Boys are the newest additions to the WSB group.

Local 802 Election Valid, Says Honest Ballot Assn.

(Continued from Page 1)
charge has been made on Dec. 2 by the "Unity-Coalition" faction which lost the election to the "Blue" ticket headed by President Richard McCann.

Labor Elections Committee of the Honest Ballot Association, after hearing argument from both sides, ruled that "the mechanical failures which existed could not reasonably have affected the results of the election." The ruling, it was said, sustains the original canvass and confirms the election of the predominantly "Blue" officers.

Named Promotion Mgr.

Washington, D. C.—It was recently announced that Tom Dolan Geoghegan has joined the Washington staff of NBC as promotion manager for WRC, WRC-FM and WNBW television. For the past three years he was publicity director for WMAL and replaces Lorin S. Myers who has accepted a position as assistant to George Wallace, NBC network sales promotion manager in New York.

WAER To Air Great Novels

Syracuse, N. Y.—WAER, Syracuse University is now offering a weekly program featuring the world's greatest and most lasting novels. The program originally produced by NBC, will include such productions as Tom Jones, Candide, Gulliver's Travels, The Way of All Flesh, Madame Bovary and The Pickwick Papers in the series of productions.

WEMP Guests and Requests

Milwaukee, Wisc.—A local Milwaukee department store has launched a 3:00-4:00 p.m. program on WEMP. The program is a disc jockey show which features Tom Shanahan, WEMP staffer, spinning popular records and interviewing celebrity guests.

EQUIPMENT

WTOC's New Transmitter

WTOC in Savannah, will be on the air with its newly completed transmitter in regular operation for the first time on New Year's Day. Finished up just in time for use on new Year's Day is a new 5,000-watt RCA transmitter which has been installed to replace the pre-war composite job. This is, in fact, the basis of a potential 10,000 watt transmitter awaiting FCC okay.

Radio's Opportunities Reviewed For Educators

(Continued from Page 1)
opinion broadcasts declared yesterday in an address before the Speech Association of America at the Hotel Statler, Washington, D. C. Mr. Hudson pointed out that colleges and universities are offering training programs which promise to lead the un instructed and inexperienced youth into radio but most of the impetus for this activity in the universities has come "from student pressure rather than in response to cries for help from the radio industry." Radio, on the other hand, has been slow in analyzing its own jobs and in developing systematic standards for knowing what combinations of skills is sought, Hudson said.

LEAP YEAR

(Westinghouse style)

Westinghouse radio stations, every one of them, leaped ahead in 1948.. in all the factors that attract more listeners, sell more goods, and bring renewals!

AHEAD in potential audience! 5 to 16 percent ahead in number of BMB radio homes reported.

AHEAD in program-building, to win and hold more listeners! At WOWO, in Fort Wayne, for example, alert programming and promotion have resulted in an average of one Industry Award every 7 weeks for more than 30 months.

AHEAD in facilities! Examples: WBZ's new Radio and Television Center in Boston.. lofty new FM towers for KDKA in Pittsburgh and KYW in Philadelphia.. the new 50 kw transmitter for Portland's KEX (now Oregon's most powerful station).

AHEAD in scientific leadership! Air-borne Stratovision blazes the television trail of the future.

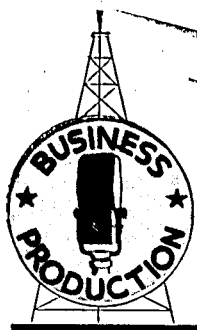
Advertisers on Westinghouse stations saw sales leap ahead, too! Plan now to put these stations at the top of your schedule for 1949.



WESTINGHOUSE RADIO STATIONS Inc

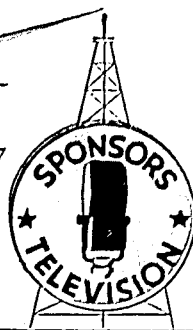
KDKA • KYW • KEX • WBZ • WBZA • WOWO • WBZ-TV

National Representatives, NBC Spot Sales, except for KEX; for KEX, Free & Peters



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 45, NO. 62

NEW YORK, THURSDAY, DECEMBER 30, 1948

TEN CENTS

WEBS SET NEW YEAR'S EVE PROGRAMS

Report IRB To Reject Jack Benny Tax Plan

Washington Bureau of RADIO DAILY
Washington—The Internal Revenue Bureau decided late yesterday that it will not sanction the use of the 25 per cent capital gains tax by comedian Jack Benny, it was reliably reported here last night. The "Amos 'n' Andy" deal calling also for use of the capital gains rate rather than the much higher personal income rates seems assured of smoother sailing.

The Benny proposal was submitted by special counsel for CBS which has signed the comedian away from

(Continued on Page 8)

ABC Spot Sales Gain 5% For The Past Year

Spot sales for the ABC for this year will top the web's previous peak year, 1947, by five per cent, Murray Grabhorn, ABC vice-president in charge of owned and operated stations, announced yesterday. He added that the major contributor to the 1948 volume is the 25 per cent increase in program time sales by ABC's Spot Sales department representing the network's five owned and operated stations.

Rights To Titles Snarl New NBC Sunday Series

NBC no sooner announced a "Command Performance" series to replace Fred Allen at 8:30 Sunday night than confusion broke loose as to who owns the title. One of the complaints has come from the Armed Forces Radio Service which popularized the name "Command

(Continued on Page 2)

First Editions

Author's copies of the first book published in English in Japan since the war, "Democracy vs. Feudalism in Post-War Japan," by William Costello, Chief of CBS Far Eastern News Bureau, have just been received in this country. The 223-page volume is an account of the course of Japanese thought since V-J Day on East vs. West methods of living.

Confidence

After consideration of several exploitation plans, Walter Winchell and the William Weintraub agency decided that the commentator would make the switch from Jergens to Kaiser-Frazer sponsorship on January 2 without any special fanfare. The new sponsor, according to reports, is confident that Winchell will be able to maintain the high Hooper in the 9 p.m. spot Sundays on the ABC network.

NBC Drops Giveaways On Network Sustainer

First network action in compliance with the new NAB Code is NBC's dropping of 'Giveaways' on their sustainer, "Honeymoon in New York," which is heard Monday through Friday at 9 a.m. Program has featured gift merchandise to honeymoon couples with advertising credits going to the companies providing the gifts. Herb Harris, producer of the program and procurer of the prizes, has resigned effective January 1. Harris and his wife plan to take a belated honeymoon to Florida.

Final Harness Draft Up For Okay Today

Washington Bureau of RADIO DAILY
Washington—The Harness committee to investigate the FCC is slated to meet this morning to approve the final report on its findings

(Continued on Page 8)

Transfer Of 6 Stations OK'd In Year-End Action Of FCC

Washington Bureau of RADIO DAILY
Washington—The FCC yesterday announced its approval of the transfer of control over six stations during a meeting called yesterday in order to act in those instances where approval by the end of the year was of importance for tax purposes. Largest cash turnover involved was the \$300,000 paid by the John Brown Schools of California, Inc., to the estate of C. Merwyn

Plan Many Special Holiday Features For Both Networks And Stations; News Reviews Scheduled

Morris Drops Bands For Tele Expansion

Band booking department of the William Morris agency has been dissolved and it is reported that the agency will utilize the budget for this department to strengthen its television booking operations in New York, Chicago and Los Angeles.

Competition from other agencies as well as the general decline in the orchestra booking field were reported

(Continued on Page 3)

Witmer Resigns Post As Vice-Pres. Of NBC

Roy C. Witmer, staff vice-president of NBC and before that vice-president in charge of sales for almost 15 years, yesterday announced his resignation, effective December 31, following a period of illness. He

(Continued on Page 2)

Bert Lown Elected v.p., Of Muzak Corporation

Bert C. Lown, director of station relations and sales for the Associated Program Service, a division of Muzak Corp., has been elected a vice-president of the parent organization

(Continued on Page 3)

Four major networks will fill the airwaves with toe tapping music the night of New Year's Eve and plan to remain in operation several hours beyond their usual sign-off time. During the holiday weekend several special programs also will recall the highlights of 1948 and make some forecasts

(Continued on Page 5)

Pauley May Not Fight Thackrey-W. B. Deal

Washington Bureau of RADIO DAILY
Washington—The Southern California Television Company, of which Edwin C. Pauley is 57 per cent owner, may decide not to carry its fight for the Los Angeles TV channel now assigned to KLAC-TV into court in the hope that the channel might become available sooner if

(Continued on Page 8)

Too Much Xmas Music Is Press Complaint

Washington—The Evening Star in an editorial published this week took radio to task for "overdoing Christmas music" and directed the same complaint to wired music services in hotels, restaurants and retail shops.

"Now that Christmas, 1948, is his-
(Continued on Page 8)

Sponsored

Betty Clark, 12-year-old blind miss from Philadelphia, will be commercially sponsored in a program of songs over an eastern network of ABC starting Sunday, Jan. 16, from 3:15 to 3:30 p.m., EST. The program, titled, "Betty Clark Sings," will be sponsored by the P. J. Ritter Company under a 52-week contract in behalf of the company's food products.

RADIO DAILY



Vol. 45, No. 62 Thur., Dec. 30, 1948 10 Cts.

JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor
MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES
Ralph Wilk, Manager
6425 Hollywood Blvd. Phone: Granite 6607

WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlonega Rd.
Phone: Wisconsin 3271

CHICAGO BUREAU

1417 Ashland Bldg. Nat. Green
155 No. Clark St.
Phone: State 2332

Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(December 29)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	93 3/4	93 3/8	93 3/4	+ 1/8
Admiral Corp.	193 3/4	183 3/4	191 1/2	+ 1/2
Am. Tel. & Tel.	149 7/8	149 3/8	149 7/8	+ 3/8
CBS A	24	23 1/4	24	+ 1/4
CBS B	23 3/4	23 1/2	23 1/2	+ 1/4
Farnsworth T. & R.	7 1/2	7	7 1/2	+ 1/2
Gen. Electric	395 3/8	393 3/8	395 3/8	+ 1/4
Philco	40 1/4	39 3/8	40 1/8	+ 3/8
RCA Common	14	13 1/4	14	+ 3/4
RCA 1st pfd.	70 1/2	70	70 1/2	+ 1 3/8
Stewart-Warner	13 1/4	13	13 1/4	+ 3/8
Westinghouse	24 7/8	24 3/8	24 7/8	+ 3/8
Westinghouse pfd.	94 1/4	94	94	+ 1 1/2
Zenith Radio	32	30 3/8	32	+ 1

NEW YORK CURB EXCHANGE

Hazeltine Corp.	107 1/2	107 1/2	11	+ 3/8
Nat. Union Radio	35 3/8	33 3/8	35 3/8	+ 1/8

OVER THE COUNTER

DuMont Lab.	143 1/2	143 1/2	15 3/4	+ 1/4
Stromberg-Carlson	15 1/4	15 1/4	16 3/4	+ 1/4

Gracie Fields Guesting

Gracie Fields will make a guest appearance tonight, Thursday, on Morey Amsterdam's show over WMGM, New York. Program is broadcast at 7:30 p.m. with Joel Herron's orchestra providing the musical background.

INS has served



★ COMING AND GOING ★

MORRIS NOVIK, radio consultant, today will go down to Washington for the meetings of the FMA directorate and Labor's League for Political Education.

EDGAR KOBAK, president of the Mutual network, is spending several days in Washington, D. C., on business. Later, he'll go further south for a rest and will return to New York the middle of next week.

VAUGHN MONROE and the members of his band tomorrow will go up to Boston, where on Saturday they will broadcast their CBS program from Mechanics Hall.

BOB MCGREW and the members of his society orchestra have left for Key West, Fla., where on January 8 they will begin an engagement at the Casa Marina Hotel.

FRANK GUNTHER, of Radio Engineering Laboratories, is in Washington on business.

JOHN DALY, Columbia network newsman who during the past two weeks has been on assignment in South America, is back at the home offices of the web.

ROBERT Q. LEWIS, comedian heard on CBS, has returned from Miami, where he had spent the past two weeks.

STEVE ELLIS, sports commentator on WMCA, has left for Sanford, Fla., where he will be guest of the New York Giants at Mayfair Inn, the resort hotel which is owned by the baseball club.

DON BALL, director of editing for WCBS, tomorrow will leave for Providence, R. I., where he will spend the New Year week-end visiting with his grandparents, now celebrating their 67th wedding anniversary.

FRANK S. LAMBETH, president of WMFR, American network outlet in High Point, N. C., is in town on business.

Witmer Resigns Post As Vice-Pres. Of NBC

(Continued from Page 1)

said he would announce his future plans later.

Witmer began his lengthy business career after attending Leland Stanford University in California. He devoted his early activities to the banking and utility fields in Southern California. Then, for 17 years prior to his first association with NBC, he managed manufacturing plants in New England. He joined NBC in 1927 as an advertising salesman, was promoted to assistant sales manager in 1929, and became sales manager in 1930. A year later he was appointed vice-president in charge of sales. In February, 1946, he was promoted to the staff vice-president's post to carry out assignments from Niles Trammell, NBC president.

Gets Publicity Post

Emily Ashe Banks has been appointed publicity director of The Town Hall, Inc., by George V. Denny, Jr., president. Mrs. Banks was previously with the Institute of Public Relations for six years.

Rights To Titles Snarl New NBC Sunday Series

(Continued from Page 1)

Performance" with GIs around the globe during World War II.

An NBC spokesman said last night the title will not be used for the new Sunday night series until the confusion is cleared away and ownership, if any, is determined. Producer Ted Lloyd claims that he owns the title, having broadcast a show by that name over WOR back in 1940.

It is not known for what specific reason AFRS would prefer that the title not be used. However, it's understood that AFRS would like to preserve the title "Command Performance" for its own usage.

Late yesterday the 8:30 p.m. Sunday slot on NBC was far from settled. Not only was there no title for the show but there wasn't even a program for next Sunday night. A few days ago Ingrid Bergman was skedded to do "Joan of Arc" but this had to be cancelled.

98 Stations Included In New Blackstone Deal

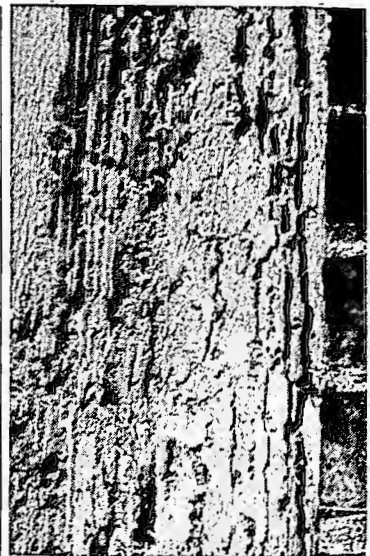
Renewal of the "Blackstone, The Magician" series on a 52-week basis over 98 stations by the Blackstone Washing Machine Company of Jamestown, N. Y., was announced yesterday by Charles Michaelson, ET producer, who handled the deal. The Blackstone Company entered radio for the first time 13 weeks ago on a trial basis. The success of their radio merchandising resulted in the new contract.

The "Blackstone, the Magician" series are sold on a co-op basis with the manufacturer paying half of the radio time charges and the distributors sharing the rest of the cost. Most of the 98 stations being used are in key center cities.

10 YEARS AGO TODAY

From the Files of Radio Daily

President Franklin D. Roosevelt was the most frequent user of NBC facilities among Federal executives during the past year. Three hundred and thirty-three broadcasts in all were aired in the first eleven months of 1938, of which the president participated in 32. . . . A contract has been signed between Crosley Corp. of Cincinnati and the World's Fair for three-quarters of an acre of space on the Fair grounds to include an exhibit hall and broadcast studio. . . . Mayor Fiorello H. LaGuardia's petition for permission to rebroadcast programs of high frequency and of international stations by non-profit regular broadcast stations, was set down for hearing by the FCC.



Ever see a termite?

Most people haven't. Termites are tiny and ant-like. They bore through wood from the inside until only a thin outer shell remains. Nothing is known of the damage they've done until it's too late to do anything about it.

Let's repeat part of that: "nothing is known until it's too late." A lot of business men could think that over.

We wouldn't compare competitors, who are outsmarting their industries to termites . . . but a lot of people who have been coasting along in the seller's market are going to wake up with nothing but a "thin shell"!

If you've got a sales problem in Baltimore, and you plan to use radio, you'd be wise to use W-I-T-H. That's the successful independent that delivers more listeners-per-dollar-spent than any other station in this big town. 6th largest in the country.

Remember the call letters W-I-T-H!



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1948—Most Eventful Year, Stanton Statement Opines

By FRANK STANTON
President

Columbia Broadcasting System

In many respects, the year just closing was the most eventful in the 21-year history of the Columbia Broadcasting System. 1948 was noteworthy for the spectacular emergence of television as a new and parallel industry with AM broadcasting.

Notable additions were made to our program structure during the year. Amos 'n' Andy, America's most beloved radio team, returned to the CBS network; Jack Benny and his entire company will be heard over our network beginning January 2, 1949. Arthur Godfrey continued to add to his nationwide audience, as his daytime half-hour program was expanded to a full hour five days a week, and his Talent Scouts program emerged also on CBS television. Exclusive broadcasting rights to the Rose Bowl



STANTON

football classic and the acquisition of part ownership in Tournament of Champions, Inc., added luster to Columbia's sports coverage. At the year's end, negotiations were being carried forth to add other prominent artists and programs to the schedule.

CBS today has the largest creative program operation in the entire broadcasting industry. The success of Columbia-built programs—CBS's own "package" shows—has been outstanding, with many in the "top-rating" lists. During the past year,

CBS program ratings have increased 14 per cent on the whole, and today Columbia has the largest individual audiences and the largest average audiences in all radio.

The CBS Television Network, which consisted of one station, WCBS-TV, New York, at the beginning of 1948, was greatly expanded and at the close of the year embraces 24 stations. Our present plans call for a Transcontinental Television Network to serve more than 80 cities within the next three years.

The CBS AM Network increased its total station wattage during the year, and captured first place as the nation's most powerful network with the affiliation of its 24th 50,000-watt outlet, KFRE, Fresno, California. Seven other stations were added during 1948, bringing the total to 179.

Technical developments and plant expansions on both East and West Coasts were initiated, particularly the undertaking and near-completion during the year of new television studios and facilities in the Grand Central Terminal Building, New York City, designed to provide CBS with the most advanced television plant in the world.

The Columbia Long Playing Microgroove Record, which makes possible 45 minutes of playing time on a single-12-inch disc, with a fidelity of reproduction and freedom from distortion and surface noises heretofore unknown, was brought to the public.

With the swift emergence of television as a major programming medium, our creative programming operations are steadily assuming larger scope, and, I believe, will be increasingly reflected in our operations.

Bert Lown Elected v.-p., Of Muzak Corporation

(Continued from Page 1)

zation, Harry E. Houghton, president of Muzak, announced yesterday.

Lown was a name orchestra leader from 1928 to 1941 and was active in the radio, theater, recording and night club field. He retired as an orchestra leader to enter the entertainment booking field and in 1946 joined Associated as station relations head.

In his new capacity Lown will continue to direct station relations.

Morris Drops Bands For Tele Expansion

(Continued from Page 1)

ed to be factors in the Morris agency decision to drop its music department.

Some of the orchestras on the Morris list will go over to General Amusements Corporation. These include Hal McIntyre, Red Ingle, Del Courtney and Buddy Rich. GAC is also negotiating for the contracts of Charlie Spivak, Duke Ellington, Henry Busse and Count Basie.

The Morris agency band booking department was at its height during the days when Willard Alexander was in charge. Back in 1938-39 it had such money-getting attractions as Vaughn Monroe and Paul Whiteman and booked some of the country's best location spots as well as theaters. Alexander left Morris to open his own agency and with him went the Monroe band. Later Billy Shaw, booker, moved on to the Gale agency and Bill Burnham, location booker, set up his own offices at the Biltmore Hotel.

RCA INSTITUTES, INC.

The oldest and recognized as one of the leading Radio Schools in America, offers its specially-trained Radio and Television technicians to the Broadcast Industry.

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B M I

MONDAY, JANUARY 10

and

TUESDAY, JANUARY 11

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Designed as an added BMI Service to broadcasters, the Library Course has proved its value to those who attended the three previous sessions.

B M I is pleased to acknowledge the many "thank you" letters from broadcasters such as these:

ROGER M. COELOS, *Dumont Television Station WTTG, Washington, D. C.—*

"I think this is a wonderful thing (BMI Librarian's Clinic) that BMI is doing and it certainly was worth while for me."

★ ★ ★

BILL WARREN, *Program Manager, WITH, Baltimore, Md.—*

"Many thanks for the truly wonderful and informative Library Course that Miss Suter and I attended."

★ ★ ★

MORRIS C. AUSTIN, *Librarian, CFCF, Montreal, Canada—*

"You people have done a magnificent job in planning and executing this course, and we would like to express our sincere appreciation to you all for providing us with a detailed and concise picture of Library organization and management."

★ ★ ★

CY KING, *Station Director, WEBR, Buffalo, N. Y.—*

"Miss Mary Brady and Mrs. Rita Leopold, who attended the BMI Library School, were most enthusiastic about the course and I believe that it was a good investment."

WIRE or PHONE

your registration to

ROY HARLOW, Director of Station Relations

BROADCAST MUSIC, INC.

580 Fifth Avenue

New York 19, N. Y.

AGENCIES

SEIDEL ADVERTISING AGENCY, INC., has been appointed to handle the advertising for Chairmasters, Inc., New York.

HENRY H. NEWELL has been elected to the post of vice-president of the Schwerin Research Corporation by the organization's board of directors. Newell has been chief of Schwerin's analysis division since the company was formed in 1945. Prior to service with Army Ground Forces' public relations and information & Education sections during the war, he was associated with public relations for the National Assn. of Manufacturers, also sales promotion for Fawcett Publications.

PHILADELPHIA BRANCH of Robert J. Enders Advertising (Washington) has moved to new and larger offices at 1420 Walnut Street. The branch office, which has been operating four months, is now placing 10½ hours weekly in television over Philadelphia stations. Among the accounts handled are Peirce-Phelps, one of the nation's largest appliance distributors, also Snellenburgs and Gimbels, two of Philadelphia's larger department stores.

THE BLOCK DRUG CO. has purchased the Alkaid antacid business from the Pine Bros. Division of the Life Saver Corp. Block also announces the appointment of the Harry B. Cohen Advertising Co. of New York as advertising agency for Alkaid, as well as for two other Block products, Stera-Kleen Denture Cleanser and Palm Sweet Hand Deodorant Cream. The Cohen agency is already handling Minipoo Dry Shampoo for Block Drug.

MILTON SELDIN has been appointed director of radio and television for the United Jewish Appeal of Greater New York.

GENERAL ELECTRIC has appointing Kenyon & Eckhardt as advertising agents for GE's air conditioning department in Bloomfield, N. J. Appointment is effective immediately.

Tri-Video Stages Preview Of New TV Movie Series

Tri-Video Productions is in the process of editing 700,000-to-800,000 feet of Thomas A. Edison's films, made about 1915, for use by television stations, it was announced yesterday at a preview of the first three reels of "The Nickelodeon Novelties."

Of the 12 nine-minute reels now ready, the three shown to the trade press were: "A Moment of Madness," "Twin Dukes and the Duchess," and "Helen of the Chorus." A running narration with quips contributes to the humor in the reels.



Windy City Wordage. . . !

Now that we've partially recovered from the round of radio parties of the past ten days, here's wishing our friends everywhere a very Happy New Year! . . . Irna Phillips, whose prolific pen made

Chicago the center of soap operas in the early '30's, has received a cordial welcome back to the Windy City, where she will devote her talents to the writing of television material for NBC. Miss Phillips authored "Today's Children," "Guiding Light," "Woman in White," "Right to Happiness," and "Road of Life," all of which originated in the NBC Chicago studios for a number of years. . . . Oliver Morton, NBC central division spot sales manager, will address the Chicago Advertising Executives Club on January 10, speaking on television as an advertising medium. . . . Frankie Harmon, fight promoter, was offered \$6,000 for the television rights to the recent Conn-Lewis fight but turned it down—for which he's sorry, as the fight was a very light draw.

Chicago daily newspaper radio ads are sniping at local tele stations for some of the night club stuff they are using. Said Jack Mabley in the Daily News: "Going to saloons as a source of entertainers will hurt television. For one thing, dry organizations, which have influence, will be sniping at the whole industry in no time. For another, the talent there is for the most part mediocre, and that's reason enough for me."

John H. Norton, Jr., vice-president in charge of ABC central division, has been appointed television chairman of Mayor Kennelly's safety committee. . . . Columbia's "Jack Carson Show" will be broadcast from the Eighth Street Theater here on January 7 and 14 while Carson is in Chicago for a personal appearance at a Loop theater. . . . Paul Barnes is the unseen announcer on the Pure Oil "Little Otto" show on WBKB. . . . Beginning January 3, Swift & Co. will sponsor "The Private Lives of Ethel and Albert" on four ABC stations—WHBG, Harrisburg, Pa.; WISH, Indianapolis; KOIL, Omaha, and WRUN, Utica, N. Y., for 26 weeks. . . . Jerry Carter, WBBM singer, has received a trophy from CBS station WTOP, Washington, D. C., for his contribution in helping the station's softball team to win the Greater Washington Radio Softball League trophy for 1947-48. . . . Judith Waller, NBC central division director of public affairs and education, spoke this week before the National Speech Conference in Washington on "Training of Personnel for Education."

Ben Parks' documentary program "It's Your Life" on WMAQ has been renewed for 13 weeks from January 17. Parks, who formerly wrote and produced the award-winning "Report Uncensored," has just received a personal award from the Commission on Human Relations of Chicago for "constructively contributing to the education of Chicago's citizens on the problems of housing for members of minority groups."

A book, consisting largely of pictures, dealing with various phases of advertising is being put together by Alfred Collins, art director of promotion advertising for Esquire, Inc., and ABC is being used in both the AM and TV phases, material being supplied by the promotion department of WENR-TV and network broadcasts. . . . Rather than sending gifts to his friends in the entertainment world, Don McNeill of the "Breakfast Club" this year made donations to the CARE organization in the name of his friends. He began the practice last year and received so many notes of gratitude from those in whose names he made the donations that he will make this an annual custom.

SOUTHWEST

As a Christmas gift to sponsors on the station, Charles Balthrope, owner and manager of KITE, San Antonio, has had each one come up to the studio where a transcribed Christmas greeting was made, free of charge, and which was played several times during Christmas Day.

Mark Perkins has been given final FCC approval on the purchase of KPAB, Laredo, for \$80,000, from Howard W. Davis, owner and operator of KMAC and KISS-FM, San Antonio, and J. K. Beretta. Perkins also obtains the permit for KAIR-FM. KPAB operates with 250 watts on 1490 kilocycles and is member of the Mutual, Keystone and Texas State Network.

A special Christmas Party was staged by staff members of WFAA, Dallas; at the Scottish Rite Crippled Children's Hospital. Among the group was Billy Mayo and his WFAA staff musicians, Bob Shelton, Early Birds comedian, Norvel Slater and Terry Lee, vocalists.

Howard Cunningham, formerly with KFOR and KFAB, Lincoln, Nebr. has joined the announcing staff of WOAI, San Antonio. Cunningham joined KFAB first as an engineer and following service in the army returned as an announcer and continued in that capacity.

Permission to construct and operate an FM outlet in San Antonio was granted by the FCC to the San Antonio Baptist Association. The outlet will be Class "B" and will use 105.7 frequency with channel 289 and 2.9 kilowatts power.

Jack Roth, son of Eugene J. Roth, owner and operator of KONO, San Antonio, was married to Miss La Verne Whitehead on Dec. 14, it has been announced. Following a wedding trip to Hollywood the young couple will make their home in San Antonio.

WEVD

5000 WATTS 1330 K C

PROGRAMS OF
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117-119 W. 46th St.
HENRY GREENFIELD, Mgr. Director N. Y. 19

"New Year's Eve Parties" Galore On All Webs And New York Indies

(Continued from Page 1)

For 1949, ABC launches its New Year's Eve party at 10:30 p.m., EST, Friday with around-the-nation reports from Washington, Detroit, Chicago, New York, Hollywood and Kalamazoo—the latter described by ABC as a typical American city. At 10:45 p.m., EST, ABC will pick up the Sugar Bowl dinner from New Orleans. Dance music from across the nation starts at 11:30 p.m., EST, and continues until 3 a.m.

On Saturday, Jan. 1, at 7:30 p.m., EST, ABC will devote a full hour to "It Happened in 1948," a backward glance at top events as they unfolded during the last 12 months. Web will use its entire staff of newsmen and commentators in retelling the story. Walter Kiernan will emcee and production is under the supervision of Michael Roshkind, director of special events for ABC.

NBC Dance Band Roundup

NBC will take its listeners across the country on a four and a half hour dance band jamboree beginning at 11:30 p.m., EST. Tommy Ryan's orchestra starts things rolling from the Hotel Commodore in New York and Chuey Reyes' orchestra signs it off from Ciro's Restaurant in Hollywood.

NBC's news and special events editors have selected the 10 best news stories of 1948 for dramatic presentation on Sunday, Jan. 2, from 2:30-3:30 p.m., EST. Robert Trout, NBC commentator, will be the narrator. In addition to the dramatic content, there will also be heard the recorded voices of President Truman, Henry Wallace, Glenn Taylor and Thomas E. Dewey. There'll be a playback of newsmen Robert Simpson giving an eye witness account of the assassination of Mahatma Gandhi plus recorded testimony from the Congressional spy hearings.

CBS has scheduled more than four hours of dance music by 16 different bands starting at 11:30 p.m., EST, New Year's Eve. Guy Lombardo leads off the dancing and listening entertainment from New York with Tex Beneke winding it up from the Palladium in Hollywood at 4 a.m., EST. As the New Year arrives in various time zones across the country, CBS will describe street celebrations from Times Square in New York, Chicago, Denver, Los Angeles and Portland.

Special MBS Newsreel

Mutual's "Newsreel" is preparing a special New Year's Eve edition in the regular 9:15 p.m., EST, slot. From the files of recordings made during the year, MBS producers and newsmen will select approximately 10 for the year-end broadcast. At 11:15 p.m., EST, Mutual starts its five-hour parade of dance bands during which origination

points will extend from New York to Honolulu.

With Henry La Cossitt as narrator, MBS will air a special program, "What Will Happen in 1949?" on Jan. 1 from 9:30 p.m., EST. A dozen Mutual commentators and newscasters will discuss the outlook on vital questions upcoming in 1949. Those participating in the broadcast include William Hillman, Fulton Lewis, Jr., Cecil Brown, William L. Shirer, Albert L. Warner, Robert F. Hurligh, Bill Cunningham, Cedric Foster, Hy Gardner, Bryan Field and Danton Walker.

Will Feature ETs

New Year's week-end programming of New York's Indies will be nightighted by three recordings: the UN's "A Year to Remember," the Citizens Committee on Displaced Persons' "Plymouth Rock, 1949," and Edward R. Murrow's "I Can Hear It Now."

The one-half hour "A Year to Remember," starring Fredric March, has been scheduled by WEVD (Friday, 9 p.m.), WNEW (Saturday, 1 p.m.), Woodside's WWRL (Friday, 1:30 p.m.), and WBNX (Saturday, 10:30 p.m.).

The 15-minute "Plymouth Rock, 1949" will be aired by WEVD (Friday, 9:30 p.m.) and WOV (Saturday, 9:45 p.m.).

"I Can Hear It Now," an hour-long transcription, will be used by WINS on Charlie Starke's "Music Shoppe" (Saturday, 10 a.m.-noon), WMCA (Friday, 9:30 p.m.), WNYC (Today, Thursday, 8 p.m.) and WQXR (Saturday, 1:05 p.m.).

WNYC On Air All Night

Two stations, WNYC-FM and WMGM, have been scheduled to remain on the air all New Year's Eve night, instead of closing at their regular hours. WNYC execs claim "this will be the first time that any New York FM station has continued broadcasting throughout the night." The usual shut-down for WNYC-FM is midnight and for WMGM, 2 a.m.

News highlights of 1948, predictions of things to come and discussions on national and international events make up the bulk of the special features to be carried this week-end by New York's Indies.

Special WHLI Programs

WMGM and Hempstead's WHLI will both feature UP transcriptions. WHLI will air "United Press World Highlights of 1948" on Jan. 1, at 2-2:30 p.m. UP's "Cavalcade of 1948" will be broadcast by WMGM, 8-8:30 p.m., Friday.

In the same vein, WHLI will carry a live show, "News Highlights on Long Island," on Friday, 2:45 p.m., in which three editors will discuss the top news stories. WHLI's Director of News Jerome J. Karis, Jr., will lead the discussion.

A participation program has also been scheduled by WWRL. Its

regular "Collegiate Forum of the Air" on Friday, 10:30-11 p.m., will feature four top students heard during the year. Barnard College, Hunter College, Queens College and Long Island University will be represented in the pro and con debates on the subject "Looking Back on 1948." The program was produced by Stephan Poitan, a L.I.U. student, under the supervision of WWRL's Program Director Fred Barr. Professor Alvin Bansen, of L.I.U., will be the moderator.

Rev. William C. Kernan will devote his regular program on Friday, 8:30 p.m., to the topic: "New Year Gold." He can be heard on WEVD.

"Highlights of 1948," an Italian-language show, will be presented over WHOM on Saturday, 3-4 p.m. The live program of drama and music has been produced by Gino Caimi with the aid of the WHOM orchestra under the direction of Maestro Rosco.

Dramatic Programs Planned

Drama, also, will spotlight New Year's programming at WNYC. Its regular weekly Shakespearean cycle will be extended from one to two hours with a transcription of "Othello," starring Paul Robeson and Jose Ferrer. The new series, each program complete in itself, starts Jan. 1 at 4 p.m. Another new series of transcriptions, "The BBC Playhouse," will premiere on Jan. 1, 9:30-9:55 p.m., with "A Matter of Life and Death," starring David Niven and Kim Hunter. The last of this week's special "Children's Drama Festival" will be presented Friday, 5-5:55 p.m. It will be a dual recording of "The Bear That Wasn't," and "The Three Musketiers."

WQXR will, as usual, emphasize the musical theme with a "Musical Welcome to 1949" on Friday night, midnight-1 a.m. The show will include light classic and show tunes. As a special New Year's program, the indie has scheduled works by Beethoven, including his Ninth, the Choral Symphony, for Saturday, 8:05 to 10 p.m.

Stressing the ultra-modern style of popular music, WMCA is set to feature "Be-Bop" on the regular "Symphony Sid" program on New Year's morning, midnight to 6 a.m. Station execs have reported that their programming is primarily "designed to keep people at home or at house parties."

Will Introduce Stars

WMGM's Bea Kalmus, who has just started a new stint at Hutton's Restaurant, will have Benny Goodman, Lou Barron and Burt Lancaster, all in person, on her program early Saturday morning, 1-2 a.m. From midnight to 12:30 a.m., that same night, WMGM will have a remote show from the Roseland Ballroom with Sunny Dunham. From 12:30 to 1 a.m., a remote from

BEHIND THE MIKE

DWIGHT WEIST waxing spots for Bigelow Rugs.

National mag readying a profile on "sponsor's darling," Charlotte Manson.

Cosmetic firm interested in Bret Morrison's video stanza, "Happy Birthday."

Bill Callahan up for his own tele show as the result of his click on the Ed Sullivan show. Bill had to turn down one evening series because it conflicted with his musical, "As The Girls Go."

Bob Monroe, writer-director-producer of Mutual's "High Adventure" and other network shows, working on a combo radio-tele deal for Burgess Meredith.

The Harry Conovers will name their next child, due in January, either "Kick" or "Kicki," depending on its sex.

Greta Keller has made an audition record for one of the nets as a sort of femme disc jockey. (Gal is being touted as a combination of Hildegard and Dietrich).

Gene McCarthy and Tommy Farrell into Chicago's Palmer House on Jan. 6th—then back to the Roxy in March. Act had three guest shots in television on their first visit to town.

Monica Lewis set for her first post-ban recording date at Decca next week. She'll wax "Tree With the Red, Red Leaves" and "Don't Hang Around."

Johnny Desmond guesting on "20 Questions" Jan. 8th.

Ray McKinley's ork into the Paramount.

Lisa Kirk doing so well in "Kiss Me Kate" that she's been "discovered" by two television directors.

Conrad Thibault helping so many young singers that he may head a vocal school.

Viola Becker has set Arthur Ravel and his ork in the Beaumont Room of Larchmont Lodge.

Columbia Forum Series Returning To Web Jan. 8

The annual 26-week forum series, "Cross Section—U. S. A.," will return to CBS on Jan. 8, at 3:30 p.m., EST, it was announced yesterday.

Spokesmen of four labor and management groups, of three farm organizations and of the U. S. Chamber of Commerce will participate in the half-hour discussion panels.

George Crothers is the producer. Dwight Cooke will emcee the series and will coordinate the New York discussions with speakers from varied points throughout the country.

the Avalon Ballroom with Larry Clinton has been scheduled. Betty Jane Watson, of "As the Girls Go," will be the guest on Bob Houston's show, 6:30 p.m., Friday.

WNEW's regular musical fare, 24 hours a day, will focus on the "Men of Melody," with the WNEW orchestra directed by Roy Ross.

PLUG TUNES

ON RECORDS and TRANSCRIPTIONS
"I'M A LONELY LITTLE PETUNIA"
 (IN AN ONION PATCH)

Rytvoc, Inc.
 1585 Broadway New York 19, N. Y.

A TIMELY REVIVAL
"AM I WASTING MY TIME ON YOU"

on Records and Transcriptions
STASNY MUSIC CORP.
 1619 BROADWAY NEW YORK 19, N. Y.

The TOAST of EUROPE
Exquisite — Enchanting
"MADEMOISELLE HORTENSIA"

RYTVOC, Inc., 1585 B'way, N. Y. C.

Climbing Fast!
"JANIE and ME"

by Thomas G. Meehan
JAMES MUSIC, Inc.
 1650 Broadway Room 709 N. Y. C.
 Solly Cohn, Mgr.

The Ballad Beautiful!
"REMEMBER SEPTEMBER"

CECILLE MUSIC CO., Inc.
 580 Fifth Ave. New York City

ENCORE Material

"IT'S MY LAZY DAY"

On VICTOR by Vaughn Monroe
 On DECCA by Evelyn Knight
 On BULLET by Smiley Burnette
 Encore Music, 1674 B'way, N. Y. C.

**DOWN AMONG THE
 SHELTERING PALMS**

Lyric by James Brockman
 Music by Abe Olman

Scoring A
 Great New Popularity

MILLER MUSIC CORPORATION

WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS:**—You won't hear this number until Feb. 1, when all performance restrictions will be lifted but if the new Leeds Music ballad, "No Orchids For My Lady," doesn't make the Hit Parade, we'll eat all the professional copies Lou Levy has printed . . . the torch was penned by Alan Stranks and Jack Strachey and published in England by the Edward Kassner Music Co. . . . ● BMI also working on a commercial waltz, "It's A Big Wide Wonderful World," with words and music by John Rox . . . ditty was one of the first in this firm's repertoire, originally published in 1940. . . . ● Cal Estes, whose organ wizardry daily via KTMS, Santa Barbara, is one of the web's most-listened-to-music programs, has been upped to musical director of that ABC affiliate. . . . ● Tunester J. Fred Coots, writer of the standard "Santa Claus Is Comin' To Town," has been elected Honorary President of the Santa Claus Association of America. . . . ● Not only does DeeJay Ira Cook sell the wares of local musical artists via his platter shows over KFAC, but the enterprising lad sells real estate in his spare time and among his satisfied clients are some of those sell-same artists. . . . ● Manor Music is starting to click with a rhythmic honey titled, "Havin' A Wonderful Time" . . . song was introduced recently by Jack CBSmith and the reaction stamps this a 'Natural' . . . ● Originally published in 1942, "My Best To You," composed by Gene Willasen and Isham Jones, is now getting a number one plug by Forster Music. . . . ● 18 months of successful results of their daily "Luncheon at The Latin Quarter," via WJZ has convinced Maggi McNellis and Herb Sheldon that the format could do as well on video. . . .

★ ★ ★ ★
 ● ● ● Dorothy Lamour trills a torch, "Loneliness" in her forthcoming Jack Benny production, "The Lucky Stiff" which we bet is definitely Hit Parade material . . . number was written by Ned Washington and Victor Young and published by Famous Music. . . . ● Ben Bloom Music has a singable ditty in "You Can't Buy Happiness," penned by Gene Schwartz, Pat Noto and Ed Scalzi. . . . ● Connie Haines will be featured on the new Dean Martin-Jerry Lewis NBC series which takes off in January . . . the trio will open at the Copacabana in Gotham, March 24 for six weeks, during which time their programs will originate at Radio City. . . . ● Wm. Morris Agency has booked British Comedienne Gracie Fields into The Brook Club, Miami, starting Jan. 27. . . . ● His music ken and WJEFive has landed platter spinner Will Groff the emcee stint for Warner's Maryland Theater's 'Auction Dough' . . . this Washington deeJay has plenty on the ball. . . . ● Regent Music has a clever novelty in "Flo And Joe," clefted by Milton Leeds and Ted Varnick. . . . ● Laurel Music has taken over "Deed I Do," from Lincoln Music . . . the standard number was written by Walter Hirsch and Fred Rose. . . . ● Radiolite Jim Boles does a fine comedy job in the new Universal-International short subject, "A Little Bit North" . . . Cort Benson is the narrator in the interesting film. . . . ● Martin Ragaway sent his Christmas Greetings this year on penny post-cards . . . says Martin, "I donated the money, thus saved, to the Damon Runyon Cancer Fund." . . . ● Sam Fox's "I Got Lucky In The Rain," the Harold Adamson-Jimmy McHugh hit of "As The Girls Go" is a cinch for a top spot in sales. . . .

★ ★ ★
 ● ● ● **ON AND OFF THE RECORD:**—Capitol can't miss with Gordon McRae's latest waxing of two oldies, "Do You Ever Think Of Me" flipped with "Ramona" . . . deejays will find many a program spot for this one. . . . ● Vaughn Monroe's first post-ban platter is a honey . . . couples "Melancholy Minstrel" with "Red Roses For A Blue Lady" . . . this Victor disk is made to order for Jukes and Jocks alike. . . . ● Another sure winner is MGM's latest release of The David Rose Orchestra rendition of two standards, "Rhapsody In Blue" and "Deep Purple" . . . platters like these make disk jockeys' jobs easier all around.

PLUG TUNES

A H-I-T!
"FAR AWAY PLACES"

LAUREL MUSIC CO.
 1619 Broadway, New York 19, N. Y.

Eddy Howard Is Playing
BELLA BELLA MARIE
 LEEDS MUSIC CORPORATION

To You, You and You!
"MY BEST TO YOU"

FORSTER MUSIC PUB., Inc.
 1619 Broadway, New York 19, N. Y.
 216 S. Wabash Avenue, Chicago 4, Ill.

A Great Ballad!
**THEN I TURNED AND
 WALKED SLOWLY AWAY**

ADAMS, VEE & ABBOTT, Inc.
 216 S. Wabash Avenue, Chicago 4, Ill.

"UNTIL"

DORSEY BROS. MUSIC, INC.
 1619 Broadway, New York 19, N. Y.

HIS FRATERNITY PIN

Kramer-Whitney, Inc.

New Ballad Sensation!
"THE BRIDE WORE BLUE"

By Leonard Whitcup, Sy Lefco &
 Dale Wood

CECILLE MUSIC CO., Inc.

580 FIFTH AVENUE
 NEW YORK CITY

TELEVISION DAILY

Section of RADIO DAILY, Thursday, December 30, 1948 — TELEVISION DAILY is fully protected by register and copyright

WEBS ALLOTTED CO-AX TIME SEGS

TELE TOPICS

FOR THE PAST SEVERAL WEEKS, certain retailers have been advertising TV receivers without mentioning in their copy the price of the sets. The usual technique has the familiar "only \$3.50 a week" in large figures with "after down payment" in very small type below. No one can tell from reading these ads the price of the set nor the price of installation and service. Such methods of advertising items as expensive as tele sets are misleading, to say the least, and, since all of them plug receivers made by leading firms, the RMA should get after its members to insure proper sales promotion by dealers. . . . Again becoming prominent in set advertising, after a lapse of a few months, are extravagant performance claims and ambiguity about the size of the picture. Picture size is probably the most important selling feature of a receiver and should be clearly stated in all advertising. One manufacturer intimates that his sets are capable of receiving a signal at a greater distance from the transmitter than those of his competitors. A diagram accompanying this message shows a signal reaching a home with an "ordinary" set and a signal from the same transmitter reaching a home with a _____ receiver. The second home is farther away from the tower than the first, but in the diagram it is on an elevation. Needless to say, the copy doesn't point out the importance of height as a reception factor.

AN EDITORIAL in The New York Times yesterday heralded the recently announced educational series to be aired by NBC next year and said: ". . . we may be on the threshold of a new advance in educational techniques which will sometime be regarded as the beginning of an era." Outlining the possible educational applications of the medium, it concludes: "There is a great opportunity and a great challenge to educators and the broadcasting industry in this new era. Television has come out of the bar-room into the home. Now, as it enters the schools and colleges also, let us make no small plans." . . . Wendell Davis, of WBZ-TV, informs that "Bowling Headliners" is not the first live tenpin show on video, as noted here this week, as his outlet has been scanning weekly matches from Boston Bowladrome since Oct. 28. . . . Dan Golenpaul auditioned his TV version of "Information Please" for the Madison Ave. boys again this week. . . . CBS is planning to put its chilling "Suspense" series before the ikes. . . . WNBT starts backing into daytime programming within a few weeks. . . . WTMJ-TV, Milwaukee, and KSD-TV, St. Louis, boost their Class A hourly rate from \$250 to \$300 on the first, and Ed Lamb has set \$150 as the basic hourly rate for his WICU, which goes on the air in Erie, Pa., soon.

Allocations Determined At Meeting Of A T & T And Network Officials Cover Only Westbound Cable; Will Confer On Eastbound Wire Today

Final allocation of time on the single coaxial cable channel from New York to Chicago among ABC, CBS, DuMont, NBC and the WPIX-WGN-TV combo was handed down yesterday after six weeks of meetings between representatives of the five groups and AT&T.

No decision has been made regarding distribution of time on the eastbound channel, and the first meeting on this phase of the allo-

cations problem is scheduled for today.

The schedule released yesterday entails considerable sharing of time by the various nets unless those who are to alternate use of the cable for various time segs work out a swap arrangement among themselves.

The timetable, which probably will be in effect until June when AT&T will open additional channels, is shown below (all times EST).

Coaxial-Cable Allocations Listed

Monday through Friday
10 a.m. to 1:30 p.m.—DuMont
1:30-2:30—CBS
2:30-3:30—DuMont
3:30-4:30—NBC
4:30-5—ABC

Monday through Saturday
5 to 5:15—WPIX
5:15-5:30—ABC
5:30-6—NBC
6-6:30—DuMont
6:30-6:45—CBS
6:45-7—DuMont
7-7:15—ABC
7:15-7:30—WPIX
7:30-7:45—CBS
7:45-8—NBC

Monday night
8-9 p.m.—WPIX
9-10—CBS
10-11—DuMont

Tuesday
8-9—NBC
9-9:30—DuMont
9:30-10—ABC
10-10:30—WPIX
10:30-11—NBC

Wednesday
8-9—CBS
9-10—NBC
10-11—CBS

Thursday
8-9—ABC
9-9:30—DuMont
9:30-10—NDC
10-11—ABC

Friday
8-9—DuMont
9-9:45—ABC
9:45-10—DuMont
10-11—NBC

Saturday
8-8:30—CBS
8:30-9—DuMont
9-9:30—ABC
9:30-10—NBC
10-11—WPIX

Sunday
3-5 p.m.—NBC
5-5:30—WPIX
5:30-6—NBC
6-6:30—open
6:30-7—ABC
7-7:30—CBS
7:30-9—ABC and DuMont (two networks alternating)
9-10—CBS and NBC (two networks alternating)
10-11—to be rotated in half-hour blocks to those networks off the cable between 8 and 10 p. m.

Top Execs Aid Video Tyros At Theater Wing Courses

Several top industry execs have been lined up by the American Theater Wing as guest lecturers in the TV division of the Wing's professional training program. Included are Rodney Chipp, chief engineer and Bob Jamieson, chief of operations, both of DuMont, and Burke Crotty, ABC executive producer.

The new course, which resumes Jan. 5, is under the general chairmanship of Carl Beier, former CBS and motion picture director. He recently took over the Wing's entire video program replacing Byron McKinney, who resigned to join the DuMont web. Besides the seminar and the management course, the program offers a workshop which produces two 20-minute shows each week over a closed channel.

Participating in the workshop are eight members of the Radio Writers Guild, twelve directors, two musi-

cians, two cameramen and two choreographers. Shows are produced in the newly-refurbished studios of William Still's experimental station in Jamaica.

Many former teachers and students at the Wing are now holding down key production posts around the country. A partial list includes Marc Daniels, former head of the service department, now director of "Ford Theater"; Iran Berlow, director, WBZ-TV; Alex Courtney, Clay Yourdan and Fred Stange, WPIX; Victor Caveness and David Gaines, Twin Cities Television Lab; George Hill, WMAL-TV; Tom Ford, WEWS; Les Tomalin, WABD; Anthony Pan, RKO; Cy Weintraub, TV Highlights; Barre Shlaes, producer "Tele Tunes," and Bob Brenner, producer "Quizzing the News" which originated in one of the earlier sessions of the Wing's TV workshop.

Morgan Gets TV Post At Compton Agency

Brewster Morgan, for the past two and a half years head of new program development at Compton, has been named manager of the television division of the agency's radio and tele program department, headed by veepee Lewis Titterton.

Morgan will be responsible only for programming with preparation of video commercials to be handled by the radio and tele copy department under Muriel Haynes.

Move is seen as a forerunner of increased TV activity by Procter & Gamble and possible entry into the medium by other Compton clients. P&G now sponsors "I'd Like To See" over NBC, Tuesdays, 9-9:30 p.m., and has an option on the following half-hour period.

Low Cost Film Series Planned By Ford Bond

Plans for a series of new television film packages at unbelievably low cost were announced yesterday by Ford Bond Radio Productions, Inc. Bond said his company plans immediate productions of such stories as "Treasure Island," "Kidnapped" and "Huckleberry Finn" and that they will be available to national advertisers for \$2,500 a week for five half-hour shows.

The producer said the first 16 mm. TV package will be ready for distribution within the next few weeks. This marks the beginning of Bond's company into the television field. Bond said that in recent months he and his staff have been working on a method of cutting production costs in order to bring economical advantages to advertisers going into television.

Chevy Picks Up Tab For Local Dealers Series

"Chevrolet Tele-Theater," aired Mondays at 8:00 p.m., EST, over the NBC East Coast net, will be sponsored by the Chevrolet Central Office, Detroit, starting with the program of Jan. 3. The first series of programs from Sept. 27 to Dec. 27 was sponsored by the Local Chevrolet Dealers Association of the seven cities on the web. Campbell-Ewald Co. handles both accounts.

Zachary Joins CBS-TV

George Zachary, veteran radio producer and director, has joined the CBS tele program staff as a director effective immediately.

Pauley May Not Fight Thackrey-W. B. Deal

(Continued from Page 1)

there is no court fight. This strategy would be based on a feeling that the FCC will not award the station to Warner Brothers even though there is no other bidder offering to match Warners' offer of \$1,045,000 for KLAC-TV and the two California AM stations also belonging to Mrs. Dorothy Thackrey, New York Post publisher. They are KLAC, Los Angeles, and KYA, Palo Alto.

Pauley's attorneys report that no final decision has been reached. Their attempt to force Mrs. Thackrey to put separate price tags on the three properties for purpose of compliance with the AVCO rule were rebuffed this fall by the FCC and they have exhausted their chances for action in their behalf here by the Commission.

If they decide to go to court, they must decide whether to bring suit in the U. S. Court of Appeals in Washington or in the District Court in Los Angeles. In either case, lengthy litigation might result.

Although there is still no assurance that Southern California Television will succeed in winning the assignment, the company might elect to sit back and do nothing on the theory that the Commission will not award the properties to an organization with a record of anti-trust convictions. Pauley's Television California, competing with Fox and, until recently, Paramount, for a San Francisco channel, made the same point strongly as it discussed those two campaigns in a proposed decision submitted to the Commission in the San Francisco case some weeks ago.

Attorney Glen Wilkerson recalled yesterday, too, that the FCC had given a clear indication of its interest in the anti-trust records of applicants last summer during the San Francisco TV hearings and also on the occasion of the filing of a TV application by Tri-States Meredith Company, of Des Moines. That company was half owned by the Tri-State circuit, which is half-owned by Paramount.

Doubtless also in the mind of the Southern California Television strategists is the promise by attorneys for KFAC, Los Angeles, that they will most definitely go to court if the FCC approves the Warner deal. The station did not try to match the Warner Brothers bid, but is set to take all possible legal steps to block the Warners from taking over the station.

Ben Duffy To Speak

Ben Duffy, president of BBD&O, will be the featured speaker at the 40th anniversary dinner of the Pittsburgh Advertising Club on Jan. 25. The dinner is being arranged by Carl M. Dozer, program director for the club and merchandising manager for WCAE, Pittsburgh. Duffy will talk on Media.

COAST-TO-COAST

Power Boost For CFAR

Flin Flon, Manitoba—It has been announced that CFAR is now operating on 1,000 watts. At a special ceremony held recently at the studios in town and from the location of the new transmitter three miles northeast of town the power was boosted from 250 watts. Gerry Quiney, station manager, and Don Willis, announcer, handled the changeover proceedings.

WMCP-FM Holiday Spirit

Baltimore, Md.—In deference to the spirit of the holiday season, WMCP-FM Baltimore's pioneering music station eliminated all commercial messages on Christmas Day with all WMCP's sponsors willingly cooperating in the effort.

WMMW Staff Additions

Meriden, Conn.—According to recent announcement, John Zane, traffic manager and sports announcer of WMMW has been appointed program director, and William C. Franklin has joined the staff as station manager. He was formerly associated with WNAF, Rhode Island, as station manager.

Selected Outstanding Man

Atlantic City, N. J. — WFPG sportscaster James F. "Jim" Leaming was chosen Atlantic County's outstanding young man of the year by a ten man impartial citizens' committee, headed by Mayor Joseph Altman of Atlantic City. The selection is made annually through the sponsorship of Atlantic City Junior Chamber of Commerce.

FCC Okays Transfer Of Several Stations

(Continued from Page 1)

trol of The Wyandotte News Company, licensee corporation, went from C. Leo Edwards to Strauss Gantz for \$92,000, representing 66 per cent of the outstanding shares. KVER, Albuquerque, N. M., went from Inter-Mountain Broadcasting Company to Westernair, Inc., for \$50,000.

The Commission also approved the acquisition of control over WHOP, Hopkinsville, Ky., by F. E. Lackey, for \$52,508.

Stork News

Marshall Diskin, ABC-TV staff director, and his wife are the parents of a girl born Dec. 19 at St. Claire's Hospital. New arrival, who weighed seven pounds and two ounces, is named Shelley.

Another AEC baby, a girl, was born Dec. 10 to Mr. and Mrs. Charles Bishop at Columbia Hospital in Washington, D. C. The father is a program assistant for ABC-TV. Baby, named Elizabeth, weighed eight pounds and six ounces.

To Manage WITA

San Juan, P. R.—It has been announced that Jose Ferraras officially accepted and took charge of the management of WITA, The Voice Of San Juan, on December 1st. He was formerly associated with Publicidad Astra, which is considered one of Puerto Rico's leading advertising agencies.

WCOP H. S. Show

Boston, Mass.—Chuck Crosby will take the WCOP microphone to schools in Greater Boston for on the spot shows emanating from special assembly periods. School songs, cheers, interviews with athletic directors, coaches and school stars will endeavor to bring authentic high school sports scenes and color to Crosby's "High School Sports Show" which is aired 6:45 to 7:00 p.m. Saturday evenings.

KSDJ To Change Call Letters

San Diego, Calif.—It has been announced that on January 1, 1949, KSDJ will officially change its call letter to KCBQ with the motto "Your 'Q' for quality listening in San Diego." The station is a CBS affiliate, operates on 1170 kc. with 5000 watts and celebrated its second birthday on December 13th. In observance of the birthday, a special 30-minute flashback broadcast of outstanding events covered by KSDJ in its first two years of operation, was presented in addition to a special message from Charles E. Salik, new owner of the station, who informed listeners of the coming change in call letters.

Final Harness Draft Up For Okay Today

(Continued from Page 1)

drafted by Committee Counsel Frank Bow. Although there have been no public hearings since the committee's interim report in September, the new document will dwell upon findings by the committee's investigative staff and will contain—unless voted out this morning—a fairly voluminous section of recommendations for strengthening of the Communications Act.

Port Huron Edict Criticized

The interim report registered the committee's complete distaste for the Port Huron decision regarding broadcast liability for libel on political programs, also for the Scott decision, which held that atheists have a right to time on the air.

Bow said yesterday his report, to go to the committee today, ran over 40 pages and that he had not quite finished it.

It is not likely that the committee will be carried on in the next Congress. Chairman Forrest Harness of Indiana, was defeated last month, and his four survivors on the body have shown no inclination to seek to have the committee continued.

Too Much Xmas Music Is Press Complaint

(Continued from Page 1)

tory, perhaps it would be just as well to consider whether the indiscriminate use of Christmas music from Thanksgiving onward was not overdue," the newspaper's editorial states.

"Some rather sharp complaints have been registered about the unlimited repetition of Christmas hymns on radio programs and 'piped-in' music distribution systems in shops and stores, and it seems that there is certain merit in the protest. 'O, Little Town of Bethlehem' is a beautiful composition, but when one has heard it played and sung on four different broadcasts in a single hour, one's appreciation of it may yield to impatience. As for the longing for a white Christmas and the pleasure of wandering in winter's wonderland—defensible sentiments in themselves, surely—even the disc jockeys must be weary to death. The song about wanting two teeth for Christmas was something horrible at its start; it became a variety of crime after having been worked day and night for a month.

"Maybe it would be a good idea for the radio industry to devote some of its acknowledged genius to the job of checking program material against irritating repetition. Great numbers of people undoubtedly remember the ASCAP strike of 1941, when the melodies of Stephen Collins Foster were exploited around the clock until 'Jeanie With the Light Brown Hair' became a disaster. The Christmas music gradually accumulated through the centuries ought not to be subjected to any such torture. What happened this year should be taken as a warning of what might happen next Christmas, unless sweet reasonableness guides the purveyors of mass-harmonies.

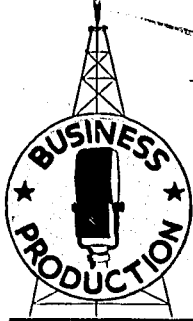
"On the other hand, there can be no question about the service rendered by broadcasting enterprises of every variety in furnishing well-selected Christmas programs to homes and places of public assembly which otherwise would have lacked them. Part of the miracle of radio is the fact that when it is good, it is very good indeed."

Report IRB To Reject Jack Benny Tax Plan

(Continued from Page 1)

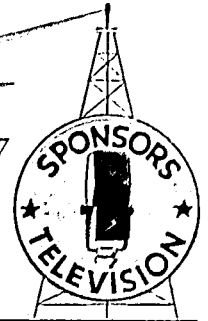
NBC. Similar proposals are said to have been tendered for Fred Allen and other big-name talent in the radio field.

The essential difference between the Internal Revenue Bureau's attitude toward Benny and toward "Amos 'n' Andy" is said to be its feeling that the latter have a property which is not solely dependent upon any particular performers, whereas the entire Benny show would fall apart were it not for Benny himself.



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TEN CENTS

NAB ESTIMATES TIME SALES FOR 1948

NBC's Gross Revenue Shows 6% Increase

NBC gross revenue from AM time sales in 1948 increased six per cent over 1947, an all time record, the network announced yesterday in its year-end report. Network does not give out official gross figures but in 1948 it is estimated to have cracked upwards of the \$70,000,000 mark for the first time.

Increase of six per cent in network radio sales is a result of both new advertisers and the expansion of the number of stations used by old sponsors. NBC's average commercial daytime hookup in 1947 was 119 stations compared with 121 (Continued on Page 5)

Tums Account Switches To D-F-S In January

Lewis Howe Co., maker of Tums and NR tablets, is switching its account from Roche, Williams & Cleary to Dancer-Fitzgerald-Sample, effective Jan. 31. This means that Show Productions, Inc., the radio department of D-F-S, will handle the new Alan Young show which premieres on NBC under sponsorship of Tums on Tuesday, Jan. 11.

Account was brought to D-F-S by (Continued on Page 2)

"No. 1 Spot In Nation" For Heidt, Says NBC

Horace Heidt may be moving into the "number one spot in America," according to NBC's promotion department, but the one that's more important to the network at the moment is 8:30 p.m., EST, Sunday. In fact, Fred Allen's successor next Sunday night, on a one-shot basis, (Continued on Page 6)

Wide Distribution

English-speaking areas throughout the world will hear "Mother Earth," the full-hour documentary on the world's hunger, which was broadcast Dec. 19 by NBC. The Food and Agricultural Organization of the United Nations has asked NBC to provide several hundred transcriptions of the drama-document for rebroadcast in English-speaking areas.

Flowery Fanfare

Gillette Safety Razor Company and CBS press pulled a nifty this week when they sent a dozen American beauty roses and a rose corsage to the wives of the nation's radio editors. Stunt was a reminder of the CBS coverage of the Rose Bowl game on New Year's Day.

MBS Names Schmid To New Sales Post

First higher echelon change for the New Year at Mutual is that of Robert A. Schmid, station relations veepee, who has been named to the newly created position of vice-president in charge of program sales. Announcement was made yesterday by Edgar Kobak, MBS president, who also announced that Earl M. Johnson, director of engineering, will take on the additional job of director of station relations. Both appointments are effective Jan. 1.

In his new job, Schmid will report directly to Kobak. Jess Barnes, vice-president in charge of sales, also will continue reporting directly to (Continued on Page 3)

Giveaway Shows Decline In New Pulse Ratings

Give-away evening shows failed to win a place among the latest Top Ten listed by Pulse for the metropolitan areas of Boston, Chicago, Cincinnati and Philadelphia.

One give-away show, "Stop the (Continued on Page 2)

Predicts Total Close To \$400,000,000; Names 5 To Study Assn. Structure; Asks Raise For FCC Members

FMA 1st Job Is To Sell The Medium—Ware

Washington Bureau of RADIO DAILY. Washington—Operating with "a budget we can afford," FMA's president, William Ware, declared yesterday following a hurried meeting of the association's executive committee, that the FMA job is hereafter to be one of "glorified press agency." The first phase of FMA's work—"selling FM within the industry"—has been accomplished, (Continued on Page 5)

Special U. N. Program Sent To Broadcasters

Five hundred stations throughout the country this week received a half hour transcribed program from United Nations titled, "A Year to Remember." The U. N. discs were sent out by the radio division at Lake Success to a select list of (Continued on Page 2)

Shortage Of Engineers Discussed In Canada

Montreal—Problems which might arise in finding an adequate supply of skilled radio engineers in the event of a national emergency were (Continued on Page 2)

Plans For BMB Sampling Revealed By Hugh Feltis

BMB will mail out 600,000 ballots, 100,000 more than in the first study, during the first week in March when Study No. 2 on the average daily station audience, radio families, relationship between listening and signal availability, television families and viewing habits begins, it was announced in the year-end report of the research organization.

In announcing Study No. 2 as the major project for 1949, Hugh Feltis,

BMB president, said the tabulation of ballots will start six weeks later and subscribers may expect their reports by September.

The addition of 28 more clients to the BMB subscription list in the past two weeks, it was reported, has brought the total subscribers for the research service to 802, of which 648 are AM, 133 are FM and 13 are TV stations. The four major net-

(Continued on Page 5)

Washington Bureau of RADIO DAILY. Washington—NAB yesterday predicted that 1948 time sales will be just an eyelash short of \$400 million. Although its revision was upward, NAB's new estimate of 1948 broadcast income showed a 6.5 per cent increase over the 1947 income rather than the 7.4 per cent rise estimated (Continued on Page 6)

Ad Research Chief Sees Economic Gains

Declaring that the basic changes in our economy since 1940 "offer opportunities for improvement in this country's standard of living beyond anything believed possible before the war," Arno H. Johnson, vice-president and director of research of J. Walter Thompson Company, has released some new research data on living standards.

Consumer purchasing power is at (Continued on Page 3)

Wired Music vs. Tele. Discussed At Meeting

"Television is no longer a competitive factor in selling wired-music to restaurants, bars and taverns," Curt H. Pfenniger, national sales v-p of Muzak, told a franchi- (Continued on Page 5)

Monaghan Moves

George Monaghan, formerly heard on WOR, begins a new early morning series on WNBC, New York, next week. Monaghan will be heard Mondays through Fridays from 6:00 to 6:30 a.m. D. L. Provost, program manager of the station, said. In addition he is being featured with his English wife, Nora, on WNBT in "The Monaghans."



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WEST COAST OFFICES
Ralph Wilk, Manager
6425 Hollywood Blvd. Phone: Granite 6607
WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlonega Rd.
Phone: WIsconsin 3271
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg. 155 No. Clark St.
Phone: State 2332
Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(December 30)

Table with columns: High, Low, Close, Net Chg. Rows include ABC, Admiral Corp., Am. Tel. & Tel., CBS A, CBS B, Farnsworth T. & R., Gen. Electric, Philco, Philco pfd., RCA Common, RCA 1st pfd., Stewart-Warner, Westinghouse, Westinghouse pfd., Zenith Radio, NEW YORK CURB EXCHANGE, Hazeltine Corp., Nat. Union Radio, OVER THE COUNTER, U. S. Television, WCAO (Baltimore), WJR (Detroit).

10 YEARS AGO TODAY

From the Files of Radio Daily
A survey has been completed by the Hooper-Holmes Bureau which shows that more radios in automobiles in the Metropolitan area have their dials set to WOR than any other station. . . . The amalgamation of the NAPA and the ARA has been announced comprising practically all of the recording artists in North American both vocal and musical into one record organization. . . . The annual report of the Canadian Broadcasting Corp., which has been released by Major Gladstone Murray, general manager, shows an operating surplus for the fiscal year ended March 31 last, of \$88,624.

★ COMING AND GOING ★

BILL ELWELL, of the sales staff at WCBS, leaves today by American Airlines for a short trip to Boston.

BILL CHALMERS, Kenyon & Eckhardt account executive for the "Ford Theater," also BILL ROBINSON and VINCENT MCCONNOR, commercial copy writer and script editor, respectively, for the show, will leave today for the West Coast, the new origination point of the program.

JOHN PRESTON, chief allocations engineer for ABC, is spending a vacation of one week in Florida. He'll be back Monday.

ARNO G. HUTH, who represented UNESCO at the International High Frequency Broadcast Conference in Mexico City, has returned to New York. He'll report on the conference at a lecture to be given Jan. 5 in the New School for Social Research.

DOUGLAS EDWARDS, radio and television newscaster for CBS, has returned from a business trip to Pittsburgh.

FRANK MARX, vice-president of the American network in charge of engineering, is in Washington on business. He'll be back in New York next Monday.

R. G. THOMPSON, manager of technical operations at CBS, today will go down to Washington on business.

DWIGHT WEIST is back from Washington, D. C., where he flew himself and a production crew to do some filming for his new television package.

WELLS CHURCH, director of news broadcasts at CBS, and EDWARD R. MURROW, network newsman, on Sunday will go down to Washington to make final arrangements for the web's coverage of the coming inaugural of President Truman. Murrow's newscasts will emanate from the Nation's Capital through Jan. 28. JESS ZOUSER, Murrow's news editor, will follow to Washington Monday.

ARTHUR GODFREY is expected back at CBS next Monday. He has spent the past two weeks in Miami.

Shortage Of Engineers Discussed In Canada

(Continued from Page 1)
discussed by the Canadian Council of the Institute of Radio Engineers. The council agreed the continued migration of high-skilled engineers and scientists to the United States was a serious factor in the event of an emergency.

It also deplored the fact that the roster of technicians established by the bureau of technical personnel is now largely out of date.

The council planned a technical meeting when these matters would be brought up again. The meeting will be held in Montreal in the spring of 1949. A national convention of radio engineers will be held in Toronto in the spring of 1950.

Tums Account Switches To D-F-S In January

(Continued from Page 1)
R. A. Porter, formerly an account executive with Roche, Williams & Cleary, Lewis Howe normally spends from \$1,500,000 to \$2,000,000 in radio annually.

Murrow To Capital

Reporter Edward R. Murrow will originate his CBS new and news analysis programs in Washington, D. C., beginning Monday, January 3 and continuing through January 28. Murrow is going to the nation's capital to cover the opening of Congress, President Truman's inauguration and the enactment of new legislation. During his stay he also expects to interview top political figures on his Monday through Friday newscasts, 7:45-8:00 p.m., EST.

Renew Revival Program

The Tobacco Network has just signed a 52-week contract through its representatives, The Walker Company, to carry the Old Fashioned Revival Hour over its eight network stations. This will make the third occasion that R. H. Alber Company, the agency, has placed the account with the Tobacco Network.

Giveaway Shows Decline In New Pulse Ratings

(Continued from Page 1)
Music," however, made ninth place in the Nov.-Dec. Pulse rating for Metropolitan New York.

Of the five cities studied, "The Lux Theater" captured first place in all except Chicago where it was listed as number five. "Arthur Godfrey" topped the 5-day-a-week daytime shows in all cities except Cincinnati where the audience preference was exclusively for daytime serials.

Special U. N. Program Sent To Broadcasters

(Continued from Page 1)
broadcasters who have carried United Nations programs the past year.

"A Year to Remember" is a cavalcade of United Nations in action during 1948. Fredric March and Ted Husing do the commentary and the recording introduces the voices of John Foster Dulles, Mrs. Pandit of India, Faris El Khouri of Syria, Herbert Evatt of Australia and Mrs. Eleanor Roosevelt of the United States delegation to U. N.

Gets WJHP Promotion Post

Jacksonville, Fla.—Robert L. Seitner, Jr., has been appointed promotion manager of WJHP, Jacksonville, it has been announced by Speed Veal, station manager. Seitner, a resident of Jacksonville, Fla., formerly was record and radio buyer of Cohen Brothers. He spent two years and eight campaigns as a Public Relations Correspondent In The Field throughout the Mediterranean. Mr. Seitner received the National Retail Dry Goods Association Award for producing the finest family program of 1947.

Stork News

Charles Holden, ABC-TV production manager, is the father of a girl, named Carol, born to his wife Dec. 21, at Women's Hospital. Baby weighed eight pounds, two ounces.



Monkey Shines

A Romanian society lady living in Paris dresses up her pet monkey in gowns from high fashion stores and jewelry from the swanky shops. No monkey-shines about it, this monkey really shines!

There's a radio station in Baltimore that really shines, too. Its specialty is producing low-cost sales for radio advertisers. It's W-I-T-H, the BIG independent with the BIG audience.

Radio station W-I-T-H regularly delivers more listeners-per-dollar than any other station in Baltimore, the nation's sixth largest market. It covers 92.3% of all the radio homes in the Baltimore trading area.

If you'd like to have your sales message shine out in this rich market, call in your Headley-Reed man and get the full W-I-T-H story today.



W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President

Represented by Headley-Reed

MBS Names Schmid To New Sales Post

(Continued from Page 1)

the president. According to a Mutual executive, Schmid will do considerable traveling and concentrate directly on selling, whereas Barnes is tied down with heavy administrative work.

The setting up of a new position for Schmid leaves a vice presidency open in the station relations department and this may mean that Johnson, who takes over as director, is in line for a bigger title within the near future. At present Johnson takes over the title of director of station relations left vacant by the switch of Charles W. Godwin to the newly opened Atlanta office.

Schmid has been station relations veepee since April, 1947. He came to Mutual in 1936 and formerly was connected with Young & Rubicam and CBS. In the last 13 years he has been largely responsible for building Mutual's advertising and station activities.

Johnson came to MBS in 1945 as chief plans and allocations engineer and in the following year was named director of engineering. He has played a big role in the development of Mutual's "Listenability," the web's engineering coverage measurement. Johnson came to New York from WLW, Cincinnati, and prior to that was assistant chief of FCC standard broadcast division.

Ten Top News Events Of 1948 Announced

Poll of network and stations news directors on the 10 outstanding radio news events of the past year resulted in the following selections:

- 1—The political conventions, campaigns and the election of President Truman.
- 2—The Berlin Crisis.
- 3—Communist Failure in Italy.
- 4—War in Palestine; Assassination of Count Bernadotte.
- 5—The Death of Babe Ruth.
- 6—Chinese War.
- 7—Assassination of Ghandhi.
- 8—Approval of the Marshall Plan.
- 9—President Truman vs. 80th Congress.
- 10—Congressional Spy Investigations.

Outstanding Broadcasts

- ABC's Documentary on VD.
- Mutual's "Joyful Hour" Christmas program.
- NBC's "Living, 1948" Documentary Series.
- CBS' "Arrows in the Dust," Documentary on American Indians.
- Network Programs in the Interest of the United Nations.

Ad Research Chief Sees Economic Gains

(Continued from Page 1)

its highest level, Johnson contends, a level 50 per cent greater than in 1940. The total disposal income after taxes in 1949 may exceed \$200,000,000,000 (two and two third times the 1940 level of \$75,700,000,000.)

Johnson reveals that potential per capita consumption has been substantially increased by the rise of families with incomes of \$2,000 or more from 6,000,000 in 1936 to 31,000,000 today. Individual savings by the end of 1948 will aggregate \$107,000,000,000 or three times the total in 1940 of \$38,400,000,000.

The research executive predicts that by the end of next year, farm population will be 3,000,000 less than 1940 while non-farm population will be 21,000,000 greater.

Joining Amsterdam Show

Georgia Gibbs, top radio and recording vocalist, joins the CBS "Morey Amsterdam Show" as a permanent member of the cast beginning Tuesday, Jan. 4, 9:30-10:00 p.m., EST.

Award To WNBC

WNBC, New York, has received an award of merit from the National Safety Council. Award was given for "exceptional service to safety in 1948."

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CHICAGO

By NAT GREEN

A NEW award, called the "Public Interest Award for Exceptional Service to Safety," was announced yesterday by the National Safety Council, in recognition of the important role being taken voluntarily by public information media in support of accident prevention. The award is designed to recognize unusual or exceptional service to the cause of safety on the part of radio stations, networks, press associations, newspapers, magazines, motion picture producers, advertisers and organizations concerned with advertising.

Nominations may be made by local safety councils and other recognized safety groups, or by the candidates themselves. Each nomination must explain specifically the exceptional service, and summarize the nominee's activities during the year. Closing date for 1948 nominations is March 15, 1949. They should be addressed to Paul Jones, Director of Public Information, National Safety Council, 20 North Wacker Drive, Chicago 6, Ill.

The council pointed out that the new Public Interest Award does not supersede its present awards to press and radio for specific achievements, or to individuals making an exceptional contribution to the cause of safety.

A new game called "Kerplunk" has been started on WGN's "Let's Have Fun" program. Each of three studio guests tries to drop a small stick into an empty bottle from a small stepladder. Jackpot prizes for the game start at \$100 and increase with each program until someone is successful. The game is expected to continue well into the new year.

Met Life Insurance Co. has renewed for 52 weeks the "News With Norman Barry" program on WMAQ, effective January 3.

WGN-TV will put on a special two-hour "New Year's Jamboree" program on New Year's Eve, beginning at 9 p.m., with Lee Bennett as emcee, and including the Harmonicats, Dorothy Donegan, Joey Bishop and his new singer Jack Soo; Jury Manners, singer; Curt Rollins, acrobatic juggler; Bill Mayo, magician; Darlene Wolders, acrobatic dancer, and radio songstress Nancy Carr.

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Mainly About Manhattan. . . !

• • • Price cutting war predicted among New York retailers selling portable and table model radio receivers. (Many dealers loaded with sets and anxious to move them. natch). . . Watch for a re-alignment of NBC television execs around the first of the year with John Royal becoming one of the key men of the web's network programming. . . . Geo. Voutsas, producer of NBC's "Honeymoon in N.Y." confirms the dropping of giveaway prizes on the show. Starting next week, the program will present a \$50 Savings Bond to the honeymoon couple appearing on the stanza each day. . . . Margaret Gardner, former Mutual publicist, writes from Army Special Service Hqrs at Munich, Germany, sending holiday greetings to her pals here. (The ex-Mutual charmer gives Box 99, 7200 EAFD, APO 27, c/o Postmaster, N. Y., as her address and would like to hear from her old associates). . . . FCC getting set to check if network execs have secret holdings in indie stations. . . . Gene Raymond to pinch-hit for Rudy Vallee on "Leave It To The Girls." (Rudy will be on Ed Sullivan's "Toast of the Town" show this Sunday p.m.). . . . Georgia Gibbs joins the new Morey Amsterdam CBS show Jan. 4th as a regular. . . . Don Wilson to emcee the new Alan Young airtel which hits NBC Jan. 11th. . . . CBS Holiday Greetings: "Benny happy returns of the day."



• • • Ted Steele, auditioning musicians recently for his new DuMont variety show, discovered that bald-headed men constitute a new listener hazard on television similar to the difficulties encountered in televising platinum blondes. Bald men, sez Ted, reflect light like so many mirrors. After suffering near blindness during the auditions, Steele suggested they bring along their toupees before he blew his own top.



• • • Ralph Edwards has changed the course of life for many contestants on his "Truth or Consequences" program and now radio's Santa Claus has extended his activities to his Tues. nite "This Is Your Life" stanza. On Dec. 14th, Edwards told the life story of Bridget Carr, 20, of Toledo, Ohio. Bridget, who dances in the chorus line of the Copacabana here, was flown to H'wood for an appearance on the show. Now it looks as tho' her niteclub dancing days are over. As a result of the air show, she's been signed by Metro for a role in Joseph Pasternak's film, "Midnight Kiss" plus an important part in "The Duchess of Idaho," starring Esther Williams.



• • • NEW YEAR'S FORECAST: Ralph Edwards inaugurating bigger and better gimmicks—and all for charity. . . . Jack Barry matching his Juve Jury panel against his "Life Begins At 80'ers". . . . Sammy Kaye bowing on the nets with his "So You Want To Be A Star." . . . Phil Brito heading his own video show for Scheck and Dahlman. . . . Ben Grauer doing some globe-trotting for NBC. . . . Percy Faith writing a B'way musical.



• • • LUV 'n' KISSES: The videokay he-and-she-moting of John Harvey and Judy Parrish on DuMont's "Growing Paynes" stanza. . . . Lee Russell's vocalizing with Vincent Lopez on WABD. . . . Byron Palmer's singing of "My Darling, My Darling" in "Where's Charley?" . . . Bob Houston's song sessions via WMGM. . . . Douglas Edwards' effective street interviews on CBS-TV's "People's Platform." . . . Jimmy Blaine's warbling at the Raleigh Room.



• • • SMALL TALK: NBC's "Two Hours of Stars" topped CBS' "Christmas Festival" on Christmas Day, according to a special Hooper survey. (Former drew a 10. rating with 39.6 listening audience as against 6.8 with 26.9 audience for CBS).

SOUTHWEST

DUE to the collapse of KRLD towers in Dallas last week, KRLD-FM will be off the air until further notice, it has been announced by station officials. However KRLD will continue operating on a temporary transmitter until new towers will be installed. The outlet was off the air only five and a half hours until a temporary emergency antenna system was installed to continue operations.

The FCC has granted construction permits for one standard station and two FM outlets as well as one FM permit for Texas outlets. The standard station was granted the Terry County Broadcasting Co., of Brownfield to operate daytime only with 250 watts on 1050 kilocycles. The Southern Baptist Theological Seminary at Fort Worth and The Wayland Baptist College at Plainview were issued construction permits for FM outlets in lieu of conditional grants previously held. Marti, Inc., at Cleburne was issued a permit for a new FM outlet.

Mr. and Mrs. Neal Cain's story on how they played Santa Claus to thousands of children at Christmas time for the past 21 years was told over the Mutual network's "Tell Your Neighbor." The special broadcast originated in the studios of KGKB, Tyler, and told how the Cains play Santa to thousands of orphans and underprivileged children in communities throughout the state of Texas.

Grauer Narrates Show On Displaced Persons

Ben Grauer will narrate a transcribed half-hour documentary drama on displaced persons called "The Arrival of the Delayed Pilgrims." Show is written by Peter Lyon, directed by Frank Papp and produced by Ted Hudes, radio director of the Citizens Committee on Displaced Persons.

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FMA 1st Job Is To Sell The Medium—Ware

(Continued from Page 1)

Ware said, and it is now up to FMA to sell the advantages of FM to listeners and to advertisers.

Ware maintained that merger with NAB is not being considered, and that neither NAB nor FMA is interested in it. He confirmed the departure of J. N. "Bill" Bailey as executive director.

Reticent Regarding Budget

The Council Bluffs, Iowa, broadcaster would not offer any dollar estimate regarding FMA's budget for next year, nor would he discuss in any detail the salary being offered for a successor to Bailey. The executive committee has agreed upon a successor, he said, pending approval by the full board, which is being polled telegraphically. Ware said the earning of the new director would depend in some measure upon the calibre of the job he does for FM, stressing that it is pretty much up to the board to set the figure even after the new executive is at work.

He added that the basic salary of the new executive will be more than half the salary Bailey drew—reported to be \$12,000 per year. He would offer no more detail than that.

FMA is today without a deficit, Ware said, primarily because it has received substantial checks from two radio manufacturers within the past two weeks.

As for the reported "rump convention" of FM broadcasters called for by Graeme Zimmer of WCSI, Indianapolis, Ware said if Zimmer wants to do something for FM he'd welcome him within FMA and be glad to have him take an active part in the association's work. In a prepared statement the executive committee said earlier that Zimmer "to date has been unknown and unrepresented at any FMA meetings or conventions," and that it was dismissing the matter of a rump convention "as pure rumor."

Calls Statements "Rash"

Yesterday's meeting, it said, "was spurred by the rash of loose and irresponsible statements carried in the trade press . . . occasioned by the much publicized resignation of the FMA executive director."

Bailey was dismissed, it said, because his admission on Monday to RADIO DAILY that he had resigned his post effective the end of January was considered to be "a breach of faith with the board on an agreement which was recently taken at an FMA meeting in Chicago, on December 10, whereby Mr. Bailey was granted the courtesy of being able to resign at the end of January. . . in order to facilitate his obtaining a suitable new position in the meantime."

Bailey denied that he was guilty of a breach of faith during yesterday's press conference after the meeting, pointing out that it had been reported in the trade press already when he spoke to RADIO DAILY

Plans For BMB Sampling Revealed By Hugh Feltis

(Continued from Page 1)

works and four regional networks are included in the total number of subscribers.

The new subscribers are: KLRA, Little Rock, Ark.; KOCS and KOCS-FM, Ontario, Cal.; KVOE and KVOE-FM, Santa Ana, Cal.; KLMR, Lamar, Colo.; WAMS, Wilmington, Del.; WCFM, Washington, D. C.; WTAL and WTAL-FM, Tallahassee, Fla.; WCON, Atlanta, Ga.; WVJS and WVJS-FM, Owensboro, Ky.; WATZ, Alpena, Mich.; WAT T, Cadillac, Mich.; WMBN, Petoskey, Mich.; WHAK, Rogers City, Mich.; WTCM, Traverse City, Mich.; WREX, Duluth, Minn.; WFEA, Manchester, N. H.; WXKW and WRWR, Albany, N. Y.; WKOP, Binghamton, N. Y.; WRFD, Worthington, O.; WRTA, Altoona, Pa.; WHUM, Reading, Pa.; WNOK, Columbia, S. C., and WPLH, Huntington, W. Va.

By the time the ballots for Study No. 2 go into the field, Feltis added, it is hoped that the total number of subscribers will reach 1,000. In urging continued caution and economy, he pointed out, BMB can service subscribers as they should be serviced and perform the other research jobs which the fast-growing industry requires, while at the same time reducing the cost to each subscriber when the present goal of 1,000 clients has been reached.

"To stimulate subscriptions, and the solicitation of subscriptions by

present subscribers, we are instituting a state quota plan, whereby subscribers' fees will be reduced according to the percent of subscribers in their own states," the BMB president said, adding that the details of the plan will be announced shortly.

Proposals for the operation of the bureau during 1949 will be placed before the executive committee when it meets on Jan. 11, the year-end report said.

In referring to his statement last year to the effect that BMB had "emerged from its growing pains," Feltis admitted. "We had them again in 1948. And they were just that—growing pains, not hardening of the arteries."

Study No. 2 will be far more complete than the reprints of Study No. 1 in that it will contain not only the detailed county and city figures for both "total weekly" and "average daily" audiences, but also summary data, decible tables and day and night audience maps, it was disclosed. Station audience reports of non-subscriber stations will be included in the reports to client stations for their restrictive use. Through this plan, Feltis explained, "non-subscribers will be somewhat handicapped in that their subscribing competitors will know more about their BMB audiences than they do themselves."

that applicants to succeed him were being interviewed.

Bailey and the FMA toppers quite obviously part company with considerable hostility between them.

Present at yesterday's meeting, in addition to Ware, were E. Z. Jones of WBBB and WBBB-FM, Burlington, N. C.; C. M. Jansky, Jr., consulting engineer, Washington; Ben Strouse of WWDC and WWDC-FM, Washington; Everett Dillard of WASH, Washington; M. S. Novik, radio consultant, New York, and Frank Gunther, Radio Engineering Laboratories, Long Island City, N. Y.

Discusses FMA-NAB Merger

In reference to the reports that FMA and NAB might eventually merge, Ware said in a printed statement that because FM is the audio circuit "there is no logical conflict between FM and television. All such conflicts existing in the radio industry at the present time grow out of the fact that in this transition period and at a time when both FM and television represent new and vital factors in the scene, it is only logical that frictions should exist between various groups who have heavy investments in the present patterns of the broadcasting industry. In time these frictions will correct themselves and it is reasonable to assume that at some future date there will be one trade association which will harmonize all of these interests for the general benefit of the public. We in FMA recognize

Wired Music vs. Tele, Discussed At Meeting

(Continued from Page 1)

sers' clinic conducted early this week.

To support this view, Pfenniger quoted a report from the Gibbs Newsletter of the liquor industry stating that bar sales have appreciably decreased as a result of television installations.

"Muzak's functionally - designed programs of background music in no way interfere with but rather stimulate sales in such public places," he asserted.

Stork News

Henry Flynn, CBS radio sales representative in Hollywood, has announced the birth of a son, Stephen Patrick, at Hollywood Presbyterian Hospital, December 22. It's the third child for Flynn and his wife, Janice.

these facts, and so do the people in NAB and TBA.

"In the meantime, therefore, we in the FMA will continue to perform such contributions as we can make to the program of our common industry, and we will expend every effort to make this contribution as gentlemen and as responsible business men. Accordingly, we deplore the sort of petty indulgence in personalities and ax-grinding that has made it necessary to review our position at the present time."

NBC's Gross Revenue Shows 6% Increase

(Continued from Page 1)

in 1948. Average number of stations used by advertisers was 134 in 1947 and 141 during the year just ending.

NBC said that 86 per cent of its 1947 clients renewed their contracts in 1948. New business came from such advertisers as Campbell Soup, International Silver, John Morrell & Co., Pillsbury Mills, Coca-Cola, Chevrolet Dealers, Elgin Watches and Pet Milk. NBC spot sales division reported an all time record in sales volume.

Under the leadership of President Niles Trammell, NBC adopted a new and improved code of standards and practices at its affiliates convention in Sun Valley last September. The code is applicable to television.

Last July Charles R. Denny, who left the FCC to join NBC in the latter part of 1947, was appointed executive vice-president, thus becoming managerial director. In May, Sidney N. Strotz was appointed administrative vice - president in charge of both television and the Western division. Earlier, Carleton D. Smith, formerly manager of NBC stations in Washington, was named director of television operations and Norman Blackburn appointed program director.

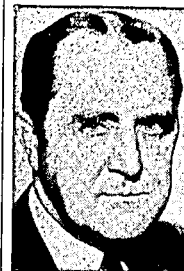
During 1948 the web brought to fruition the policy devised by Harry C. Kopf, administrative vice-president in charge of sales, to draw new advertisers into television. Toward the end of the year, 12 of NBC's commercial programs on the East Coast TV network were sponsored by clients who were not buying time in radio.

Program Features Added

Throughout the year, and particularly during the closing days, the program department headed by Ken R. Dyke, administrative vice-president, concentrated on development of new ideas and talent. New comedy team of Dean Martin and Jerry Lewis was signed to its first radio and television contract. In November NBC started a series titled "Dress Rehearsal," consisting of pickups from Boston where Serge Koussevitzky conducted rehearsals of the Boston Symphony Orchestra. The weekly documentary, "Living—1948," also brought considerable commendation.

During the year, NBC broadcast approximately 7,648 hours of network programming. About 51 per cent of this was sponsored by national advertisers.

Three new affiliates were added during the year, bringing the total to 170. New additions were WEAT, Lake Worth, Fla.; KXLL, Missoula, Mont.; and WSAU, Wausau, Wis.



TRAMMELL

NAB Estimates 1948 Time Sales; Urges Raise For FCC Members

(Continued from Page 1)
in September on the basis of unofficial figures. The earlier estimate, that whatever increase is found will be more than offset by a rise of 10 per cent in operating expenses, remained unchanged.

September Estimates Revised
The September estimates were based on 1947 estimates, and have been revised because official 1947 revenue figures have now been made available by the FCC, it was explained by Dr. Kenneth H. Baker, NAB research department director. Based on the original study of September, and on revisions made possible by official figures, these conclusions appeared to be amply justified:

Over-all gross revenue to the industry, from all-time sales, will increase 6.5 per cent, from \$374 million in 1947 to \$398.6 million in 1948.

Operating expenses will rise 10 per cent, from \$212.2 million to \$233.2 million in 1948, because of wage increases and the costs of FM and television.

Revenue from national spot business will increase 10 per cent, from \$91.6 million to \$100.7 million.

Revenue from local business will increase six per cent, from \$147.8 million to \$156.6 million.

Network revenue will rise from \$127.7 million in 1947 to \$133.5 million in 1948, an increase of 4.5 per cent.

NAB Committee Named

Tabulated by types, the income estimates are in the box printed on this page.

NAB announced yesterday the membership of its five-man "committee to consider the structure of the NAB," which has been assigned

Revenue, 1947, And Estimated 1948

	1947 (FCC Figures)	1948 (NAB Estimates)	Per Cent Increase
National Networks	\$127,713,942	\$133,461,000	4.5
*Regional Networks	7,012,689	7,714,000	10.0
National Spot	91,581,241	100,739,000	10.0
Local Retail	147,778,814	156,646,000	6.0

Overall Gross Revenue.... \$374,086,686 \$398,560,000 6.5
Total Amount of Increase Estimated—\$24,473,314.

* Note: Includes "miscellaneous networks and stations."

the task of fitting the NAB activities and organizations to the emerging of television and other new technical developments as major factors in mass communications. The committee, headed by Clair McCullough of WGAL, Lancaster, Pa., will meet in February.

Other members are Paul W. Morency, WTIC, Hartford; John F. Meagher, KYSM, Mankato, Minn.; H. W. Slavick, WMC, Memphis, and Everett Dillard, KOZY, Kansas City, and FM station WASH, Washington. All are members of the NAB board.

McCullough's Duties Numerous

McCullough has served as an NAB director for the third district as well as director-at-large for the small stations classification. Now chairman of the board's finance committee, he serves also as board liaison member of the legislative committee, and as a member of the television advisory committee. He has been widely recognized for his interest in local station problems, and for his advocacy of greater industry co-operation in solving these problems on a national scale.

Dillard, who began his radio career in 1919 as an amateur operator, established the FM developmental station, W3XL, the first FM station to operate on the present FM band in Washington. As a professional radio consultant, as well as the organizer of the Continental FM Network, and past president of FMA, he is best known for his work in the perfection of FM. He has been active in NAB affairs for many years. He represents Class B FM stations on the NAB board.

Meagher Widely Active

Meagher, who represents NAB District 11, is manager of KYSM, whose staff he joined in 1938. Active on a wide scale in community affairs in Mankato, he is also known for his broad interest in industry affairs in general, through his work as a member of the NAB board.

Morency, director for the large stations category, became general manager of WTIC in 1929 after a varied newspaper and radio career which had included service as manager of field service for the NAB, in 1927. He also is a director and vice-president of the Travelers Broadcasting Service Corp., oper-

ators of WTIC and WTIC-FM, and applicants for a television station in Hartford. He is the oldest ranking member of the board in point of continuous service, having been a director since 1928. With Mark Woods, now president of ABC, and M. K. Gilliam, he was one of the incorporators of NAB, in October, 1927.

Slavick began his radio career in 1919 installing radio equipment for the Merchant Marine. Under his direction, WMCT, the new television station of the Commercial Appeal, has recently gone on the air. Active in NAB affairs, he has served as a member of the program executive committee and as chairman of the same group.

Urges FCC Pay Increase

NAB yesterday urged that the salary of FCC members be raised from its present \$10,000 per year to \$22,500, but otherwise offered full support for the bill by Senator Flanders of Vermont which would raise salaries for the President, Vice-President and executive heads of the Government. The bill calls for an increase to \$17,500 for communications commissioners.

Points to Other Boards

In a letter to the Senator, NAB Vice-President Jess Willard spoke of the "personal and family sacrifices" by members of the FCC and said that "unless a proper adjustment is made, FCC commissionerships cannot long compete with the substantial rewards which are available to men of this capacity outside of government, and he added, "Such an eventuality could be disastrous to our whole free competitive communications system."

Willard wrote that "the task of guiding and developing an adequate nation-wide system of sound broadcasting and television is so essential to the economic and cultural welfare of the American people that we strongly advocate, at the very least, salary levels for FCC commissioners equal to those proposed (\$22,500) for members of such groups as the Atomic Energy Commission, the Federal Reserve Board and others whose tasks can certainly be no more important to the national welfare than the work of the FCC."

'No. 1 Spot In Nation' For Heidt, Says NBC

(Continued from Page 1)

will be "Voices and Events of 1948," a dramatic review of top events of the last year. What NBC will find to schedule for the succeeding weeks is anybody's guess.

Until yesterday a review of top news stories of 1948 was all set for a special full hour broadcast over NBC next Sunday afternoon. But in a fast effort to plug the Sunday night gap the special show was yanked from its former time slot, cut in half and skedded for 8:30 p.m. Sunday. Robert Trout and John Larkin will narrate.

Last Monday NBC revealed that a new dramatic series titled "Command Performance" would replace Allen and that Ingrid Bergman would perform "Joan of Arc" as the premiere broadcast. Miss Bergman, however, decided she was under moral obligation to "Ford Theater" and another "Joan" broadcast and had to bow out. Secondly, NBC ran into title trouble with "Command Performance." Future use of such a title is something that will have to wait until 1949.

Lebow Subbing For Lee

Guy Lebow will be heard tonight on WMGM as substitute for Bert Lee in the broadcasting of Rangers-Boston hockey game at Madison Square Garden. Lee has been called to Chicago on business.

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TELEVISION DAILY

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PIX-TV COMBO SEEN BY SKOURAS

TELE TOPICS

SYMOUR SIEGEL, director of the New York municipal outlet, WNYC, plans to get the station's TV feet wet even before the application for a non-commercial license is filed, by prepping a series of 15-minute public service shows on health, safety and consumer info for airing over one or more of the city's commercial stations. At least two outlets are pretty hot on the idea and have offered time for the series. . . . Dr. Frank Back's high-speed Balowstar lens gets its second workout by ABC tonite on the web's pick-up from Times Square. The overflow crowd that turned out in yesterday's pouring rain to attend the REC tele seminar is strong indication of the "TV in your future" attitude of the radio brass. Incidentally, Carl Haverlin, when will it be changed to RTEC?

HERE'S A CUTIE that happened on WABD's man-on-the-street show the other day: Soon after the program, emceed by Dan Peterson, got under way, two young boys ran into camera range and unfurled a wide, homemade banner bearing the WNBT call-letters. As the cameramen picked up the banner, the policeman on the corner of 53rd and Madison walked over, and the boys spotted him, dropped the banner and ran. According to Don Giesy, "Any one who wants this banner with the odd looking call letters may obtain same by writing to DuMont Television, 515 Madison Ave. The earliest postmark gets the prize, such as it is," he says. . . . The network pool will have its hands full next week with three special pickups from Washington on the schedule—the opening sessions of Congress on Monday, President Truman's State of the Union address on Wednesday, and the counting of the electoral ballots on Thursday.

AN EXCELLENT EXAMPLE of the morale-building power of tele installations in the Eggleston Memorial Hospital for Children in Atlanta, where WSB-TV's "Woody Willow" show is eagerly awaited by the youngsters each afternoon. According to the hospital superintendent, the puppet is the favorite topic of conversation among the children. "And the best part about the program," she adds, "is that it comes on right after visiting hours when parents are gone. Woody Willow helps the children to keep from thinking about that and being unhappy." . . . First in a series of British films to be scanned by CBS goes on the air tonite. Titled "The Raider," pic is distributed by Film Equities Corp. . . . "Fancy Meeting You Here," a comedy by Olga Moore, will be the first play on "The Colgate Theater" series which bows in over NBC Monday.

20th Century-Fox Prexy Tells REC That Video Will Be "Ultimate Development" In Show Biz; Predicts Wide-Spread Tele Theater Networks

A television system almost entirely different from the present set-up in ownership, management, showmanship and reception was predicted yesterday by two speakers at the third annual video seminar of the Radio Executives Club at the Hotel Roosevelt. General tone of all the speakers was that while the medium will cause heavy losses and severe headaches for several years to come, it will ultimately be the greatest, most successful and most profitable operation in all of show business.

Spyros Skouras, president of 20th Century-Fox, said that video of the future will be a combination of motion pictures, radio and the present TV system, with large-screen theater tele playing a major role. He envisioned regional, national and international networks of tele theaters, with most shows running between two and three hours in length instead of the present 30 or 60 minute segs.

TV Will Aid Movies
There is no basis for the contention that TV will destroy the mo-

tion picture industry, Skouras said. The new medium, he added, will give movies the greatest impetus since the advent of sound. This will be true, he continued, only if no "gadget" is invented to exact a toll for entertainment on home receivers. If no such toll is devised, he said, TV entertainment in the home can never be as good as in places where an admission fee is charged. Television "will be the ultimate development in the amusement world," Skouras said, and complemented by radio and motion pictures, will reach new heights of success and prosperity.

Hubbell Predicts "Revolution"
Richard Hubbell, who was chairman of the session, predicted a "revolution" in TV ownership and management within the next 18 months. He based the forecast on the tremendous costs of the medium and an "influx" of new money from sources outside the industry. He pointed out also that TV is regarded in financial circles as the best long-range investment prospect.

Ewell K. Jett, former FCC commissioner and now vice-president of the Baltimore Sunpapers, said that his firm dropped its CP for an AM outlet to concentrate on FM and tele. AM, he said, is not a "dead duck," but the only profitable broadcasting service in existence, and the decision not to go ahead with construction was made because of local conditions.

Second Annual TV Film Meet To Be Held In N. Y. Jan. 24

Second annual conference on film problems of stations and distributors will be held at the Hotel Baltimore, Jan. 24, it was announced yesterday by Irwin A. Shane, general chairman of the confab. Speakers will include film directors from stations in New York, Toledo, Baltimore, Newark and other cities around the country as well as distributors and producers from New York and Hollywood.

Topics to be covered include: Station director's panel—(morning): "The Stations' Chief Film Complaints"—Ed Evans, film director, WPIX, New York; "What The Stations Want!"—Elaine A. Phillips, WSPD-TV, Toledo; "Our Film Booking System"—Robert Paskow, WATV, Newark; "TV's Film Outlook"—(Speaker to be announced);

"How We Produce Film for TV"—Gus Ober, WMAR-TV, Baltimore.

Luncheon panel: "Our Entrance Into TV Films"—R. J. Rifkin, Ziv Television, Inc.; "Production for TV—When Will It Pay?"—John Mitchell, United Artists Corp.

Film business panel: (afternoon): "Today's TV Film Situation"—Ed Woodruff, Telecast Films, Inc.; "The Distributors' Chief Complaints"—Myron Mills, Equity Film Exchange, Inc.; "How to Improve Film Conditions"—Irving Leos, Official Films, Inc.; "Legal Problems Affecting Telecasting of Films"—Seymour Peyspr, Philips-Nizer-Benjamin & Krim; "A Film Producer Has His Say"—Ben Parker, Film Highlights, Inc.

Panels will be followed by an open forum from 4 to 5 p.m.

ATAS Complete Plans For Annual Meeting

West Coast Bureau, RADIO DAILY
Hollywood—Plans for the first annual award banquet and seminar of the Academy of Television Arts and Sciences, to be held Jan. 25 at the Hollywood Athletic Club, were announced yesterday by prexy Charles B. Brown.

Chairman of the seminar, which will run from 10 a.m. to noon and from 1 p.m. to 3, is Syd Cassyd. Speakers include Hal Roach, Jr., president of Television Film Producers Association; William R. Watson, of Herbert H. Horn Co.; Al Wager and Bernard Tabakin, of MCA; Paul Lewis, D'Arcy agency; Leonard Erickson, Kenyon & Eckhardt, and Mike Stokay, of Stokay & Ebert.

Garry Moore To Emcee
Banquet will get under way at 8:30, with Garry Moore as emcee. Four statuettes, dubbed "Emmys" and one plaque will be awarded. Plaque will go to a local station in recognition of best overall achievement during 1948.

"Emmys" will be presented as follows: one for the best TV film produced in Hollywood; one to the most outstanding video personality seen locally; one to the most popular program on a Hollywood station and the fourth for outstanding technical achievement during the past year.

WAAM Signs Sports Men For College Court Sked

Baltimore—Joel Chaseman and Tommy Dukehart have been signed by WAAM to handle description of the Loyola College basketball sked sponsored by Globe Brewing Co. Chaseman recently graduated from Cornell, where he broadcast that school's sports for three years. Dukehart is publicity director of the Baltimore Colts pro grid team.

Impact Of Tele Is Subject Of Phila. Store Program

Philadelphia—Sales effectiveness of a weekly half-hour program is being tested here by N. Snellenburg & Co. department store and Elliot Lewis Corp., direct distributor of International Harvester refrigerators. Through the Joseph Lowenthal agency, they have signed for sponsorship of "Stop the Clock" over WCAU-TV on behalf of the IHC refrigerators, which have just been unveiled here.



SKOURAS

AGENCIES

CURT A. PETERSON, radio director, has been elected to partnership in Marschalk and Pratt Company, New York, effective January 1. Formerly assistant program manager of NBC, he started with the agency in 1935, and helped develop the first extensive use of the five-minute news program, the well-known Esso Reporter, which celebrates its 500,000th broadcast on January 5.

G. KRUEGER BREWING COMPANY, Newark, N. J., has appointed Geyer, Newell & Ganger to handle advertising. Radio, television, newspapers and outdoor advertising has been used. Future campaign plans will be announced later.

CARLIN S. FRENCH has joined the national advertising sales staff of Transit Radio, Inc. It has been announced by Richard C. Crisler, executive vice-president. He will assist Frank E. Pellegrin, national advertising sales manager. French is resigning his position on December 31 as general manager of radio for Lorenzen and Thompson, Inc., Chicago, newspaper representatives since 1920, which he joined in 1947 to build a radio station list for representation. He has been prominent in radio for the past ten years as owner-operator of station WTMV, East St. Louis, Ill., which he sold in 1945. He is also partner in WATO, Oak Ridge, Tenn., and a stockholder in KXEO, Mexico, Miss.

WORZ, Orlando, Fla., and **WEIM**, Fitchburg, Mass., have engaged the special services of Robert S. Keller, Inc., Radio Sales Promotion Firm, effective Jan. 1. It has also been announced that current agreements with **WAYS**, Charlotte; **WCOG**, Greensboro; **WKIX**, Columbia; **WHHT**, Durham; **WMFG**, Daytona Beach, and **WMRN**, Marion, Ohio, have been extended indefinitely.

JOHN S. STEWART formerly of Ruthrauff & Ryan and William G. Rambeau Co., is joining the New York sales staff of the John E. Pearson Co., radio station representatives, effective January 3rd. Stewart was a time buyer for Ruthrauff & Ryan four years and has been a member of the Rambeau sales staff for the past 2½ years.

Will Cover Congress

Speaking directly from the House radio gallery on Monday, Jan. 3, ABC commentator H. R. Baukhage will describe the first session of the 81st Congress following the opening address by President Truman. Baukhage will be heard over the ABC network at 1 p.m., EST.

On Thursday, Jan. 6, Baukhage will return to the gallery to air at 1 p.m., EST, a word description of the historical balloting of the Electoral College which will formally elect President Harry S. Truman.

COAST-TO-COAST

KNBC Weekly News Commentary, San Francisco, Calif.—Harold Fisher, chairman of the Hoover Institute and Library on War, Revolution and Peace at Stanford "U" will be presented on KNBC beginning January 2nd in a program of news analysis and commentary. The program will open with a 10-minute summary of the latest work, national and local news by a KNBC newscaster. Then Fisher will devote 20 minutes to reviewing and analyzing the most significant international and national events of the past week.

WONS Nat'l. Guard Campaign, Hartford, Conn.—WONS has joined forces with the Connecticut National Guard to aid their recruiting campaign by broadcasting a weekly half-hour show each Monday at 10:30 p.m. direct from the State Armory in order to help fill a limited number of vacancies in the Guard. A different guest will appear each week, and the musical portion of the program features Warrant Officer Al DiFronzo leading the 43rd Infantry Division band.

WNJR Youth Talent Show, Newark, N. J.—WNJR will inaugurate a new series of programs January 2nd, titled "Let's Be Happy." The programs will feature youngsters from the Newark area between the ages of 5 and 14 who have shown marked vocal or musical talent in auditions. Gladys Burns will conduct the auditions as mistress of ceremonies and the program will be aired each Sunday at 1:30 p.m.

Joins WABY Sales Staff, Albany, N. Y.—According to recent announcement, William B. Hartigan formerly radio advertising man with Friedberg, Inc., national representatives and on the sales staff of WXXW has joined the WABY staff as sales representative.

Member Delta Kappa Gamma, Milwaukee, Wis.—WTMJ, The Milwaukee Journal Station has announced that Nancy Grey, who has been heard daily on a half-hour program "What's New?" for more than 17 years, has been named an honorary member of the Delta Kappa Gamma Society, a national honor society in education whose honorary members include women either in or outside of the teaching profession who have rendered some noteworthy service to education or to women.

Heads WWDC Press Dept., Washington, D. C.—An announcement has been made to the effect that Wadsworth Likely formerly a middle west newspaperman and former manager of the Washington office of Radio Reports, Inc., has been appointed Press Relations Director of both WWDC and WWDC-FM.

BBC Variety Highlights, Montreal, Canada—Each Saturday from 2:00 to 5:00 p.m. listeners to CBM hear BBC program fare which includes dance tunes, mystery thrillers, film and concert music and variety acts. Among the highlights is a detective play series titled "Lady in a Fog" which features Robert Beatty and Maurice Keary, Irish baritone in a quarter-hour called "My Songs For You."

Nat'l. Radio Script Contest, Chicago, Ill.—All colleges and universities in the country which offer courses in broadcasting have received rules for the Second Annual National Radio Script Contest of the Assn. for Education by Radio, Station WJJD along with Audio Devices, World Book Encyclopedia and the National Safety Council are offering awards totaling more than \$1,000. The contest closes March 30 and additional cash prizes are expected before then.

WITA Anniversary, San Juan, Puerto Rico—An announcement has been made to the effect that on January 11th, WITA, The Voice of San Juan, operating on 1400 Kcs. will celebrate its first anniversary. WITA went on the air for the first time on Sunday, January 11, 1948.

WSB Salute To WKZO, Atlanta, GA.—WSB transcribed and forwarded a special salute to Kalamazoo for its new block-long radio city and station WKZO in the Michigan City. Cliff Stodghill of WSB wrote and produced the program which featured a salute to John E. Fetzer, president of Fetzer Broadcasting Company and former member of the NAB. Don Stevens narrated the WSB salute to WKZO with music by Bob Van Camp, organist, the two piano team of Forrest and Margaret Perrin and the Sunshine Boys quartet.

KVOA Radio Clinic, Tucson, Arizona—A radio clinic was recently conducted by staff members of KVOA for Dr. Woods' class in advertising at the "U" of Arizona. Among the speakers were: Ray Holsclaw, on the technical aspects of radio, Ben Slack, programs, W. R. Dubois, commercial, Fred Gerletti, sales promotion and R. B. Williams speaking on the managerial side of radio.

New Series On WCAE, Pittsburgh, Pa.—A new series dealing with the theme of "building a personal faith" will be brought to the air when Austin Pardue, Bishop of the Episcopal Diocese of Pittsburgh returns over WCAE on January 4. The inspirational program titled "Our Morale" is in response to request from members of the diocese and to the Bishop's regular listeners.

BEHIND THE MIKE

THAT lovely voice you hear in the lobby of the Mayfair Theater where the Warner film, "One Sunday Afternoon," is currently showing, is that of Jane Pickens. Jane recently recorded the theme song of the movie for RCA-Victor and all the Warner Brothers houses are using the disc for exploitation of the picture.

Bob McGrew and his society ork into the Casa Marina Hotel in Key West, Florida.

Joe Franklin, proprietor of WMCA's "Antique Record Shop," brings his show to Carnegie Hall Jan. 21st featuring such names as Georgie Price, etc. for the March of Dimes.

Yvonne Adair, "Lend An Ear" eye-ful, being groomed for television in a show packaged by writer-producer Lee Sands.

Vincent Lopez, who hosted Hazel Sherman, great young comedienne on his WABD "Forecast For Fame," has given her a new name which should bring good luck, according to his numerology workings. It's Jackie Marsh.

Win Elliot is being asked if he's going to supply Pinkerton men to stand by when he presents five quiz contestants on "County Fair" Jan. 5th. Reason: Each has won \$20,000 or more on various giveaway shows during the past year.

Send Birthday Greetings To—

Dec. 31	
Bradford Brown	Lester Gottlieb
Zeke Canova	John Kirby
Ted Myers	
Jan. 1	
Ted Cott	Edwin Franko Goldman
Roe Elbroch	Frank Kettering
A. E. Mickel	Boris Morros
Norman Jean Nilsson	Wm. J. Flynn
Jan. 2	
Bernardine Flynn	Bill Malo
Abner J. Greshler	James Melton
Margie Dunaway	John McCormick
Bill Bradley	Claude Sweeten
Jan. 3	
Maxine Andrews	Mary Guldin
Earl Harper	Lauretta Hopton
Elinore G. Knudson	Andrea Marsh
Freddie Rich	Murray Jordan
Luis Jaboba	C. S. Young
Jan. 4	
Barton Fellowes	Pat Kelly
Lester Wolfe	Merritt H. Coleman
Marie Houlahan	Gilson Gray
Jan. 5	
Sylvia Ansen	Blanche Alcorn
Cecile Grey	Fred Hufsmith
Chef Milani	Gilbert Ralston
Ruth Folster	Howard A. Chinn
Jan. 6	
Helen Nugent	Lou Tappe
Dick Teala	Trevor Adams
Maurice Hart	