



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 40

NEW YORK, THURSDAY, DECEMBER 1, 1949

TEN CENTS

## ANOTHER VIRGIN ISLANDS STATION OK'D

### UN To Honor Sarnoff With Special Citation

Brig. Gen. David Sarnoff, chairman of the board of RCA, will be cited on December 10 by the Department of Public Information of the UN "for his advocacy of concepts of freedom to listen and freedom to look."

The presentation will be made at a Carnegie Hall ceremony marking the first anniversary of the adoption of the Universal Declaration of Human Rights by the UN;

(Continued on Page 2)

### Johns-Manville Renews News Program On MBS

Johns-Manville has renewed, for an additional 52 weeks, "Bill Henry And The News" over Mutual effective January 2, it was announced yesterday. The five-a-week, fifteen minute news program represents more than \$1,000,000 in billings. J. Walter Thompson is the agency. Mutual also announced the renewal, for 39 weeks, of "Juvenile Jury" over the entire web effective January 1. Show is sponsored by General Foods in behalf of Gaines Dog Food.

### Bristol-Myers To Appeal FTC Ruling On Ipana

The Federal Trade Commission ordered the Bristol-Myers Co., on Tuesday to stop advertising the therapeutic value of Ipana toothpaste. The company shortly afterward announced its intention to fight the order.

Lee H. Bristol, president of the company, said "The Commission

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### BMB Advances Date For Release Of Study

December 27 has been set as the tentative date for the release of Broadcast Measurement Bureau's Second Study. Originally set for release last September, the study has been delayed, according to a BMB spokesman, because of the complexity of this study as compared with the first study release in September of 1946. Three new day and night time figures have been added. BMB says.

### Record Sales Grow With N. Y. Dealers

Record sales in New York City have increased in recent weeks though they are still below last year's figures, a RADIO DAILY survey shows.

Dealers report in most instances that the LP's are now leading the field with 45 rpm disc buyers growing. The survey also shows that 78 sales are much less than in the past.

The dealers indicated that the

(Continued on Page 3)

### Airline Will Use Radio And TV In Eight Cities

Trans World Airline will use radio in eight cities and television in New York and Chicago to promote its "Quickie Vacation" plan.

The advertising for the winter vacations is on radio for its second

(Continued on Page 2)

### FCC Approves 2nd Outlet In Territory; Sanctions Sale Of WCHS, WDAD And Grants Two More CP's

#### Para. To Back Study Of TV's UN Coverage

An analytical study of the TV coverage of current General Assembly sessions, sponsored on CBS by Ford Motor Co., will be conducted by graduate journalism students of Columbia University in a special project to evaluate the effectiveness of the programs in reporting United Nations activities.

Financial requirements of the study have been assumed by Para-

(Continued on Page 7)

#### Commercial Radio Service Offered In Germany

The only all-German commercial station is now open to advertising from American exporters, the Pan American Broadcasting Company announced yesterday.

The international radio station

(Continued on Page 3)

#### Coleson Will Represent Adv. Council On Coast

Robert C. Coleson of Hollywood has been named Pacific Coast representative of The Advertising Council, T. S. Repplier, president announced yesterday. Coleson has

(Continued on Page 3)

## Broadcasters Would Abandon Annual National Convention

Phoenix—Broadcasters of the 16th District NAB went on record in a resolution urging that the districts be re-defined, board membership reduced to approximately one-half and that the national convention be discontinued with district meetings taking the place of the annual get-together. In adopting this resolution the broadcasters declared "it is the consensus of the Sixteenth

District that further streamlining of NAB is desirable and imperative."

Declaring that United States relations with Cuba are being adversely affected due to violations by Cuban broadcasters of allocations agreed upon at the Havana treaty, the broadcasters urged that NAB notify the United States representatives at such negotiations to

(Continued on Page 5)

Washington Bureau of RADIO DAILY  
Washington — The FCC yesterday okayed the sale of WCHS, Charleston, W. Va., and authorized a second standard broadcast station for the Virgin Islands. The WCHS sale involved transfer of nearly complete stock control by John A. Kennedy to the Tierney Company, Bluefield, W.

(Continued on Page 3)

### Ross Being Offered As Seasonal Co-op

Offering Lanny Ross as a special Xmas season co-op program for local sponsorships, Mutual notified stations yesterday that the Ross package could be sold on a three-weeks Monday through Friday basis starting Tuesday, December 6th. Ross will be heard in a 15-minute program of songs and interviews

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### Private Stations File Their Briefs In Canada

Montreal—Private radio stations took advantage of the sitting here of the Royal Commission on the National Advancement of Arts, Letters and Sciences, to present briefs criticizing CBC control of radio in Canada. A brief presented by Station CBF, which is a CBC

(Continued on Page 5)

### Opposition

Registering annoyance at the wired music and commercials now being offered commuters who pass through Grand Central station, the New Yorker magazine is crusading against such type of entertainment. Petitions have also been passed around on commuter trains asking the railroad to silence the commercial sound system,

### Documentary

"A Radio History of the War" featuring the voices of men who made history during World War II will be presented on WNEW, New York. The first of the series will be broadcast on Sunday from 5 to 5:30 p.m., and other installments will be presented on subsequent Sundays. Ted Cott will produce and write the historical series.

# RADIO DAILY

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

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**WEST COAST OFFICES**  
Allen Kushner, Manager  
6425 Hollywood Blvd. Phone: Gladstone 8436

**WASHINGTON BUREAU**  
Andrew H. Oiler, Chief 6417 Dahlgren Rd.  
Phone: Wisconsin 3271

**CHICAGO BUREAU**  
Hal Tate, Manager.  
612 N. Michigan Ave.  
Phone: Superior 7-1044

**SOUTHWEST BUREAU**  
Paul Girard, Manager  
Tower Petroleum Bldg.,  
Dallas, Texas  
Phone: Riverside 3518-9

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

**New Chicago Address**  
RADIO DAILY is moving its Chicago offices today to 612 N. Michigan Avenue. The new telephone number is Superior 7-1044. Hal Tate is manager of the Chicago office.

## FINANCIAL

(November 30)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg.
ABC	7	7	7	— 1/8
Admiral Corp.	29 3/8	29 1/4	29 1/4	— 1/2
Am. Tel. & Tel.	147 3/8	146 3/8	147	—
CBS A	24 7/8	24 3/8	24 7/8	— 1/8
Philco	29 3/8	29 1/4	29 1/4	— 1/4
Philco pfd.	84	83 1/2	84	+ 1/2
RCA Common	12 1/2	12 3/8	12 3/8	—
Stewart-Warner	11 1/8	11 1/8	11 1/8	— 1/8
Westinghouse	28	27 1/2	27 1/2	+ 3/8
Westinghouse pfd.	101	100 3/4	100 3/4	—
Zenith Radio	28 7/8	28 3/8	28 7/8	+ 1/4

**NEW YORK CURB EXCHANGE**

Hazeltine Corp.	15 1/2	15 1/2	15 1/2	+ 3/8
Nat. Union Radio	2 1/2	2 1/2	2 1/2	— 1/8

**OVER THE COUNTER**

	Bid	Asked
DuMont Lab.	13 1/2	14 1/2
Stromberg-Carlson	13 1/2	14 3/4

**RCA INSTITUTES, INC.**  
A Service of Radio Corporation of America

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

Our graduates have 1st Class Telephone Licenses.

Address Inquiries to Placement Director  
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## ★ COMING AND GOING ★

**ARTHUR CHURCH**, general manager of KMBC, Kansas City, Mo., a visitor yesterday at the offices of CBS, with which the station is affiliated.

**CHARLES C. BARRY**, vice-president of the American network in charge of programs, returned to New York yesterday following an extensive trip to the West Coast.

**EUGEN SHARIN**, president of Ambassador Films, Inc., producers of musical shorts, tomorrow will leave via Pan-American Airways for a trip to London, Munich and Vienna. He'll be gone two months.

**STANTON KETTLER**, general manager of WGBS, Miami outlet of CBS, is in New York on station and network business.

**ERIC SEVAREID**, Washington correspondent for CBS, on Sunday will be in Montevello, Ala., to speak on the subject, "The World From Washington" at the Alabama State Women's College.

**PAULA CARR**, of Roberts & Carr Productions, is back from a business trip to West Virginia and Ohio, where she signed additional stations for the ET-show, "From Your Home Town to New York."

**HERBERT ANDERSON**, of NBC network sales, today will go down to Washington for tomorrow's meeting of the Association of American Railroad Officials.

**HAROLD FISHER**, whose weekly news program is heard on KNBC, San Francisco, has left on a round-the-world trip. He will represent the American Institute of Pacific relations at the India Conference.

**WORTH KRAMER**, assistant general manager of WJR, Columbia network affiliate in Detroit, was in conference here yesterday with officials of the web.

**JOHN T. MADIGAN**, American network's director of news, today is in Erie, Pa., to produce the Martin Agronsky program, which will originate at that point. He'll be back in New York tomorrow.

**TESS MASE**, assistant to Nancy Craig, femme commentator on ABC, is back at the network following a five-day "Thanksgiving Week-End" house-party at her country place in Wilton, Conn.

**MARGARET WHITING** has returned to Hollywood after having spent three days in Cincinnati.

### Bristol-Myers To Appeal FTC Ruling On Ipana

(Continued from Page 1)  
introduced the views on an infinitesimal minority of the dental profession who argued that massage was not beneficial or that Ipana toothpaste, with the action of its essential oils, was of no material benefit to the massage."

The Commission also requires the company to discontinue ads claiming that Ipana is used by twice as many dentists or recommended by more of them to their patients than other dentifrices.

Bristol-Myers has 60 days in which to comply with the FTC order or announce its intent to appeal in the Appellate Courts.

### Puerto Rican Migration, Subject Of NBC Program

"Living—1949" will devote its next Sunday afternoon stanza to a study of "the biggest free migration of a people in recent years" when a drama-document concerning the migration of Puerto Ricans to the continental U.S. will be aired. Ben Grauer will narrate a script by Lou Hazam entitled "Immigrant Citizens."

Opening at a Puerto Rican airport as 50 persons board a converted war plane which will carry them to the U.S., an eight-hour journey costing \$50 per bucket seat, the narrative will follow an immigrant family in its search for adjustment here.

### Sales Training Program

Motorola, Inc. has started a sales training program for its television retailers to explain new selling methods. The manufacturer has spent more than 85 thousand dollars to supply training material to its regional managers and distributors. Films and booklets have been used in many sessions to put the new techniques over.

### Airline Will Use Radio And TV In Eight Cities

(Continued from Page 1)  
year, but television is being used for the first time. Four New York TV outlets and one in Chicago will start spots about first of the year. TWA has used radio stations and

## UN To Honor Sarnoff With Special Citation

(Continued from Page 1)  
the event will be telecast by NBC from 5:15 to 5:45 p.m.

The ceremony will be followed by a roundtable discussion on "Freedom of Information." Brig. Gen. Carlos Romulo of the Philippines and president of the UN General Assembly, Dr. Gerrit Jan Van Heuven Goedhart, Netherlands representative to the UN, and General Sarnoff will take part in the discussion. Benjamin Cohen, UN assistant secretary general in charge of Public Information, will be the moderator.

**Will Be Broadcast**  
The event will be rebroadcast over NBC on Sunday, December 11 from 1:30 to 2:00 p.m. as the "University of Chicago Roundtable."

The freedom to listen concept was first proposed by Sarnoff on April 4, 1946 at a dinner in honor of Dr. Quo Tai-Chi, then head of the Security Council, and Trygve Lie, UN Secretary General.

television in New York in the past for regular promotion. The "Quickie Vacation" plan is also being carried in newspapers, magazines, and other media. BBD&O is the agency.

# Secrets of Love



This pussycat is pretty lavish with her affections for her pal, the puppy dog. And she looks for all the world as if she's whispering sweet secrets into his receptive ear.

Let us whisper a great big fact about Baltimore radio into your ear. The big bargain buy for low-cost sales is W-I-T-H. Yes, sir! W-I-T-H delivers a BIG audience to you at LOW cost!

W-I-T-H regularly provides more listeners-per-dollar than any other station in town. That's why you can do so MUCH on W-I-T-H for so LITTLE money.

So if you're in the market for low-cost results from radio in Baltimore, call in your Headley-Reed man today and get the full W-I-T-H story.



# W-I-T-H

BALTIMORE, MARYLAND

Tom Tinsley, President • Represented by Headley-Reed

## OK Virgin Is. Station; Other FCC Activities

(Continued from Page 1)

Va. coal mining firm for \$650,000. Kennedy, who has moved to California, retains control of WSAZ, Huntington, W. Va., and of construction permits for FM and TV stations in Huntington.

The new Virgin Islands station will operate on the 1230 band with 250 watts unlimited. Cost estimate by the permittee, radio American West Indies, is \$13,350. The first station for the islands was also authorized this year.

The Commission also okayed the sale of WDAD, Indiana, Pa., for \$45,000. Thompson K., Cartlyn M. and Charles M. Cassell purchasing it from Paul J. and Alice L. Short.

Construction permits for new stations to operate daytime only were okayed by the Commission for Watertown Radio, Inc., Watertown, Wisc., and Pemiscot Broadcasters, Inc., Caruthersville, Mo. The former will operate on the 1580 band with 250 watts, with its construction cost estimated at \$16,937 exclusive of buildings. The latter will operate with one kilowatt on the 1370 band, with cost estimated \$16,854.

## Radio-TV Luncheon Set For Boy Scouts Campaign

Publicity material to be used by the Boy Scouts of Greater New York in their fund drive will be presented to radio and television executives at a luncheon on December 7th in the Hotel Roosevelt.

The chairman of the radio committee for the scouts, Warren Jennings, will be M.C. for the occasion. William E. Berchtold, chairman of the businessmen's committee for the drive and executive vice-president of Foote, Cone, and Belding, will explain the objectives of the campaign.

The Scouts are seeking two-million dollars in their drive during January and February in the greater New York area.

New York stations will be provided with spot announcements including brief statements by famous people supporting the Scout campaign. Interviews of people connected with scouting are being sought on other programs.

## AP Names Dist. Chiefs

New AP Bureau Chiefs have been appointed in Florida and Oklahoma and a special membership representative has been designated for Florida and Georgia, it has been announced. Noland Norgaard, formerly Oklahoma Bureau Chief, has been named for the Florida Bureau, and Austin Bealmear, formerly on the New York sports staff, is the new Oklahoma Chief. O. S. Morton, formerly Jacksonville Bureau Chief, is charged with promoting AP membership activities in Florida and Georgia.

## Record Sales Growing With N. Y. C. Dealers

(Continued from Page 1)

confusion created by the issue of the new speeds is disappearing. Several say that when the buyer is given an adequate explanation of the 45 and LP records, there is no confusion at all.

The record men pointed out that sales this year have not come near those of last year and 1947. They add however, that the sales are well above the totals during the summer.

A spokesman for G. Schirmer, Inc. says the sale of 33 1/2 discs is the strongest with 78's being about equal. The 45's are reported as becoming more popular.

Haynes-Griffin says 78's are going very slow with the LP leading. The 45's are also reported as doing very well.

Rabsons, Inc. say sales are still somewhat slow, but add that they are better than during the summer. The LP and 45 discs are again reported as selling well with the 78 sales down.

The Liberty Music Shop spokesman said the outlook is much brighter and added that the public is beginning to ask for the different speeds.

## Commercial Radio Service Offered In Germany

(Continued from Page 1)

representatives in New York say most of the German market can be covered by mass advertising over Radio Sarrebruck. The 20,000-watt station was destroyed during the war, but rebuilt in 1945. Advertising has been carried only in recent months.

Pan American points to the fact that Germany has spent \$700,000,000 annually for American exports since 1946, and that the market can expand further. Sarrebruck now covers a good part of that market by day and most of it by night, the company adds. The station operates 17 1/2 hours daily.

Pan American says most large American manufacturers already have started operations in Germany and more are expected.

## Anniversary Program Planned On Bill Of Rights

A special program commemorating the 158th anniversary of the adoption of the Bill Of Rights will be broadcast by ABC direct from the Sub-Treasury building in New York on Thursday, December 15. Participating will be Interior Secretary Oscar Chapman, motion picture pioneer Cecil B. DeMille, and Messmore Kendall, president of the Bill Of Rights Commemorative Society. Gardner Osborn, vice-president of the Society, will serve as master of ceremonies and Cardinal Francis J. Spellman will deliver the invocation. The Bill Of Rights was enacted on the Sub-Treasury site.

## Coleson Will Represent Adv. Council On Coast

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been radio representative for the council in the past four years on a part-time basis. He will now serve as liaison officer between the council and the Advertising Association of the West and will operate full-time from the Taft Building in Hollywood. He also managed the Hollywood office of NAB from 1946 to 1948.

## Business Series Planned For CBS Beginning Dec. 3

"You and Small Business" is the name of a new Monday-through-Friday series to be heard over CBS, 6:15 to 6:30 P.M. EST., beginning Dec. 5th.

Secretary of Commerce Charles Sawyer will tell about his recent tour of the country on the initial show. Host for this occasion and following broadcasts will be Dwight Cooke.

### Guests Listed

The series will examine small businesses and discussions by experts will be featured. Others to be heard on the first week are Harry L. Miller, chairman of the Small Business Advisory Committee, C. F. Hughitt and C. Wilford White of the Department of Commerce, and economist Lysander T. White.

## Ross Being Offered As Seasonal Co-op

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with Mae West scheduled to be the first personality interview on next Monday.

The short term co-op deal is an innovation in Mutual program sales. Idea for offering Ross for commercial sponsorship on a co-op basis came from stations on the network who reported a demand among local merchants for a Xmas merchandising tie-in with this type of a show, daily from 12:15 to 12:30 p.m., EST..

## Touchdown Club Dinner To Be Aired By WMGM

WMGM will air the annual dinner of the Touchdown Club of New York tonight from 8:00 to 8:30 p.m. Bob Zupke, Illinois coach who trained Red Grange, will receive the club's annual award at the affair being held at the Ruppert Brewery banquet hall in Manhattan.

The club, an organization of former varsity football men, will also have George Little, Grantland Rice, and Art French as guest speakers. Herman Hickman of Yale, Ed Danowski of Fordham, Ed Dooley of Dartmouth and other football personalities will be present. Ward Wilson of the WMGM sports staff will be emcee for the occasion.

# WELLES WINS FREEDOMS AWARD

To Ruth Welles, KYW women's broadcaster, went one of last week's coveted Freedoms Foundation awards... a medal of honor and \$1,500 in cash presented at Valley Forge by General Eisenhower. This award was for the design of a cookie cutter embodying the Foundation's credo emblem... an ingenious method of teaching children the organization's aims. This same ingenuity has won Ruth Welles many awards for her work at the microphone, and continues to win new listeners to her daily program at 9:30-10:00 AM. For availabilities and convincing evidence of sales-power, consult KYW or Free & Peters.

**PHILADELPHIA**  
**50,000 WATTS**  
NBC AFFILIATE

**KYW**

**WESTINGHOUSE RADIO STATIONS Inc**  
WBZ • WBZA • KDKA • WOWO • KEX • KYW • WBZ-TV  
National Representatives, Free & Peters, except for WBZ-TV,  
for WBZ-TV, NBC Spot Sales

## SAN FRANCISCO

By NOEL CORBETT

GRANT HOLCOMB, director of news for KCBS, has been elected to the Board of Directors of Sigma Delta Chi, national journalism fraternity, San Francisco Professional Chapter.

The Standard School Broadcast (NBC's Western net on Fridays at 10 a.m.) will be heard on four Alaska stations beginning January 6.

Dick Hiatt, a Daly City kid is the winner of the Hopalong Cassidy colt-naming contest on KGO-TV. He wins a trip to Hollywood to meet Bill Boyd and the hoss.

KGO-TV is reshuffling its Saturday schedule to replace football. Light classics, a religious program and ice hockey will fill, with other shows to be announced.

Pioneer Investors Saving and Loan Association has signed to sponsor the KCBS 7 a.m. news broadcast Tuesdays, Thursdays and Saturdays for 52 weeks starting December 13. Long Advertising Service is the agency.

Arthur Mortenson, merchandising director from CBS, Hollywood, was here last week to confer with Arthur Hull Hayes and KCBS execs and members of the Lions International regarding the Fred Beck Toy Turnout, a charity drive over CBS.

Local winner of the Lux Radio Theater search for the most beautiful 15-year-old girl is Kathleen Florness of Oakland.

## New 45 rpm Records Boost Library To 2000

New releases of 45 rpm records will up the total listings in this line to nearly two thousand, RCA-Victor announced yesterday.

Classical, popular, country, western, blues, rhythm, and children's records are all represented in the 45 repertoire, according to RCA. The company says demands for Red Seal records are in many instances greater than those for popular releases, and a substantial number of classics will be added.

Initial purchases averaging \$15 worth of records have been reported by dealers, RCA says. The spurt has been sparked by an intensive promotion of the new player attachment, it was pointed out.

New Red Seal titles on 45 rpm which will be available for the Christmas season include Bach's Mass in B Minor, Beethoven's Piano Concerto No. 2 and Ravel's "Mother Goose Suite."

AC - DC Transcription Players  
Tape, Wire, Disc Recorders  
Sales-Rentals-Service

MILLS RECORDING CO.  
161 N. Michigan Ave.  
Chicago, Ill. De 2-4117



## Windy City Wordage. . . !

• • • WWCA, Gary, Indiana, is planning to go on the air the end of next week. Todd Branson has been appointed program director. . . . Bill Hansen, BMI sales executive, is here at the Sheraton Hotel,

## Chicago

giving the local scene the onceover. He's very enthused over BMI's new song, "My Diary of Broken Dreams." . . . The Jennier Holt who is here starring in the "Uncle Mistletoe Show" for Marshall Field's over WENR-TV, is the daughter and brother respectively of movie cowboy stars Jack and Tim Holt. . . . Two veteran Chicago radio men have joined forces to form the new radio-TV production firm of Dawson and Jackson with offices at 360 N. Michigan Avenue. They are "Stu" Dawson, former president of Feature Productions, and Lowell Jackson, long-time executive with the Kaiz rep firm and former vice-president of Radio Features, Inc. New Gimmick to their package producing plan is that after three years of sponsorship a package will become the property of the agency or sponsor with only a small royalty paid to the packager after that time.

★ ★ ★ ★

• • • Local time buyers at leading ad agencies here trekked to South Bend last week to watch the Notre Dame-S. California massacre as guests of Bob Swintz, manager of WSBT, Bob says that even though his station is anxious for a TV license, they certainly don't want one in the UHF band. . . . Bill Spencer, manager of WHOT in South Bend, giving the strongly entrenched South Bend "Tribune" station a bit of a battle for business. . . . The third South Bend outlet, WJVA, has shifted its base of operations to Mishawaka. Joseph Pawloski, local attorney, has taken over management of the station and is trying to guide the station out of its financial difficulties of the past year. Studios are now located at the Mishawaka Hotel.

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• • • WMOR taking bows for its hard-hitting "Report to the People" program which blasted local apathy toward an anti-colored riot which took place here recently. . . . Long time news commentator Moulton Kelsey, who was last heard locally over Stations WCFL and WIND for the Fair store and for Evans Fur, is now half of the new "husband and wife" show titled "Coffee with the Kelseys." Program is aired daily over WGN at 9:15 a.m. . . . Many sponsors eyeing the new Frann Weigle disc jockey show called "Stop the Record" which is televised over WGN-TV Friday nights at 8:15 p.m. . . . Marjorie Retzke of the WBBM continuity editing department and Wayne F. Gibbs, Jr., of Richmond, Va., have announced their engagement.

★ ★ ★ ★

• • • Kenneth C. Price, manager of the 1950 Parts Distributor show, which will be held at the Stevens Hotel, May 22-25 reports that all booth space is already sold out! . . . Kiddies who enter the best name in a contest conducted by Hank Grant on WGN's "Let's Have Fun" show sponsored by Goldblatt's will walk off with gads of prizes. Idea is to name Santa's Teddy Bear. . . . Local stations pleased with the spot business placed by the Household Finance Corporation. Jim Cominos at the Le Valley agency, is account man. . . . Ernie Simon planning to take his bride-to-be to the Bahamas on their honeymoon right after Christmas. It'll be an all radio wedding as Dr. Preston People, star of his own WGN and WJJD programs will officiate.

★ ★ ★ ★

## SOUTHWEST

WBAP, Ft. Worth, WBAP-TV's football line-up from Nov. 24 to December 3 has viewed sports fans jumping in the Fort Worth-Dallas area. On November 24 (Thanksgiving) the top local high school game of the year, Paschal vs. Northside, was telecast from Farrington Field in Fort Worth. Co-sponsors were Fritos (Glenn Advertising) and West Texas Appliance Company (James McBride Advertising). On Saturday, November 26, the station presented the TCU-SMU annual grid classic from TCU Stadium in Fort Worth. On Saturday, Dec. 3, WBAP-TV presents the Notre Dame-SMU fracas from the Cotton Bowl in Dallas. Both of the college games will be sponsored by Humble Oil and Refining Company through Wilkinson, Schiwetz and Tips, Inc. The SMU-Notre Dame game will be filmed in its entirety by WBAP-TV for airing Sunday, December 4 for Fritos through Glenn Advertising. Both college games were aired by WBAP-820 for Humble.

## KNBC To Get Award

San Francisco—KNBC and the Standard Oil Company of California will be cited for outstanding service this Sunday, December 4, by the local branch of the American Association of University Women.

The award for the Standard School Broadcast and the Standard Hour will be presented on the former show by Mrs. Carleton Gray, president of the San Francisco branch of the AAUW. John Elwood, KNBC general manager, and T. S. Petersen, president of Standard Oil will accept the presentation.

The AAUW makes the award annually to a locally originated program considered outstanding in education, arts, social studies, international relations, or legislation.

**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. 46 St.  
HENRY GREENFIELD, Mg. Director N.Y. 19

## NAB Regional Asks Re-Defined Districts

(Continued from Page 1)

maintain the status quo established by the Havana treaty.

Another resolution voiced opposition to the FCC adopting the new rules recently proposed covering the hours of FM operation. The resolution points out that "most of the operators of FM stations are providing worthwhile service to the public at a substantial financial loss."

### Endorse BAB Plans

The Southwest broadcasters endorsed the action of the board in establishing the Broadcast Advertising Bureau and approved the early activities and planning of the new service. Maurice Mitchell was commended for "his energetic, thorough and effective leadership" in the direction of BAB.

Other resolutions commended the administration of Justin Miller, as president; Richard P. Doherty for his administration of the Employee-Employer Relations department and Don Petty as general counsel of the industry organization.

No resolution was adopted regarding Broadcast Measurement Bureau.

## Hospital Interviews Set In WOR's Christmas Drive

WOR's John Wingate will be Santa's helper this Sunday, Dec. 4, when he interviews youngsters in four New York City Hospitals to find out what they want for Christmas.

The program, Christmas in the Children's Ward, will be presented by the WOR News and Special Features Division in connection with the station's Fifth Annual Children's Christmas Fund drive. Last year, 8,634 listeners contributed more than \$27,000 to the fund to provide toys, clothing, Christmas trees, and television sets for children in hospitals.

The interviews will be transcribed in the wards and later presented from 2:45 to 3:00 p.m.

The fund will also buy gifts for infants born during the Christmas week in 51 voluntary hospitals in the five New York boroughs. Nearly nine-thousand infants and children will be taken care of.

## To Continue Opera News

Encouraged by a favorite audience reaction to a dramatized recreation of the Metropolitan Opera's first night, Oct. 22, 1883, during last Saturday's broadcast of ABC's "Metropolitan Opera On The Air," "Opera News On The Air" will present other highlights of Met history on forthcoming programs. Written by Allan Sloane for the Henry Souvaine Agency, which produces the show, the historical highlights will be interspersed among the next eighteen opera broadcasts as an "Opera News On The Air" intermission feature.

## ★ AGENCY NEWSCAST ★

**GEN. CARLOS P. ROMULO**, hero of Bataan and now President of the United Nations General Assembly, will be guest of honor at a dinner at the Advertising Club of New York next Monday. Cocktails at 6:30 p.m., dinner at 7.

**ALFRED PAUL BERGER CO.**, Inc., has been appointed advertising agency for Klik Promotions, Inc., New York, manufacturers of novelty jewelry.

**MAIL POUCH TOBACCO CO.**, Wheeling, W. Va., makers of Kentucky Club Smoking Tobacco, Mail Pouch Chewing Tobacco, Melo Crown Cigars and other tobacco products, has appointed Charles W. Hoyt Company, Inc., New York, advertising agency. The company has been using radio, television, magazine and outdoor advertising to promote its brands.

**STANDARD RADIO TRANSCRIPTION, SERVICES, Inc.**, with home offices in Hollywood, has announced that the company's New York offices are moving from 1 E. 54th Street to new larger quarters in the Georg Jensen Building at 665 5th Avenue. Alex Sherwood, vice-president in charge of sales at Standard, is in charge of the New York office.

**WEST HOOKER TELEFEATURES, Inc.**, has employed two new account executives to call on New York advertising agencies. They are Richard Brill of Eagle Lion, Warner Brothers and more recently director of public relations at the Celotex Corporation, and Edward Carlin, agency and radio executive. James Elkins, account man, who has been with the firm since September, has been upped to vice-president.

**LEVY ADVERTISING AGENCY** of Newark, N. J., announces the following accounts: The upholstery division of Gimbels Department Store, New York, radio currently being used. American Limoges China Company, manufacturers of American Limoges Dinnerware, to handle national radio and television exclusively. Kitchen Sales Corporation, Newark, manufacturers of the satin-aluminum, magic Cooleroller, the rolling pin with the built-in refrigeration. National radio and television currently being used.

**THE CUSHMAN BAKING CO.** of Portland, Me., and Lynn, Mass., again is sponsoring the Cinnamon Bear series of 15-minute radio programs. This Christmas story for children is being aired over nine New England stations through Dec. 23. Newspaper copy is being used in all nine cities calling attention to the program. The account is placed by the Harry M. Frost Co., Inc. of Boston.

**HAROLD DAVIS** has been named an account executive of Radio Sales, radio and radio station representatives, CBS, effective immediately. He was formerly assistant commercial manager for WCAU, Philadelphia, in charge of their New York office, and, prior to joining WCAU, was program director for WDAS, Philadelphia.

**MARSHALL HURT** has joined the executive staff of Walter Weir, Inc., New York. He was formerly with the Bauerlein agency in New Orleans, Wendell P. Colton Co., McCann-Erickson, Inc., and the Elmo Roper organization.

**BBD&O's** Bruce Barton, Alex Osborn, and Ben Duffy are marking 30 years with the agency. Barton, now chairman, and Osborn, the vice-chairman, formed the agency in 1919 with Roy Durstine. Duffy who is now president, joined the firm as a messenger. Barton, Durstine, and Osborn merged with the George Batten Co. in 1928.

**DAVID O. ALBER ASSOCIATES**, with Gene Shefrin as account-executive, have been retained for publicity and promotion on Guy Lombardo's East Point House Restaurant in Freeport, L. I.

**ASSOCIATION OF COOK COUNTY CHRYSLER DEALERS** has appointed the Olian Advertising Company, Chicago, as its advertising agency to promote new and used car sales as well as the service facilities of its members. The opening campaign is scheduled to coincide with the appearance of the new 1950 Chrysler.

**DEAN SHAFFNER** has joined the sales presentations department of the American Broadcasting Company as a writer, following five years with The Biow Company as radio and television research director. Previously, he had served with both C. E. Hooper, Inc., and Crossley, Inc., as production manager on various research projects.

**CHAS. E. LOGAN**, producer-writer with Feature Productions, has resigned his position to become a partner in the newly-organized firm of Burnett & Logan, marketing, advertising and public relations, at 430 East Ohio Street, Chicago. Other partner in the new firm is Hal Burnett, former editor of "Industrial Marketing" and executive editor of "Advertising Age." The partners worked together in the 1930's on the public relations staff of Columbia Broadcasting System, western division, Chicago.

**BRENNAN ADVERTISING AGENCY**, Houston, Texas, has been elected to membership in the American Association of Advertising Agencies.

## Private Stations File Briefs In Canada

(Continued from Page 1)

French-language station naturally took the Corporation view. In opposition to CBC policies were briefs from Canadian Marconi Co. and stations CKVL and CKAC, besides small community stations.

The Canadian Marconi Company testimony said the heavy hand of government paternalism is a "negative factor devastating in its effect upon radio and television in this country."

It deplored the "do-nothing policy" and other "fallacies" which it claimed underlay the reasoning behind the terms of the Canadian Radio Broadcasting Act of 1932.

The brief also attacked the suggestion recently put forward at the commission's hearings by the Royal Architectural Institute of Canada that the future of radio and television be firmly established in the hands of "the cultural leaders of the country."

This suggestion was dismissed by the brief as "reductio and absurdum" reasoning.

Station CKAC claimed the CBC's constantly increasing commercialism was encroaching on the field of private stations, particularly over French channels. The brief charged that the CBC had given "unjustified" rate cuts for commercial programs over the French networks amounting to over \$6,000 yearly.

The Commission asked the station for a letter outlining the cases involved in the alleged rate-cutting.

Station CKVL urged that all future television development be restricted to existing public and private radio exclusively. This brief also envisaged possible bombing raids by hostile powers on heavily populated areas and suggested that public and private stations be encouraged to put themselves immediately on a "possible invasion basis."

The brief argued that "with robot planes able to follow regular broadcast stations to populous centers, special forms of low-angle frequency modulation (FM) broadcasting from transmitters located remotely from populous centers should be encouraged."

The brief submitted on behalf of many small community broadcasting stations asserted that the public interest in the radio field was best served by a public body responsible to Parliament than by "big enterprises."

It recommended observance of the principal, however, that no person should be both competitor and regulator, and urged that the CBC's commercial department be made a separate and different corporation.

### Stork News

Lee Otis, news editor at CBS, is the father of a seven-pound, 12-ounce girl born yesterday to Mrs. Otis at Parsons Boulevard Hospital.

## PLUG TUNES

On Records and Transcriptions  
**TELL ME WHY**  
 RYTVOC, Inc.  
 1585 Broadway New York 19, N. Y.

## "HUSH LITTLE DARLIN"

Recorded By  
 Perry Como Eddy Howard  
 Dick Haymes Curt Massey  
 Kay Kyser Jerry Falligan  
**MICHAEL MUSIC CO., Inc.**  
 1619 Broadway Jerry Johnson  
 New York City Gen. Mgr.

You'll LUV this novelty!  
**IT MUST BE L U V**  
 MANOR MUSIC COMPANY  
 1619 Broadway New York City

Nothing Can Stop This!  
**"FOREVER WITH YOU"**  
 by the writer of "My Happiness"  
**FORSTER MUSIC PUB., INC.**  
 1619 Broadway, New York 19, N. Y.  
 216 S. Wabash Avenue, Chicago 4, Ill.

A HIT Is Born!  
**"BLUE FOR A BOY—  
 PINK FOR A GIRL"**  
 Vaughn Monroe on RCA-Victor  
**Al Gallico Music Co. Inc.**  
 501 Madison Ave., New York, N. Y.

Revival of a Million Copy Hit!  
**"AM I WASTING  
 MY TIME ON YOU"**  
**STASNY MUSIC CORP.**  
 1619 Broadway New York City

## JOHNSON RAG

recorded by  
 PEARL BAILEY ..... Harmony  
 GENE COLIN ..... RonCo  
 JIMMY DORSEY ..... Columbia  
 RUSS MORGAN ..... Decca  
 ALVINO REY ..... Capitol  
 JACK TETER TRIO ..... London  
 CLAUDE THORNHILL ..... Victor

MILLER MUSIC CORPORATION

## WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS:**—The cycle has again made a complete revolution since 1930 when hillbilly numbers such as "When It's Springtime In The Rockies," "When The Moon Comes Over The Mountain," "Big Rock Candy Mountain," "She'll Be Comin' Round The Mountain," and "Little Sweetheart of The Mountains" were the nation's top tunes. . . . today we find among the leaders "Jealous Heart," "Room Full of Roses," "I'm Throwin' Rice At The Girl I Love," "Slippin' Around," "Raindrops and Teardrops," "Someday You'll Want Me To Want You," "Tennessee Polka," "Why Don't You Haul Off and Love Me" and of course, "Mule Train." . . . thus, look for a general exodus of tin pan alleyites soon for the surrounding countryside, mountains (Catskill Adirondack, Ramapo, etc.) and nearby dude ranches, to commune with nature and mayhap gather necessary inspiration, material or hold face-to-face meetings with psuedo-cowpunchers sod-busters and our hayseed cousins.

★ ★ ★ ★

● ● ● Edwin B. Morris & Co., reviving the hit of 1945 "Let It Snow, Let It Snow, Let It Snow" by Sammy Cahn and Jule Styne and "The Christmas Song," (Burke & Van Heusen, Inc.) written by crooner Mel Torme and Robert Wells. . . . ● NBC should find another spot for the listenable Dick Dudley, whose 'Rockabye Dudley' series bowed out last Friday. . . . airwaves need programs that beam warmth and friendliness such as Dudley offers. . . . ● Maestro Arnold Johnson and Carmen Lombardo have collaborated on a Hawaiian number "Lilokalani," a cinch for the Hit Parade. . . . published by Lombardo Music. . . . ● Bob Miller, Inc., is the publisher of "Oh How I Cried" written by Jimmie Hodges and Bob Nichols. . . . ● Patti Lure, (Miss Montana of 1949) does such a fine singing job on Jack Shaindlin's ballad, "Dawn Over Manhattan" in the Fox short subject, 'Music In Manhattan' that Johnny Thompson will include it in his next Langworth Transcription. . . . ● Film execs, who plan to make a flicker based on the life of deejay Dick Gilbert, are considering Frank Sinatra or Frankie Laine. . . . why not Gilbert to portray 'Gilbert'? . . . ● Herald-Trib radioed. John Crosby will speak at Radio Club Social at N.Y.U. Monday nite.

★ ★ ★ ★

● ● ● **ON AND OFF THE RECORD:**—The teaming of Bing Crosby with Fred Waring's Pennsylvanians on the new Decca coupling of "Way Back Home" and "Iowa Indian Love Song" results in a fine platter which will get lots of deejay attention. . . . ● Tony Pastor's great Columbia biscuit of the sensational new novelty, "If I Had A Million Dollars" backed with "My Mammy," the standard is on the market but four weeks and already is appearing on numerous disk jockeys' best. . . . this waxing should win T. P. a million new fans. . . . ● Wait till you hear Dinah Shore's clever rendition of "Bibbiddy-Bibbiddy-Boo. . . . ● London Records has a sleeper in Theresa Brewer's great rendition of "I Beeped When I Shoul'da Bopped" flipped with the oldie, "Ole Man Mose." The top side is a cinch for plenty of whirls on deejay turntables and should also garner quite a few buf-faloes in the juke. . . . ● Victor will re-release Rudy Vallee's "Drunkard Song" thanx to Russ Offhaus.

★ ★ ★ ★

● ● ● **SHARPS AND FLATS:**—Superior Music is reactivated with firm going all out on "Just Driftin' Along" penned by Roy Newell and Nat Simon. . . . ● Barton Music will publish the new Al Rickey-Kay Twomey ballad, "Five Eleven Happiness Lane," a clever and catchy ditty. . . . ● Victor Selsman joins Valando Music, working on "Echoes" and "Wedding Bells Will Soon Be Ringin'." Gene Miller added to Laurel Music staff to exploit "Meadows of Heaven." . . . ● Francine Falkon, who graduated from "Hour of Charm" to become one of the finest concert contraltos, guestrills MBSunday at 9 on Sylvan Levin's Opera Concert.

## PLUG TUNES

**Wedding Bells Will  
 Soon Be Ringin'**

LAUREL MUSIC CO.  
 1619 Broadway New York City

## SOME DAY

(You'll Want Me To Want You)  
**DUCHESS MUSIC CORPORATION**

Making Our Debut With A Hit!  
**"A NEW SHADE OF BLUES"**  
**MAYPOLE MUSIC CO.**  
 22 E. 67th St. New York City  
 Phone: REgent 7-4477

## I WISH I KNEW

Should step right out in front—  
 Just recorded for RCA-VICTOR  
 by DOLPH HEWITT

**ADAMS, VEE & ABBOTT, Inc.**  
 216 S. Wabash Ave. Chicago 4, Ill.

## My Heart Goes With You

by Thomas G. Mesheh

—◆◆—

**JAMES MUSIC, Inc.**  
 1650 Broadway Room 709 N. Y. C.

Brand New Novelty!  
**"If I Had A  
 Million Dollars"**  
 (I Would Give It All to You)

TONY PASTOR'S  
 Sensational COLUMBIA Record  
 #38577

**RYTVOC, Inc.**  
 1585 Broadway New York 19, N. Y.

# TELEVISION DAILY

Section of RADIO DAILY, Thursday, December 1, 1949 — TELEVISION DAILY is fully protected by register and copyright

## PRIVATE TV FOR CANADA URGED

### TELE TOPICS

**THE NOISIEST OCTETTE** in TV may be found cavorting weekly on "Pantomime Quiz," an opus that recently marked its second anniversary in Hollywood and has been on CBS, New York, for a considerably shorter time, both under the aegis of Chevrolet Dealers. The members of this rowdy group are movie actors—some big-name, some medium-name and some no-name—and divided into two teams, they play charades. They all are pretty adept at this sort of thing, especially the regulars who seem to have developed a telepathic code that gives them quite an advantage over the guests. The participants get louder as the game progresses and at times the girls, all blondes, sound as though they're going to shriek themselves into laryngitis. It's a pretty amusing show usually, although the actors always seem to have a better time with it than we do. . . . Items: As one of the performers was acting out her part recently, she pointed to her throat. A beautiful blonde on the same team, (they're all beautiful on the show) repeatedly suggested, "larynx? larynx?" Second item: At the second anniversary, the cast let producer-emcee Mike Stokey have a layer cake square in the mush; they all thought it was a wonderful gag. . . . Recording quality on the show is as bad as most. Bernie Ebert is co-producer. Campbell-Ewald the agency.

**FORMER DANCING STAR** Mitzi Mayfair chalked up a double header for her favorite show on the Hooper count Thanksgiving Day. 'Twas the first Thursday that Mitzi has been home in over 30 weeks and she had to convince Hoop's caller that she had two sets going, both tuned to "Stop The Music." After insistent quizzing by the interviewer, she established that the cook and the maid were watching one set while her guests were watching another. In a cooperative mood, she volunteered the information that both groups always watched "Stop The Music" and that it was their favorite show. What she didn't volunteer, however, was the fact that she and her husband, Charles Henderson, co-produce the giveaway for the Lou Cowan office and that the servants' interest was hyped by their preparation of an after-show holiday feast for the stanza's cast and crew.

**PAUL TRIPP**, star of Mr. I. Magination and lyricist of "Tubby The Tuba," has completed a similar work dedicated to the Philadelphia Zoo, now marking its 75th anniversary. Titled "Adventures of the Zoo," the new work will be narrated by Tripp at its premiere performance by the Philadelphia Orchestra Dec. 17. . . . Guy Lebow pinch-hit for the ailing Russ Hodges on the CBS boxing pickup from St. Nick's last nite.

### Pye Cameras Used On WOR-TV Remote

First on-the-air demonstration in this country of cameras made by Pye, Ltd., major British manufacturer, was held last night when two Pye cameras were operated side by side with WOR-TV cameras during the station's coverage of boxing bouts at the New York Athletic Club.

The Pye cameras, which were manned by British crews in this country to demonstrate the equipment as part of an export drive, used a new pick-up tube called "Image Photicon," which the company claims provides a more detailed picture with better shading effects.

Half of last night's program was scanned by WOR-TV and half by the British crew.

B. J. Edwards, head of the Pye team in this country, said his firm's equipment would sell here for about 15 per cent less than comparable American equipment.

Other members of the British team are J. E. Lakin, director in charge of arrangements for the team; William Jones, designer of the equipment; N. Q. Lawrence, program and lighting director; and engineers D. H. Fisher, C. H. Babbs and John Hurst. Chief mechanical engineer is Donald Jackson.

### Goodrich Adds WSB-TV

WSB-TV, Atlanta, has been added to the station roster for "B. F. Goodrich Celebrity Time" bringing the show's total to 23. Carried by ABC, program is a World Video package.

## Three N. Y. Cities Join Web, Bring Bell System Total To 24

The Bell System's TV network facilities will be expanded to a total of 24 cities today when service is inaugurated to Schenectady, Utica and Syracuse, N. Y.

Coaxial cable between New York and Albany, in telephone service since spring, 1948, has been equipped for TV and will form part of the new link. From Albany the web stretches to Syracuse via radio relay with four intermediate stations at Rotterdam, Cherry Valley, Deerfield and Sullivan. Schenectady will be served via a seven-mile link from the Rotterdam station and Utica via a three-mile hookup from

### Para. To Back Study Of TV's UN Coverage

(Continued from Page 1)

mount Pictures, which has offered to contribute \$500 to the Dean's fund of the Columbia Graduate School of Journalism and \$500 in student prizes as well as a 19-inch DuMont receiver for use in carrying out the project. Paramount camera crews handle the daily pickups of the UN sessions for CBS.

Students will be organized into groups and assigned to study the UN pickups with emphasis on evaluating their effective presentation to school and theater groups and home viewers.

At the end of the current Assembly session, the students will be required to present critiques, with prizes to be offered for the five best presentations.

Judges of the contest will be Benjamin Cohen, Assistant Secretary-General of the UN; Prof. Boscoe Ellard, of Columbia, and Paul Raibourn, vice-president of Paramount.

### KTLA Sells Two

Sale of two KTLA, Hollywood, shows to national advertisers was announced yesterday by Cris Rashbaum, eastern sales rep of Paramount. Penick & Ford, maker of My-T-Fine desserts, signed for "Sandy Dreams," weekly children's stanza, for 13 weeks, beginning Dec. 3, through BBD&O, Pioneer Scientific Corp., through Cayton agency, signed for "At The Mat," weekly interview stanza, for 26 weeks.

### Free Enterprise As Spur To Video's Growth Seen

Montreal—Amendment of Canada's broadcast legislation "to give private interests equal rights with the CBC in the television field," and establishment of "an independent government regulatory authority" for TV was urged by the Montreal Board of Trade in a brief filed with the Royal Commission on National Advancement of Arts, Letters and Sciences.

The Board took exception to a CBC brief submitted earlier which emphasized that "in the national interest there must be a development of television by the national broadcasting system," and said:

"It appears to be the opinion of the CBC that if television was turned over to private companies, there would be a predominance of programs from the United States and that the gospel of Canadianism would thereby be weakened. The Montreal Board of Trade does not agree with this opinion."

The brief continued: "With private enterprise willing to risk its capital in the development of television, even with governmental control, it is difficult to understand why this should not be permitted as not only will it mean a considerable saving to taxpayers, but it will also mean that the mechanics of broadcasting TV will be developed more quickly.

"It is submitted therefore that private enterprise should be permitted, in fact, encouraged to develop television with reasonable governmental regulations supervised by an independent government body."

### 'Believe It' Back Jan. 4; Ballantine Will Sponsor

Robert I. Ripley's "Believe It Or Not" returns to NBC Jan. 4, 8 p.m., with a new half-hour dramatic format under sponsorship of Ballantine ale and beer. Name performers will be used on the new show. J. Walter Thompson is the agency.

### Two Join UA TV Sales

Appointment of Herb Harris and Mark Scott to the United Artists TV sales staff was announced yesterday by John Mitchell, UA tele topper. Harris, formerly with NBC, will headquarter in Dallas and Scott, formerly in radio sales and promotion, will work out of the UA Chicago exchange.

## PROMOTION

### Christmas Letter

A Christmas letter mailed to Long Island merchants by WHLI and WHLI-FM, Hempstead, L. I., advises that "The easy way to get More Holiday Business is to advertise now over WHLI."

The letter reminds merchants that—"Your biggest season of the year is here. There will be lots of business around. But, be sure to get your slice of it by advertising over WHLI—the station that has more daytime listeners in this area than three key network stations."

Merchants are advised to call the station to have an account executive visit them with no obligations, to show how they can—"Boost holiday sales and profits by using WHLI to reach customers and prospects in Nassau, eastern Queens and western Suffolk."

### Three Buffalo Stations Launch Xmas Promotion

Buffalo—Christmas came to Buffalo on Thanksgiving day with a Christmas parade down Broadway Thanksgiving morning including balloons, floats, painted clowns and of course, Buffalo's three radio stations, WKBW, WBEN, and WEBR.

#### Static Booth Placed

WKBW placed a static booth over the reviewing stand for the complete description of the parade. WEBR used their sound truck which they had painted in candy stripes and had an Indian on top, in the line of march and broadcast as they moved along. WBEN had a float with live people dressed in costumes of colonial times representing Thanksgiving and on the other end of their float a replica of Santa Claus on his throne. A WBEN television camera moved between the two as if taking television pictures of Santa and Thanksgiving celebration.

#### Conversation With Bystanders

WKBW had a 1950 Ford convertible with a seven-foot replica of microphone placed on top and Roger Baker, WKBW's newscaster rode in this convertible up and down the sidelines on the line of march interviewing and talking with the spectators while Mike Mearian, WKBW disc jockey remained at the reviewing stand giving a running commentary of the parade as it was passing.

**WBAL**  
means business  
in Baltimore

## COAST-TO-COAST

### WTRF Manager Chairman

Bellaire, O.—Robert W. Ferguson, the station manager of WTRF and WTRF-FM, has been named chairman of the publicity committee of the Wheeling, West Va. Retail Merchants Division of the Ohio Valley Board of Trade.

### WHBF Xmas Broadcast

Rock Island, Ill.—WHBF and WHBF-FM will broadcast "The Messiah" sung by the Augustana College Handel Oratorio Society, on Monday evening, Dec. 12. This is the 69th season the music has been sung by the college chorus and the fourth consecutive year WHBF has been the exclusive outlet for the program in its entirety. All commercial programs on WHBF will be cancelled for the Christmas music broadcast.

### Mrs. Santa On WELI

New Haven, Conn.—Daily reports on the pre-Christmas activities at the North Pole are now being broadcast by Mrs. Santa Claus on WELI at 4:45-5:00 p.m. Monday through Friday. This is the fourth consecutive year WELI has presented this special program series, sponsored by the W. T. Grant Company. The program includes reports on activities at the North Pole Toy Factory; chatter by Jo-Joy, Santa's special helper; and telephone calls and special gifts to children who write to the program.

### Stork News

Boston—Harold Segal, of the WCOP sales department, is the father of a 7 lb., 6 oz. girl, Judith Ann, born November 26th.

### Chaplin Radio Guest

Phoenix, Ariz.—NBC's roving correspondent, W. W. Chaplin, who originated one of his "Report on America" broadcasts from KTAR, appeared as guest on Howard Pyle's "Arizona Highlights" program. Chaplin, formerly stationed in Moscow made some observations on the current international situation.

### Insurance Firm To Sponsor

Philadelphia, Pa.—The Farm Bureau Insurance Company has contracted for sponsorship of a daily five-minute morning news program on WFIL for a period of 13 weeks, beginning Monday, December 5. The program will be aired at 6:55 a.m. Monday through Saturday.

### Sammy Kaye On WDRC

Hartford, Conn.—When Sammy Kaye was here for a personal appearance at the State Theater, he broadcast his nationwide CBS "Sunday Serenade" show from the studios of WDRC last Sunday. Kaye and his group just had time to fit in the broadcast between stage shows

### Ward Named KRMG Director

Tulsa, Okla.—Perry W. Ward has been named program director of KRMG, new 50,000 ABC affiliate. Ward was a producer-emcee with the NBC-Blue, and later did production and programming with ABC, CBS and NBC in Hollywood. He returned to Oklahoma City as program manager for KOMA, and for the past two years has been freelancing.

### Series About The Future

Detroit, Mich.—WWJ-AM and FM, in cooperation with the YMCA and the Detroit Public School System, is presenting a series of 13 weekly programs entitled "It's Your Future." The program is aired from 7:45-8 p.m., Wednesdays, and is designed to bring youth, as future citizens, workers and leaders of business, industry, and the professions, into relationship with their future employers.

### WSTC School Announcements

Stamford, Conn.—School superintendents of towns in the surrounding area are cooperating with WSTC and WSTC-FM to bring emergency school signals to students. "No School" announcements because of bad weather during the coming winter months will be broadcast by the Stamford station. School officials will have secret identifications to eliminate pranks.

### WLAW Special XMAS Show

Lawrence, Mass.—WLAW will offer a novel Christmas program over the air during a two-week period starting December 12 and ending December 23. The program will consist of a two-way telephone interview with special events director Fred Laffey representing the children of America, and chief announcer Richard Hickox assuming the role of Santa. The program will be heard every afternoon, Monday through Friday, at 4:55 o'clock during the two-week period. The program is titled "Letters to Santa."

### New KBON Member

Omaha, Neb.—Mrs. Mayme M. Allison has joined Station KBON as director of women's activities. Her quarter-hour program, "Round the Town" will be aired at 10:45 a.m., Monday through Friday, and will feature shopping news and information on entertaining, fashions, and home making.

### Lawrence Local Chairman

Boston, Mass.—Craig Lawrence, general manager of WCOP, will serve as chairman of the Radio Division in the forthcoming campaign for the Suffolk County Chapter of the National Foundation for Infantile Paralysis, of which Charles E. Kurtzman, N.E. division manager for Loew's Theaters, is general manager.

you can  
do it better

with the  
revolutionary

**ALTEC**  
**21B**  
**MINIATURE**  
**MICROPHONE**

It achieves uniformity of response... provides greater tonal fidelity... it is omnidirectional... it is blastproof, shockproof... there is no false bass build-up... more net acoustic gain before encountering feedback... tiny size contributes to remarkable versatility of positioning... extends the fidelity of sound transmission.

*Talent Deserves  
to be Seen  
as well as Heard*

**ALTEC**  
LANSING CORPORATION

161 Sixth Avenue  
New York 13, N. Y.  
1161 North Vine St.  
Hollywood 38, Cal.





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 41

NEW YORK, FRIDAY, DECEMBER 2, 1949

TEN CENTS

## COY DISCUSSES FREEDOM, AND PROBES

### NAB Election Forms For Directors Mailed

Washington Bureau of RADIO DAILY  
Washington—NAB said yesterday that certification forms for the nomination and election of directors have been mailed to all members. The election is to be completed by March 17, with directors to be elected from the even-numbered NAB districts. Actual district elections may be made by mail or at special meeting, at the option of the district directors.

NAB said also that its members, voting in a mail referendum, have overwhelmingly approved an amendment to the NAB by-laws which

(Continued on Page 3)

### Book Publisher Buys Sat. Half-Hour On ABC

Doubleday & Company has purchased the quarter-hour periods immediately preceding and directly following broadcasts of the Metropolitan Opera for two one-shot programs on Dec. 5 over 70 stations of the ABC network.

Programs will feature Jacques Fray with recorded music. Decision by the book company to buy the net time was arrived at fol-

(Continued on Page 3)

### Oil Co. Buys Newscast On Alaskan Stations

The Union Oil Co. will sponsor a 15-minute daily newscast six days a week over the Alaska Broadcasting System, it was announced yesterday.

The contract is for one year and represents more than \$27,000 in gross billings. Union is third major

(Continued on Page 2)

### Bowles Naming Benton to Senate

Governor Chester Bowles of Connecticut is expected to name his only advertising agency partner, William Benton to the post of Senator succeeding Raymond E. Baldwin, Republican, who resigned to go to the State Supreme Court. Benton's appointment as an independent is said to have the approval of Senator Brien McMahon, Democrat, of Connecticut. Gov. Bowles' association with Benton dates back to 1929 when they formed the advertising firm of Benton & Bowles.

### Fire Destroys WDMG, Stations Offer Aid

Douglas, Ga.—The generosity of neighboring radio men has prevented the interruption of broadcasts by WDMG whose studios and offices were destroyed by a fire on the night of November 25.

The fire began in the Radio Centre Building after the one kw. sunrise to sunset station had signed off for the day and swept through

(Continued on Page 3)

### Int'l Harvester Buys Time On WMCA For New Prod.

International Harvester will introduce a new line of refrigerators in the New York area with a special radio offer over WMCA starting tomorrow.

The company, in a co-op show

(Continued on Page 2)

### FCC Head Says Commission Is Eager To Scan All Operations; Stresses Broadcaster-Responsibilities

#### Bryson Steps Down, Mickelson In, At CBS

Sig Mickelson, director of public affairs and production manager of CBS station WCCO, Minneapolis-St. Paul, has been named director of the CBS division of discussion, succeeding Dr. Lyman Bryson, effective Feb. 1, 1950, it was announced by CBS vice-pres. Davidson Taylor yesterday.

Dr. Bryson, who has also been a

(Continued on Page 4)

#### Cedric Adams Signed For CBS Commentary

Pillsbury Mills, Inc., Minneapolis, sponsor of "House Party" Monday through Friday over CBS at 3:30 o 3:55 p.m., has added an additional five minutes to the time segment to present Cedric Adams in

(Continued on Page 3)

#### ABC To Cover NAM Industries Meet In N. Y.

ABC will carry the highlights of the 54th Congress of American Industries from the Waldorf Astoria in three quarter-hour broadcasts December 7, 8, and 9.

The Congress is sponsored by the

(Continued on Page 2)

Amherst, Mass. — FCC Chairman Wayne Coy repeated last night that the Commission is anxious to undertake a full-scale study of network operations, with FM, TV, talent-bureau and recording-company practices studied, along with the overall problems of network relations

(Continued on Page 6)

### Radio's Future Okay, Broadcaster Reports

Trenton, N. J. — "Paraphrasing Mark Twain," declared Carl Mark, executive vice-president and general manager of WTTM, NBC affiliate in Trenton, "reports of radio's phenomenal growth in the face of the upsurge of television are not exaggerated."

Mark pointed to the fact that radio stations all over the country in television markets are racking

(Continued on Page 4)

### 'Radio Theater' Continues To Lead Nielsen Ratings

"Radio Theater" continued to lead the Nielsen sweepstakes with a 27.2 rating while "Arthur Godfrey's Talent Scouts" nosed out Jack Benny for second position with a 22.5 rating, according to the latest Nielsen-Rating Top Programs' re-

(Continued on Page 2)

## New Hooper Measurement Outlined At Press Luncheon

C. E. Hooper, president of C. E. Hooper, Inc., told a press gathering yesterday at a special luncheon, of a new measurement service, whereby the results of network radio program listening can be effectively measured with regard to the sale of a particular sponsor's product on a given program, in terms of those who listen to the program and those who do not.

Labeled "Sales Impact Ratings,"

the method involves a means of matching a sample of listeners to the program with a sample of non-listeners to the program, both of which are similar in major significant respects except listening. The product "use" which results from listening to the program can thus be isolated for measurement. This "matching" can be trusted to eliminate significant variables which

(Continued on Page 3)

### Service

In response to an assistance plea made by the Greensboro, N. C., Junior Chamber of Commerce, WCOG, Greensboro, raised \$2,000 from listeners within twenty-four hours to pay for an operation which meant the difference between life and death to six-year-old "blue" baby Phylis Carter. Plea was made on Friday evening.

### Santa's Helper

Stamford, Conn. — Twenty minutes before the arrival of Santa Claus at the C. G. Murphy store here, station manager William Morris of WSTC, decided to broadcast the event. A line was dropped out the window to the nearby store and the program was on the air. It proved so successful that the store manager ordered a repeat.



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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : : Business Manager

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**CHICAGO BUREAU**  
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612 N. Michigan Ave.  
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**SOUTHWEST BUREAU**  
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Dallas, Texas  
Phone: Riverside 3518-9

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## FINANCIAL

(December 1)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg.
ABC	73 1/2	67 1/2	73 1/2	+ 3/8
Admiral Corp.	29 1/2	29 1/2	29 1/2	+ 1/4
Am. Tel. & Tel.	147 1/4	147	147 1/4	+ 1/4
CBS A	24 1/2	24 1/2	24 1/2	— 1/2
Philco	29 1/2	29 1/2	29 1/2	— 1/8
RCA Common	12 1/2	12 1/2	12 1/2	— 1/8
RCA 1st pfd.	73	73	73	— 1/4
Stewart-Warner	12	11 3/4	12	+ 3/8
Westinghouse	28 1/4	27 3/4	28	+ 1/8
Westinghouse pfd.	101 3/4	101 3/4	101 3/4	— 1/4
Zenith Radio	28 3/4	28 3/4	28 3/4	— 1/8

**NEW YORK CURB EXCHANGE**

Hazeltine Corp.	15 1/2	15 1/2	15 1/2	— 1/4
Nat. Union Radio	2 3/4	2 1/2	2 1/2	— 1/4

**OVER THE COUNTER**

	Bid	Asked
DuMont Lab.	13 3/4	14 3/4
Stromberg-Carlson	13 1/2	14 3/4

### New Musical Series

Elliot Lawrence, bandleader, starts a new series tonight at 9, over WNEW, on which he will discuss progressive music. His talks will be illustrated by recordings by well known vocalists and orchestras. Lawrence has been lecturing on progressive music at various colleges throughout the country and is recognized as one of the foremost authorities on the subject. Though the series is originating at WNEW, it will be syndicated to stations all over the country by Stan Lee Broza, Lawrence's manager.

### Tony Bello Joins KWK

St. Louis, Mo.—Tony Bello has recently joined the announcing staff of KWK. Bello came to KWK from WCNT, Centralia, Ill., where he was news and sports editor.

## ★ COMING AND GOING ★

**JERRY DEVINE**, producer of "This Is Your FBI" on the American network, will arrive in New York today with MRS. DEVINE and their son, MICHAEL. While here, he'll confer with ABC officials and will make a side trip to Washington, where he'll meet with J. Edgar Hoover to check FBI files for authentic data, which will be used on Devine programs of the future.

**JOHN T. MADIGAN**, director of news for the American network, has returned from Erie, Pa., where he produced Martin Agronsky's Thursday program.

**NANCY CRAIG**, American network's women's service commentator, is expected back Monday from a trip to Europe.

**MORRIS S. NOVIK**, public service radio consultant, left yesterday by plane for Los Angeles for conferences regarding forthcoming AFL programs.

**DONALD A. STEWART**, general manager of WDTV, DuMont television outlet in Pittsburgh, is back at the station following a trip to New York on network business and for talks with DuMont officials.

**MARY C. WILSON**, commentator on "Meet Mary" program heard Monday through Friday on WTTM, Trenton, N. J., has arrived in Europe, where she'll spend two weeks touring Norway, Sweden, Denmark, Finland and Iceland.

**E. Z. WALTERS**, comptroller for Altec Service, has arrived in town from Hollywood on a short business trip.

**H. R. BAUKHAGE**, American network commentator, will leave Dec. 12 on a two-week vacation. Albert Warner, ABC's Washington correspondent, will substitute for him during the first week. Baukhage will return December 26.

### ABC To Cover NAM Industries Meet In N. Y.

(Continued from Page 1)

NAM and will have as its theme "New Strength for America." Paul Hoffman, head of ECA, will speak at the opening session on Wednesday and his speech will be broadcast over ABC from 1:45 to 2 p.m., EST. A talk by Emil Schram, New York Stock Exchange president, will be broadcast at the Thursday session from 4:15 to 4:30 p.m., EST. The newly elected president of the NAM will be on the third ABC program from 4:15 to 4:30 p.m., EST, on Friday.

### Naumburg Winners On Telephone Hour

Guests on the Telephone Hour on December 12 over NBC will be Lorne Munroe, cellist and winner of the 1949 Walter W. Naumburg Musical Foundation Award, and Carroll Glenn, violinist and former Naumburg winner. Munroe is the only single winner of the award since 1938 when Miss Glenn took the solo honors. The contest is open to persons between the ages of 16 and 30 in the Western Hemisphere. The winner is given a recital in New York's Town Hall as a prize. The Telephone orchestra conducted by Donald Voorhees will assist Munroe and Miss Glenn. They will join together in the major work of the evening, the "Finale" of Brahms' "Double Concerto in A Minor."

### Goldman Heads Agency

Albany—Jack Goldman has been elected president and Ralph Kanna, vice-president, of the Goldman-Walter Advertising Agency, Inc. The board of directors also announced the change of the firm name to Goldman, Walter & Kanna. Goldman has been vice-president of the agency for several years. Kanna joined the firm as a director last September. He formerly was vice-president of the Julian Gross Advertising Agency and manager of WONS, Hartford.

### 'Radio Theater' Continues To Lead Nielsen Ratings

(Continued from Page 1)

lease covering the period October 23-29. Benny won third place with 21.5. Other shows in the "Top Twenty" are: "My Friend Irma," 19.1; "Charlie McCarthy," 17.4; "Mr. Keen," 17.1; "Inner Sanctum," 16.7; "Amos 'n' Andy," 16.4; "Mystery Theater," 15.9; "Dr. Christian," 15.7; Bob Hope, 15.5; "Crime Photographer," 15.2; "Mr. & Mrs. North," 14.9; "Suspense," 14.9; "FBI In Peace and War," 14.9; "Truth and Consequences," 14.9; "Fibber McGee and Molly," 14.8; "Mr. Chameleon," 14.2; Theater Guild On the Air," 14.2; and "This Is Your FBI," 13.9. This rating marked the first time Theater Guild placed in the top twenty. It was previously in position 36.

### Int'l Harvester Buys Time On WMCA For New Prod.

(Continued from Page 1)

with Dynamic Electronics, will offer a chest of silver valued at more than \$100 with every radio sale of their \$189 refrigerator. A phone call to the station will bring a Dynamic salesman for a home visit. International Harvester will use 14 half-hour musical programs each week exclusively over WMCA.

### Oil Co. Buys Newscast On Alaskan Stations

(Continued from Page 1)

advertiser to sign with the six-station ABS network in recent weeks. The System is represented by the Pan American Broadcasting Co. of New York.

### "Housing" Talks On WFDR

The talks of U. S. Solicitor General Philip B. Perlman and Stanley Isaacs, minority leader of the City Council, before the Conference on Housing at the Hotel Martinique today will be broadcast over WFDR at 9:30 p.m. Talks will be taped at the luncheon session and aired the same evening exclusively on WFDR.



## Watch the birdie!

Most cats would make a quick meal off an injured bird. But this cat seems to sympathize with the little bluejay that broke its legs.

We sympathize with advertisers who have a tough sales problem in the highly competitive market of Baltimore. And we've got the solution for them, too.

You just put your advertising message on W-I-T-H, the BIG independent with the BIG audience. W-I-T-H, you know, delivers more listeners-per-dollar than any other station in town.

That means you can accomplish BIG results from SMALL appropriations on W-I-T-H. So if you want low-cost results in Baltimore, call in your Headley-Reed man today.

W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President  
Represented by Headley-Reed

## New Hooper System Described To Press

(Continued from Page 1) have invalidated previous efforts in this direction, he said.

Hooper told the press gathering that at this time "Sales Impact Ratings" are available only for network radio programs (a) of average size or above in national audiences, (b) sponsored by products of established consumer brands and of frequent purchase, (c) for which matched samples can be drawn. However, the same method can be applied to TV network programs, local radio, as well as local TV programs.

"Sales Impact Ratings," Hooper said, have already been applied to 80 network programs, with actual completed reports on selected programs already having been prepared.

According to the researcher, "the key which unlocked this treasure was a method of supplying information for two elements on all network programs on a truly 'national' cross-section basis: (1) The fact of listening or non-listening in an individual home, and (2) The fact of currently using or not using the advertised product in that same home."

Hooper concluded his explanation by saying that a rate for his new "Sales Impact Ratings" was currently being worked out by his organization and would be made available to all subscribers within the near future.

It was recalled that several years ago the A. C. Nielsen Co. had worked on a system for measuring the results of listeners' habits with respect to their purchase of products sponsored on network programs. However, the Nielsen system failed to gain sufficient support to warrant its being put to actual use.

### KIT, Yakima, Joins NBC

KIT, Yakima, Wash., will become the 72nd affiliate of NBC on Jan. 1, 1950, it was announced yesterday by Easton C. Wooley, director of NBC stations department. Owned by Carl E. Haymond, KIT broadcasts on 5,000 watts during the day and 1,000 watts at night.

### Stork News

Taylor Grant, editor-narrator on ABC's "Headline Edition," became a father for the third time last Sunday with the birth of a son, Wayne Terrance at South Nassau (L. I.) Hospital. The Grants also have a daughter, Mary Letitia, age 13; and another son, Taylor Jr., 11.

### Listeners Prosecuted

Montreal—A total of 7,573 Canadians have been prosecuted since January 1 for having allegedly failed to take out radio licenses, it has been disclosed in a Government return tabled in the Canadian House of Commons.

## Fire Destroys WDMG: Stations Volunteer Aid

(Continued from Page 1)

three studios, the control room, auditorium, music library, and offices of the station. Lee Nance, staff announcer, tried to salvage some equipment, but was thwarted by dense smoke. Neither a sheet of continuity nor a tube was remaining when the fire was brought under control near midnight.

Temporary headquarters were set up at WDMG's transmitter, but little equipment was available and an emergency call was sent out. Ralph Dennis of WGOV, Valdosta, Ga., Jim Hayes of WNER, Live Oak, Florida, and John Bartlett of WKMA, Quitman, Ga. responded.

### Broadcasters Volunteer Aid

The station signed on the air at its regular time of 7 a.m. with a 15-minute sponsored newscast. Wires and telephone calls brought offers of assistance from WVOP, Vidalia, Ga., WBBQ, Augusta, Ga., and WFRP, Savannah.

Advertising agencies and transcription services offered help and nearly all commercial commitments were met. Temporary offices for WDMG were set up in the Coffee County Chamber of Commerce in Douglas.

### \$200,000 Damage Reported

Fire damage is estimated at more than 200-thousand dollars. The station which occupied the second floor of the Radio Centre Building was declared a total loss.

WDMG's chief engineer, Al Woodson and his assistant, Clem Vaughan, worked many extra hours to keep the station going. Other departments were also busy on a full schedule.

Downing Musgrove, president, and Brody Timm, general manager, have announced that building plans for the new station will be decided upon at an early date.

### Agency Art Exhibit

The fifth annual exhibit of paintings and drawings by Benton & Bowles, Inc. began yesterday at the agency's offices, 444 Madison Ave. The show will run for two weeks and displays non-commercial work of the agency's art department. Paintings by persons in other departments are also included this year.

No prizes are awarded for the art pieces but the event gives the agency an opportunity to meet with its friends. The show was first started in 1945.

### Set Sales Increasing

Montreal—Radios are still selling on the increase in Canada. Producers sold 49,568 sets in August, valued at \$3,383,122, compared with 45,752 sets, valued at \$3,350,483, in August of last year, the Bureau of Statistics reports.

Sales for the first eight months of the year were 396,559 sets, worth \$28,093,312, compared with 271,485 sets valued at \$23,459,950 in the same period of 1948.

## Cedric Adams Signed For CBS Commentary

(Continued from Page 1)

a "cozy chatter and philosophical commentary, starting Jan. 3. Adams will be heard five-times-a-week from 3:55 to 4:00 p.m.

Adams is currently heard for a total of 16 hours a week over WCCO, Minneapolis and also does a daily column for the *Minneapolis Star*. Agency is Leo Burnett, Inc., Chicago.

## Book Publisher Buys Sat. Half-Hour On ABC

(Continued from Page 1)

lowing a special test on WJZ in the same time periods last week. Test program also featured Fray. Huber Hoge & Son, New York, is the agency.

## New WLIB Series

Betty Granger, former woman's editor for *Our World* magazine, will start a series of programs on December 5 over WLIB from 9:00 to 9:30 a.m. Miss Granger will feature material on the Monday through Friday programs on shopping news, child care, community activities, and news as they affect Negro women. She will interview guests on various topics from time to time.

## NAB Election Forms For Directors Mailed

(Continued from Page 1)

will alter the date of determination of membership dues by the board of directors, matching a recent change in the fiscal year.

The NAB's fiscal year formerly was the same as the calendar year, but has been changed to run from April 1 to March 31.

The amendment alters the dues provision of the by-laws to read:

"The board of directors shall determine the dues applicable to each of the classifications set forth in Section 2 above and to such special or hardship classifications as it may have established pursuant to the provisions of Section 1. Dues shall be paid in advance annually, semi-annually, quarterly or monthly."

The "special or hardship classifications" portion of the amended section refers to provisions adopted by the board last July, and approved in a membership referendum, under which television stations affiliated with rural stations already members of the NAB for \$10 a month. Television stations not so affiliated pay \$1,500 a year in dues.


The by-laws amendment was adopted in the mail voting with only 17 votes opposed.

• faces • facts • figures • wins •

faces • facts • figures • wins •


# AMERICANS, SPEAK UP!

10:45-11:00 P. M.  
MONDAY



A series of inspiring, informative talks by prominent Americans. These excellent public service programs are available for sponsorship on WINS. Variety says: "Commercial Possibilities Are Good."

wins • facts • figures • wins •



GROSBLEY BROADCASTING CORPORATION

## Bryson Steps Down, Mickelson In, At CBS

(Continued from Page 1)

CBS Counselor of Public Affairs, asked to be relieved of his administrative and counseling duties to devote more attention to broadcasting, writing, and teaching. He will continue at CBS as a broadcaster.

Mickelson has been with WCCO since 1943. He was a newspaperman, pub-

licity director and teacher prior to WCCO. He has just finished a term as president of the National Association of Radio News Directors.

In announcing Dr. Bryson's resignation, Taylor said, "We are happy that Dr. Bryson will continue in association with CBS as a broadcaster."

BRYSON



MICKELSON



### Man About Manhattan. . . !

● ● ● FRIDAYDREAMING: "The Railroad Hour" is heard on NBC but the progressive New York Central carries car cards on Brewster division commuter trains advertising the show as an ABC attraction. . . . Wendy Barrie's new AEC contract for both AM and TV can gross her \$150,000 when sold out. A female Godfrey in the making. . . . When the "Dr. Christian" show comes east after the first of the year, it'll take a test fling at TV with John Wilkinson, of McCann-Erickson, directing. . . . Herb Sanford, former N. W. Ayer producer and veepee in H'wood, joining CBS-TV here in N. Y. . . . Continental Baking Co. planning an hour radio show on CBS plugging importance to economy of small business. . . . Mickey Rooney set for "Suspense" on the 8th, and then comes on to N. Y. for "Cavalcade of America" on the 13th. . . . American Medical Ass'n planning a nationwide ad campaign in '50 to back its fight against socialized medicine. . . . Roger Kay planning an hour-long video series for Paul Lukas tagged "The Cheater." . . . The Bill Snappers (Eleanor Kilgallen) have named her Susan Dorothy. . . . At Lindy's, Jack Gilford's companion was wondering why a waiter was acting so polite to them. "Why shouldn't he be polite to us?" explained Gilford. "This isn't his table."

☆ ☆ ☆ ☆

● ● ● Making her mark in radio and TV circles through sheer ability and talent (and not via her famous name) is Jacqueline Billingsley, lovely blue-eyed blonde daughter of the Stork Club prop. Jackie has been heard on most of the top soapers such as "Stella Dallas," "Perry Mason," "Front Page Farrell," etc. Look for her to be one of TV's brighter ingenues.

☆ ☆ ☆ ☆

● ● ● TIM MARKSMANSHIP: TV producers live in a clock-eyed world. . . . The most marked advance in the 1950 TV shows will be on the price tags. . . . The AM policy toward TV is more-or-less of an endowment policy. . . . Those evening gowns worn on TV are the revelation type—low and behold. . . . Fight clubs are asking bigger TV percentages hoping to make money hand over fist. . . . Never scold your child for copying from another kid's paper during school exams. He may grow up to be a successful TV producer.

☆ ☆ ☆ ☆

● ● ● MAIN STREET TREATS: Herb Shriver's five-minute nitely session for Philip Morris. . . . Peter Donald's kiddie record album, "Chummy." . . . "Party Games," a boon for harassed party-givers edited by Maggi McNellis and Hubie Boscowitz. . . . The Mariners Quartet on the Godfrey TV'er. . . . Ed Farley's music-making at the Meadowbrook. . . . Hank Sylvern's high-grade musical arrangements and batoning on "This is Show Business." . . . Danny Scholl's rollicking in "Texas, Li'l Darlin'."

☆ ☆ ☆ ☆

● ● ● SMALL TALK: Menasha Skulnik, the great comedian of the Yiddish theater, in anticipation of his own TV series, will make a guest shot on "This is Show Business" Sunday. . . . Also on the show will be John Cameron Swayze, one of the better TV news commentators. . . . Eugene Baird introducing a new tune, "New York Blues," on the Paul Whiteman revue Sunday. Lyrics of the tune were penned by Herb Rikles, editor of TeleVision Guide. . . . Leo De Lyon gets his big H'wood cabaret break on the 13th when he opens at the Mocambo. . . . Recommended Reading: Carol Hughes' article in the current Coronet tagged "What's the Secret of King Arthur Godfrey?" . . . Larry Markes set as one of the comedy writers for the Kay Kyser TV'er. . . . Winnie Garrett sums up radio gagwriters this way: He whose laughs last lifts best.

☆ ☆ ☆ ☆

## Radio's Future Okay, Broadcaster Reports

(Continued from Page 1)

up all kinds of highs in advertiser billings. In the case of Trenton, which is on the fringe of TV reception from both New York and Philadelphia, WTTM national spot business is up over 50 per cent and local business well ahead of the same period last year, he said, and added:

"Sure, TV is going to grow, but I predict that its growth will be more at the expense of other media than of radio. In the vast field of daytime radio, for example, TV won't make any real dent until the vacuum cleaner manufacturers figure out a way to hook up a 60-inch screen to the handle of the cleaner, from which no housewife can take time out during her busy day to look at TV for very long without courting divorce.

"Grave Misconception"

"There is a grave misconception about the TV-AM relationship. Too many people, including those in the broadcasting business, think of TV as radio with pictures. Actually the two media are entirely different in concept and execution. Radio has one element that can never be supplied by TV—an all-encompassing intimacy. Radio is infinitely more personal than TV. It requires the listener to draw on his own imagination to envision the dramatic scene, the comedy sketch, the news commentator recreating a graphic story. Radio serves as an accompaniment to almost every phase of human life, not to mention away-from-home activity, such as driving, picnicing, etc., which are beyond the scope of TV's potential influence. It is all-pervasive, pleasantly inescapable.

"TV, on the other hand, demands your undivided attention. It pulls your concentrated interests right into the picture tube and demands that you hold it there until you or your oculist cry uncle."

Broadcasting is due for a wholesale readjustment as a result of TV growth, predicted Mark, with the end result that both radio and TV will be firmly entrenched as the two most potent forces for human persuasion in the history of mankind.

## Dairy Firm Contracts For Tex And Jinx Seg

Frederick Lowenfels & Son have purchased a part of the Tex and Jinx program over WNBC to advertise their Hotel Bar Butter. John C. Warren, sales manager of the station announced yesterday. The contract is for 13 weeks and covers the 9:00 to 9:15 portion of the show on Wednesdays and Fridays. The first broadcast under the new sponsors is today. The advertising was placed by the Al Paul Lefton Agency.

## Hollywood's New COUNTRY CLUB HOTEL

• The Country Club Hotel occupies a magnificent location in the heart of the exclusive Wilshire residential district . . . adjacent to Wilshire Country Club and overlooking the expanse of its gorgeous fairways and greens.

• Rates from \$6.00 up. Single Kitchenette Apartments Available by Week or Month.

## COUNTRY CLUB HOTEL

445 North Rossmore Avenue (Vine St.)  
Hollywood 4, Calif.

Telephone: HOLLYWOOD 9-2701

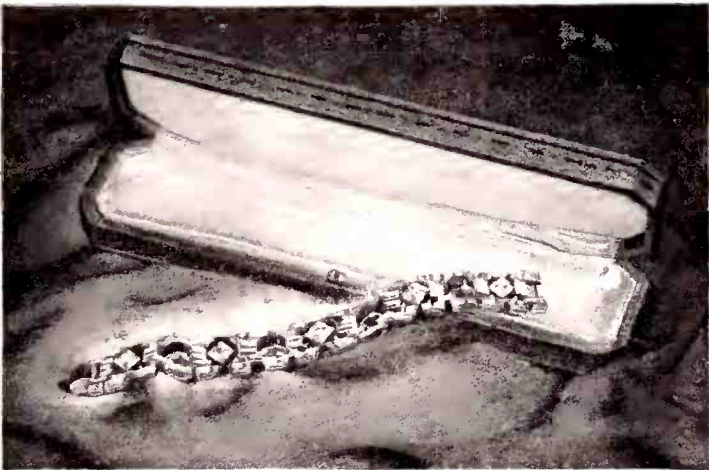
**W**hat other **C**hristmas present  
can you name that...



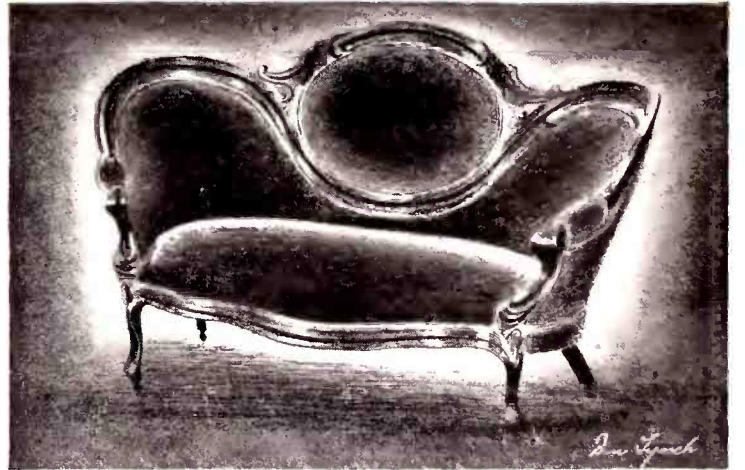
... you wouldn't want to exchange



... comes in so handy on rainy days



... never wears out



... keeps increasing in value

... is so quick and easy to buy  
... pleases everyone on your list  
**AND** ... gives itself all over again  
(with interest) ten years later?



**U.S.**  
**Savings Bonds**

Automatic Saving is Sure Saving



**THIS SPACE CONTRIBUTED BY RADIO DAILY**

## AGENCIES

**M**MARTIN J. MURPHY has become a senior time buyer with Young & Rubicam, Inc. He was formerly with Pedlar & Ryan and Ruthrauff and Ryan.

**C. H. KIBBEE** has been appointed assistant treasurer and secretary of Philip Morris & Co. Kibbee has been assistant treasurer of the American Airlines for the last four years. He will assist the company's chief financial officer, L. G. Hanson.

**KANNENGIESSER & CO.** has chosen Paris & Peart to promote Kanana banana flakes, a new syrup product, effective Jan. 1.

**CIBA COMPANY, INC.,** chemical producers, has named Briggs & Varley, Inc. Joseph Boland, Jr. is the account executive.

### Bojangles Tribute Set

WMCA will run a tribute to Bill "Bojangles" Robinson this Sunday, December 4, from 4:30 to 5:00 p.m. Ed Sullivan will narrate the show which includes sequences from Robinson's life and tributes paid to him by Mayor O'Dwyer and Rev. Adam Clayton Powell. Bubbles, of the team of Buck and Bubbles, will portray Robinson in the dramatization.

## Sand Birthday Greetings To—

December 2

Earl Glade Dorothy Andrews  
Bernice Judis Bill Perry  
Homer Smith Peter C. Goldmark  
Ed Burns Bob Convey  
Linda Ellen Kessler

December 3

Connie Boswell Rosaline Greene  
Kathleen Stewart Charlie Pittman  
Charles 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 Sothorn

December 6

Ira Gershwin Jeannette Land  
Agnes Moorehead John Ravencroft  
Gertrude Gordon Sachs  
Ernest E. Stern  
J. L. Van Volkenburg

December 7

Bob Brown Viola Philo  
Arch Oboler Al Schenkeim  
James Joseph McCann

December 8

John Babb Mary Patton  
Frankle Basch Lionel Colton  
Howard Meighan

## 'Freedom With Responsibility' Stressed By Coy At Amherst

(Continued from Page 1)

with AM stations. In an address at Amherst College he said "It is entirely possible that the conditions in FM and television are sufficiently different from those in AM that other or additional regulations are needed to protect against monopoly."

Coy spoke on the general subject of the First Amendment, and freedom of radio. He reviewed recent Commission history with regard to the network problem, the "Mayflower" decision, newspaper ownership of radio stations, giveaway programs, the rights of labor unions to time on the air, and the blue book.

### "It Is Human Nature"

"It is human nature," Coy said, "to want freedom without responsibility." He stressed the importance of assumption of responsibility by broadcasters, and explained that the "Blue Book" represented the Commission's notice that it would expect broadcasters to exercise their responsibility for the public interest.

The FCC leader added that "for these efforts to expand the public interest concept for the benefit of 150 million American people as opposed to the unbridled freedom of expression for broadcasters, the Commission was widely applauded by many elements in our society which had been gravely concerned with the increasing degradation of service. The president of the National Association of Broadcasters, however, promptly branded the Commissioners as violators of the First Amendment, stooges for the communists' 'obfuscators,' 'intellectual smart-alecks,' 'professional appeasers,' 'guileful men,' 'astigmatic perverters of society.'"

"The Commission has somehow managed to survive these characterizations."

### Likes Pennsylvania Decision

Coy hailed the recent Pennsylvania decision holding that TV programs are not censorable by a state body before broadcast as a "clear and unmistakable" interpretation of the Communications Act as written. The issue here is similar, he said, to the issue involved in attempts by broadcasters to censor political speeches, and added: "The Act says there shall be no censorship; the Commission says there shall be no censorship; Judge Kirkpatrick (in Pennsylvania) says there shall be no censorship."

Coy had praise for broadcasters for their able handling of the difficult problems arising over the allocation of time for political broadcasts. He said he thinks the industry has made its best record in this field, as it seeks to practice the equal treatment principle.

"In the heated presidential campaign of 1948 the complaints reaching the FCC numbered less than

six," he said. "And so far as I know all of them were adjusted during the progress of the campaign."

"You must bear in mind that not only did the older political parties get equal time for their candidates, but the new political parties—the parties of Governor Thurmond of South Carolina and Henry Wallace of New York—likewise received equal treatment with the older political parties. Minority parties do not have to establish themselves before they have access to American radio."

He pointed to the difference in operation between many violently partisan newspapers and the radio stations they own. This difference, he said, "is not due to any self-restraint inherent in the operation of a radio station, but rather can be attributed almost entirely to the legislative mandate that radio stations must treat all political parties fairly."

### Clarifies "Restrictions"

Coy said he "would of course be the first to agree that some of the Commission's actions restrict the licensee's freedom. They restrict his freedom to be unfair. They restrict his freedom to use his publicly-owned frequency for his own whims, or caprices. They abridge his freedom to use a scarce frequency that belongs to all the people to dole out time to his pets or to use it for himself and his own interests and to withhold it from those groups with whom he happens to differ. They abridge his freedom to dodge his responsibility to operate his station as an open forum for all the conflicting interests of the community instead of as a private chattel to do with as he will. They abridge his freedom to evade his responsibilities as a trustee."

"For my part, I conceive it my duty to make every effort to curtail the freedom of radio station licensees to be unfair or to use their licenses solely for their own private benefit rather than for the public interest."

Coy declared, however, that "despite deviations and derelictions such as I have discussed, the total performance of American broadcasting has resulted in the presentation of a breadth and diversification of opposing viewpoints that has established it as a people's forum of high utility to the functioning of our Democracy."

### Wants Vigilance Against Abuse

Turning to the problem of restrictions on freedom by Government, Coy said eternal vigilance is essential to guard against abuse of power by Government. But he added that it is not safe "to rely on the broadcasting industry alone to resist any tendency to undue control of access to radio facilities. In

## COAST-TO-COAST

### Labor Reports Aired

Detroit, Mich.—WDET airs summaries on the World Labor Conferences now being held in London to organize a new, free non-communist world labor organization. The reports on the meetings are aired Tuesday through Saturday, at 6:25 p.m. by Harold Hutchinson, labor editor of the "London Daily Mirror." The weekly resumes of the conference proceedings, also done in London, are also being broadcast on Sundays at 5 p.m., and are handled in the British capital by BBC's Labor Specialist, George Darling.

### KBON Signs Members

Omaha, Neb.—Beverly Bush has joined the KBON staff in the publicity and promotion department, and Eric Ross has joined the sales department.

### "Over-Sixty Club" Parties

Stamford, Conn.—Monthly birthday parties of the "Over-Sixty Club" are being scheduled by WSTC and WSTC-FM. The Stamford Home for the Aged sponsors the organization membership which is limited to all residents who are 60 or over. Birthday celebrants are special guests during each program. The club was designed to provide social contact for lonesome older people.

### KFH Lad With Heidt

Wichita, Kan.—Larry Patterson, 21-year-old vocalist on the half-hour "Five O'Clock Date" heard over KFH and KFH-FM, five days a week, will appear with the Horace Heidt Christmas Night Show broadcasting from New York City. Larry appeared on the talent show several weeks ago in Memphis, Tenn., after tying for first place in the local contest, and was paid tribute by Heidt, who booked him for the Christmas night broadcast.

this industry, as in other enterprises, there always will be those who are willing to sacrifice principle for private advantage.

"Further, the industry cannot be counted on to discipline itself or to see to it that its members do not impose arbitrary restrictions on free access to radio facilities. Only the Government can prevent such arbitrary restrictions. But it must have the aid of an enlightened public on this score. For the private pressure groups that exist are rarely interested in seeing that all sides are fairly treated—they are anxious to see that their own point of view is presented to the public. Thus, an organized and informed public is doubly necessary for a truly free radio—to make sure that the Government shows no tendency to utilize its licensing power as a means of controlling radio and to aid the Government in its efforts to remove any arbitrary restrictions on the free use of radio that may be advanced by the industry or pressure groups."

# TELEVISION DAILY

Section of RADIO DAILY, Friday, December 2, 1949 — TELEVISION DAILY is fully protected by register and copyright

## PUBLIC SEEKING 'TV-TEST' SETS

### TELE TOPICS

**E**NCOURAGED BY favorable press reception of the new Paul Whiteman show and mentions of the production advantages of its huge 66th Street studio, ABC is planning to make fuller use of the converted stable when the 1950 budget goes into effect. Several new shows are in the works as well as revamped formats for some present airers which will be changed to make use of the facilities. The web has spent piles of dough on studio facilities—witness the 66th St. installation and the old Vitagraph lot in Hollywood, which dwarfs the N. Y. building—in the belief that they will pay off in the long run. This has been recognized in the trade for some time now, and yesterday it was spread to the general press by John Crosby in his syndicated column. Speaking of the ABC studio he said: "It is one of the few spots in central Manhattan with enough ceiling height and floor space to give the electricians and cameramen a little elbow room. The Whiteman show is evidence that ABC's heavy investment on 66th Street may eventually pay dividends." . . . ABC received a backhanded compliment in this respect last spring when an agency, about to debut a major variety show on another web, asked ABC if they could originate the stanza at the ABC plant. The web's answer was, of course, "Sure, if you place the show on ABC." Contract had already been signed with the other net, however, and the program went on from a theater.

**M**ILTON BERLE will make his first appearance on CBS tonite when he takes part in an hour-long variety show originating at a new Winston Television Store in Flatbush, 11 p.m. Pickup will be bankrolled by the store and will include Henny Youngman, Vincent Lopez, Sam Levenson, Esy Morales and representatives of the major set manufacturers. Production is being handled by Scheck, Dahlman and Black. . . . The terrible fate of a TV producer who revised an author's work is the theme of a drama written by Fred Coe, NBC manager of new program development, to be aired on "Lights Out" Monday nite. Script was adapted for tele by staffer Ethel Frank.

**L**ARAINÉ DAY arrived from the Coast yesterday with Mr. Durocher to make her TV bow opposite Peter Lind Hayes on "Inside U.S.A." next week. . . . Nine Saturday nite Roller Derby remotes from various points in New Jersey will be aired by ABC beginning Jan. 21. . . . John Horstmann, Jr., formerly with WCAU-TV, has moved to WOR-TV as assistant director in sports remotes. . . . New series of Pepsi Cola spots, combining live action with stop motion, has been completed by arra for the Biow agency.

### John Allen TV Head For Lever Brothers

John R. Allen has been named to fill the newly-created post of television manager for Lever Bros., it was announced yesterday by James A. Barnett, vice-president of the company in charge of advertising, who also told of four other appointments to the Lever advertising division, all effective Dec. 5. Allen will come to Lever from Grant Advertising Agency, New York, where he is vice-president in charge of TV. He will co-ordinate and supervise all Lever video activities.

Howard R. Bloomquist, advertising manager of the Toni Company, Chicago, Illinois, will join Lever as advertising manager for a group of Lever brands. Appointed as advertising manager for another group of Lever brands is George B. Smith, who will come to Lever Brothers from his post as package goods account executive with Foote, Cone & Belding, New York.

Named as assistant advertising manager for a group of Lever brands is Paul Laidley, Jr., now with the Fred Gardner Agency.

George T. Duram, now media director, New York office, of Dancer-Fitzgerald-Sample, Inc., has been appointed media director for the Lever organization.

### Circulation Boost

Hearst Radio chief Tom Brooks yesterday predicted that Baltimore, now boasting 100,000 receivers, will have 150,000 by spring and 200,000 by next fall-winter. He attributed part of the credit for the boost to manager Harold Burke's 60-hours-a-week program sked on WBAL-TV. Brooks said that overall output next year will reach 4,000,000 sets, all of which will be channelled into existing markets.

### "Crusade" Films Sold By Two ABC Outlets

The Detroit Edison Company has signed with WXYZ-TV as sponsor of the entire 26-week series of Dwight D. Eisenhower's "Crusade In Europe" starting in early January, it was announced yesterday by James G. Riddell, general manager of the station. The "Crusade In Europe" video sale marks the first in a series of sales of the co-operatively sponsored program, according to ABC.

The films will be sponsored by Stromberg-Carlson over WHAM-TV, ABC's Rochester, N. Y. TV affiliate starting during the second week in January. The WHAM-TV account was placed directly.

### Industry Leaders To Attend Second Chicago TV Confab

Chicago—The second annual Television Conference sponsored by the Chicago Television Council to be held March 6-8 is expected to draw top executives from all over the country, according to George Harvey, WGN-TV sales manager, president of the local TV council group. Harvey said that FCC Chairman Wayne Coy, Allan B. Du Mont, Senator Edwin C. Johnson and other nationally known figures have been invited to attend.

Short cuts to video progress with case histories, practical tips on management, production and engineering will be the aim of this year's meeting, Harvey said.

He pointed out eleven panel discussions have already been scheduled and plans are for three luncheons, each being addressed by a figure of national prominence. Kay Kennclly, Olian Advertising, Chicago, is in charge of reservations.

"Red" Quinlan, WBKB, has been appointed publicity director for the conference.

Harvey said:

"We expect to have the same earnest group of executives who were present last year as well as scores of new managers, account executives, program directors, independent producers and TV engineers who are all now getting their baptism of fire in this business."

He added: "It was vastly stimulating last year to see so many executives share their television experience with others. We expect to achieve the same forward spirit this year. No words will be wasted. Abstract speeches and blue-sky talk will have no part in our 1950 conference. We want to learn how 'John' does it and 'John,' in turn, can add to his own fund of experience by attending the 1950 conference."

### Would Aid FCC In "Field-Judging" Polychrome

Washington Bureau of RADIO DAILY

Washington—The FCC has had a raft of requests from the general public for placements of color sets during the field testing the Commission has asked. Indicative of high public interest, hundreds of people have sought, on the basis of reports in the general press, to have demonstrator sets installed in their homes.

Actually, there are probably not more than a dozen sets which could be installed at this time. A mere handful of sets have been readied both by CBS and RCA, with no definite indication on the sets prepared by Color Television, Inc.

Arco Electronics has applauded the Commission's decision to have the public participate in field testing, and has spoken of making available kits containing the components for conversion of present home sets to color—or for construction of color sets. As yet, however, there is no indication that such kits can be readied in the near future.

### Fifth Annual TV Institute Expected To Draw 1,000

About 1,000 industry registrants from all parts of the country are expected to attend the fifth annual Television Institute and trade show to be held at the Hotel New Yorker, Feb. 6-8, according to Irwin A. Shane, general chairman of the event and publisher of *Televiser*, which sponsors the meet.

An additional 50,000 persons are expected to visit the two floors of receiver and equipment displays open to the public, Shane said.

The Institute will be combined with the annual Television Film Conference, which is expected to draw some 500 representatives of producers, distributors and film directors of stations and agencies. The film sessions will be held Feb. 8.

Panel speakers at the Institute will include representatives of the FCC, stations, networks, agencies, advertisers, producers, manufacturers, researchers and engineering and education groups.

### Makes Bid For Plant

Chicago—A bid of \$1,250,000 has been made for the plant of the bankrupt Majestic Radio and Television Corp. in Elgin, Illinois. A Chicago attorney, Joseph Schwartz, made the offer, but refused to say whom he was representing.

# AM-TV EQUIPMENT FM FAX

Section of RADIO DAILY, Friday, Dec. 2, 1949

## Complete AM-FM For Hotels By RCA

Hotel radio and sound distribution systems, radically different from previous equipment of this type, has been announced by the Sound Products Section of the RCA Engineering Products Department.

The complete new line, designed for either revenue or non-revenue operation, employ up to six program channels. Normally four of these channels are tuned to the four radio networks, a fifth channel transmits entertainment from a local station or from the hotel's dining room or cocktail lounge, and the sixth may be tuned to an FM station or used for music service or reproduction of recorded material. The systems also provide a general and emergency announcement medium for use by the hotel management.

The new sound systems consist of basic units which can be combined in building-block style to meet requirements. Some 59 packaged "blocks" may be chosen and used in combination to provide varying facilities for a hotel of any size, old or new.

The varied equipment which comprises the new systems has been tried and tested in the Fort Hayes Hotel at Columbus, Ohio, and has been checked and approved by the National Board of Fire Underwriters, RCA disclosed.

## AUTO-CITY'S MOBILE TELE



Leaders of the Radio Farm Director's Association who used the WJR in charge of the mobile studio, and Phil Alampi, WJZ, new sec-side the mobile unit. They are (l. to r.): Wallace Kadderly, KGW, retiring president of the RFD; Roy Battles, WLW, newly elected president; Chris Mack, WNAX, new vice-president; Marshall Wells, WJR in charge of the mobile studio, and Phil Alampi, WJZ, new secretary. During the first two days of the 4-H Club Congress, the Goodwill Station's mobile unit accommodated 25 different stations from 14 states.

## Skywave Recording Equip. Seen At Canada NARBC

Montreal—Claiming no equivalent to any other type of equipment like it in the world, the latest electronic device for measuring skywave signals from radio broadcasting stations was on view here last week, to delegates to the current North American Regional Broadcasting Conference at the Windsor Hotel. The equipment was designed by W. B. Smith, engineer in charge of the Radio Standards Laboratory of the Federal Department of Transport. Called skywave recording equipment, it is designed to make assignments of new broadcasting stations, and to change other stations in operation without increasing interference.

## Aerovox Corp. Acquires Electrical Reactance Co.

All outstanding stock of Electrical Reactance Company has been purchased by Aerovox Corporation, New Bedford, Mass., it was announced by W. Myron Owen, Aerovox president. Electrical Reactance, with plants at Franklinville, N. Y., Jessup, Pa., and Myrtle Beach, S. C., will be operated as a wholly-owned subsidiary under the continuing management of Charles E. Krampf as president, who also becomes a director of Aerovox Corporation.

According to Owen, "This acquisition places Aerovox in the unique position of being the only producer of a complete line of fixed capacitors."

## Sahloff To Manage G. E. Receiver Div.

Syracuse, N. Y.—Willard H. Sahloff will assume the post of manager of the General Electric Co. receiver division at Electronics Park here the first of the year, according to an announcement made by Dr. W. R. G. Baker, G.E. vice-president and general manager of its electronics department.

Sahloff comes to his new post with G.E. with top merchandising and executive experience, having formerly been merchandise manager and a vice-president for Montgomery Ward & Company and more recently president of the National Enameling & Stamping Company. The G.E. receiver division, which he will manage, engineers and builds a wide variety of radios, radio-phonograph combinations, and TV receivers for the public, and parts for other manufacturers and distributors.

A native of Kingston, N. Y., Sahloff is a graduate of Rutgers University. From 1930 to 1933 he was advertising manager of the Perth Amboy, N. J., Evening News and then became a buyer, specializing in housewares and appliances for L. Bamberger & Company, Newark, N. J. Subsequently he became associated with Montgomery Ward, leaving there to become president of the National Enameling & Stamping Co. at Milwaukee, Wis., in May, 1949, the position he held until his new appointment at G.E.

## ENGINEERS—CONSULTANTS

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## PRODUCTION PARADE

### Trio Yagi For Fringe Areas

A new Yagi, double folded dipole TV antenna, which the Trio Manufacturing Company, Griggsville, Ill., claims provides improved performance with unusually light weight, has just been announced. The antenna is available for each of the 12 TV channels, although considerable gain is achieved on adjacent channels. The double folded dipole feature permits exact impedance matching to conventional 300 ohm line.

### Philco Accessory Products

Three types of biconical tele aerials, for installations requiring outdoor antennas, six handy alignment jigs for simplifying the servicing of Philco tele receivers, and the Philco Model M-20 three-speed record changer and 45 rpm record adapter discs and non-slip driver are among the new products which are now being made available to the public through Philco dealers, according to Jack Cherry, sales manager, Philco accessory division.

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# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 42

NEW YORK, MONDAY, DECEMBER 5, 1949

TEN CENTS

## RADIO BUSINESS OUTLOOK SURVEYED

### FCC High Court Brief Favors Georgia Plea

Washington Bureau of RADIO DAILY  
Washington—The FCC filed with the Supreme Court at the weekend an *amicus curiae* brief in support of the State of Georgia's appeal from a Georgia Supreme Court decision directing payment of 15 per cent of the gross of WGST to Southern Broadcasters, Inc. The case arose when SBI, a management group headed by Sam Pickard, former CBS and Federal Radio Commission official, insisted upon collecting ac-

(Continued on Page 6)

### Toni, Metropolitan Life Renew CBS Programs

"Give and Take," CBS network audience participation show, has been renewed by the Toni Company, Chicago, and "Eric Severeid And The News" has been renewed by the Metropolitan Life Insurance Company, it was announced Friday. "Give and Take" is a half-hour Saturday afternoon CBS feature starring John Reed King as emcee, and "Eric Severeid And The News" is a five-a-week late afternoon airtel. Foote, Cone and Belding is the agency on the Toni account; Young and Rubicam handle Metropolitan Life Insurance Co. advertising.

### WJR Declares Dividend Of 20 Cents Per Share

George A. Richards, WJR, Detroit, chairman of the board, announced that the board of directors of WJR have voted a 20 cent per share stock dividend payable December 22 to shareholders of record at the close of business December 15.

### WTOP Giveaway

Washington — A new giveaway prize is offered by WTOP, Washington for the annual "flowing egg-nog bowl" party of the Washington Advertising Club, December 20. Manager John S. Hayes has donated "one prime aged in-the audience station break, Class A. Time, worth \$60 . . . . to any advertiser."

### K-F To Sign For First Labor Network Show

Kaiser-Fraser will sign a contract within the next few days sponsoring the first program to use the entire facilities of the Labor Liberal Network, an FM web, comprised of six stations.

The contract calls for the show to be aired on a five-day-a-week basis for fifty-two weeks. No time slot, format or length of running time for the show has as yet been announced.

Kaiser-Fraser Corp., will be sponsored.  
(Continued on Page 8)

### WPEN Completes Plans For Scholarship Award

WPEN, in cooperation with Philadelphia's Poor Richard Club, is conducting the Benjamin Franklin Essay Contest for the fourth consecutive year among high school students in the Philly area. Subject of the contest is, "How Would Benjamin Franklin View A United States Of Europe."

Boy and girl submitting best essay  
(Continued on Page 2)

### Roundup Opinion Indicates Optimism Regarding 1950 Sales Prospects; Spot Business Looks Good

### RCA's Two Dividends Total Over 10 Million

The Radio Corporation Of America Friday declared dividends of 50 cents per share on common stock, and 87½ cents a share on first preferred stock, it was announced by David Sarnoff, chairman of the board. The common stock dividend is payable in cash on January 23, and the first preferred stock dividend is payable in cash on January 3, he said.

With these declarations, the total  
(Continued on Page 4)

### Two Symphony Airers Skedded By Mutual

Mutual will feature, starting in January, 1950, the Oklahoma Symphony Orchestra, conducted by Victor Allessandro, and the Los Angeles Philharmonic Orchestra, conducted by Alfred Wallenstein, in their own  
(Continued on Page 2)

### "Voice" Requests ET Of CBS Livestock Cover

The State Department has requested a transcription of WBBM's half-hour program, "The International Livestock Show" for rebroadcast over the "Voice Of America"  
(Continued on Page 2)

A slight decline in network radio commercial sales, an increase in national spot revenue, increased local radio sales and a heavy increase in TV business are forecast for 1950 as a result of a survey of networks, agencies and allied fields completed on Friday by RADIO DAILY. Based  
(Continued on Page 6)

### CBC Radio-Revenue Tripled In Ten Years

Montreal—CBC's revenue from commercial programs has increased from \$773,521 in 1939-40 to \$2,217,129 at the end of the last fiscal year, it was disclosed last week in a return tabled in the Canadian House of Commons for John Diefenbaker (P. C.-Lake Centre). The return showed that in the fiscal year ended March 31, 1940, revenue from commercial programs was \$773,521;  
(Continued on Page 8)

### Ellison, Head Of ANA, Joins TV Film Concern

Paul S. Ellison has been named vice-president in charge of sales of Archer Productions, commercial film and television producers, New York, Lars Caloniuss, president, announced yesterday.

Ellison is a former chairman of  
(Continued on Page 2)

### New York Water Emergency Draws Aid From All Stations

New York City radio and television stations have joined the campaign to publicize the city's water shortage and the need for conservation. With water supplies reduced to less than one-half of normal because of a dry year, the measures have become urgent.

To remind the public, WNEW has produced a set of four songs to be broadcast throughout the day. The

station in the past has used jingles for the UN, fire-prevention, and other public services.

Jingles will also be used by WOR on station breaks. The songs were first run by Bruce Eliot and Dan McCullough on the B&D Club on Saturdays at 4 p.m. In addition, the station is carrying spots on newscasts and other programs. WOR-  
(Continued on Page 6)

### Doubling

Dimitri Mitropoulos, in a seasonal debut with the New York Philharmonic-Symphony over CBS Dec. 11, will double in brass when he steps down from the conductor's podium to appear as guest piano soloist playing and directing the first American broadcast of Ernest Krenek's "Concerto NO. 3 for Piano and Orchestra."

### Yuletide Spirit

Admission to the annual Christmas Party of the New York Publicity Club will be a toy. All those attending the festivities Dec. 19 at the Madison Hotel will bring gifts to be donated to WOR's fifth annual Children's Christmas Fund which supplies toys and clothes to nearly 9,000 youngsters in 74 hospitals in the Metropolitan area.



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JOHN W. ALICOATE : : Publisher

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

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Dallas, Texas  
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# FINANCIAL

(December 2)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7 3/8	7	7 1/8	+ 1/8
Admiral Corp.	29 5/8	29 1/2	29 5/8	+ 1/8
Am. Tel. & Tel.	147 5/8	147 1/4	147 5/8	+ 3/8
CBS A	25	24 3/4	25	+ 1/4
CBS B	24 5/8	24 1/4	24 1/4	+ 1/8
Philo	30	29 1/4	30	+ 1/2
Philo pfd.	84	83 1/2	83 1/2	+ 1/2
RCA Common	12 7/8	12 1/2	12 3/4	+ 1/8
Stewart-Warner	12	11 7/8	12 1/8	+ 1/8
Westinghouse	28 1/2	28 1/4	28 1/4	+ 1/8
Westinghouse pfd.	101 1/2	101	101 1/2	+ 1/2
Zenith Radio	29 7/8	29	29 3/4	+ 7/8

## NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 3/4	15 3/4	16 1/4	+ 3/4
Nat. Union Radio	2 5/8	2 1/2	2 5/8	+ 1/8

## OVER THE COUNTER

DuMont Lab.		Bid 13 3/4	Asked 14 3/4
Stromberg-Carlson		12	13 1/4

## Two Symphony Airers Skedded By Mutual

(Continued from Page 1)

programs, it was announced yesterday.

The coast-to-coast debut of the Oklahoma Symphony has been set for January 11 from 10:30 to 11:00 p.m., and the hour-long presentation of "Symphonies For Youth" by the Los Angeles Philharmonic will resume on Saturday afternoons.

**WEAV**  
PLATTSBURG, N. Y.  
AMERICAN BROADCASTING CO.  
CONSTANTLY SELLING THE NORTH  
COUNTRY'S RICHEST MARKET  
JOSEPH HERSHEY McGILLVRA, Nat. Rep.

# ★ COMING AND GOING ★

**ROBERTA QUINLAN**, vocalist, on Friday left New York by plane for San Francisco, where on Saturday she acted as good-will representative of Mohawk Carpet Mills Company on a KNBC television show. On Sunday she was in Hollywood for a similar appearance on KFI. She'll be back in New York tomorrow.

**EDDIE CANTOR** is spending a few days in New York. On Thursday of this week the comedian will be honored by Hadassah.

**DAVE GARROWAY**, emcee and comedian featured on NBC, plans to be in New York the 16th and 17th of this month.

**DWIGHT COOKE**, of "You and Small Business" on CBS, will be in Washington tomorrow, Wednesday and Thursday. His program will emanate from the Nation's Capital on those days.

**RALPH EDWARDS** on Saturday was in Providence, R. I., for the broadcast of "Truth or Consequences." On Wednesday of this week he'll be in Washington to air "This Is Your Life" at a meeting of the American Medical Association.

**LUCILLE BALL**, star of "My Favorite Husband" on the Columbia network, back to Hollywood following a visit of ten days in New York.

**WILL O. MURRELL**, prominent attorney of Jacksonville, Fla., who is owner of WORZ, Orlando, has returned to the Sunshine State after a few days in Gotham discussing promotional matters.

**ERIC SEVAREID**, Columbia network commentator, returning from Montevilla, Ala., where yesterday he delivered an address at Alabama State Women's College on the subject, "The World from Washington."

**DEAN FITZER**, manager of WDAF, Kansas City, Mo., an affiliate of NBC, on Friday was in conference at the network with Burton M. Adams, of station relations.

**TONY MARTIN**, singer, and his wife, **CYD CHARISSE**, on Friday left by plane for Hollywood following the close of Tony's engagement at the Roxy Theater and completion of a number of recordings for Victor.

## Ellison, Head Of ANA, Joins TV Film Concern

(Continued from Page 1)

the Association of National Advertisers and resigned recently as executive vice-president of Control Systems for Management, New York.

He has also served with Sylvania Electric Products, Inc., in various positions and was advertising manager of the Brunswick-Balke-Collender Co., Chicago. He is a former director of the Advertising Council, Advertising Research Foundation and the Audit Bureau of Circulations.

## "Voice" Requests ET Of CBS Livestock Cover

(Continued from Page 1)

ica." Show, a recapitulation of events at the International Live Stock Exposition, was heard over WBBM and the full CBS web last Saturday. Included were tape-recordings of interviews with exhibitors and guests plus descriptive highlights of major events.

WBBM Farm Director Harry Campbell and News Editor, Julian Bently collaborated with Bev Dean, producer-director in constructing the show.

## American Oil Renews

American Oil Company has renewed sponsorship of the "Carnegie Hall" concert series for an additional 13 weeks starting early in January over ABC. Renewal marks two years of sponsorship for the series by American Oil. Agency is Joseph Katz Company of Baltimore.

## Stanton To Ride The Goat

Frank Stanton, president of CBS, will be initiated into Alpha Delta Sigma, national honorary marketing fraternity, Friday, Dec. 9 at 6:30 p.m. at the Advertising Club, 23 Park Avenue, N. Y. C. He will be the honor guest at the fraternity meeting.

## WPEN Completes Plans For Scholarship Award

(Continued from Page 1)

will each receive a \$500 scholarship from WPEN in cooperation with the Charles Morris Price School of Advertising and Journalism. Teachers of the winners will receive U. S. Savings Bonds and runners-up will get memberships in the Franklin Institute. Presentation of awards will be made January 17.

## Ted Malone Featured In New ABC Co-op

Ted Malone will present a blend of poetry, tales, and stories on a new Monday through Friday ABC series beginning Monday, December 12 at 11:15 p.m., EST. The quarter-hour program will replace Joe Hasel's sports round-up and will be offered to local sponsors on a co-op basis.

Plans for the program call for Malone to make week-end trips to spots around the world, recording interviews on tape.

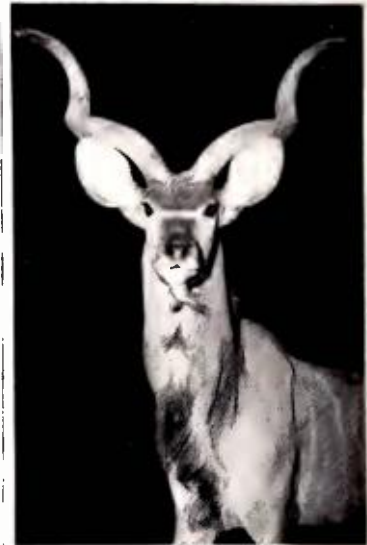
Malone is now heard over ABC Monday through Friday at 3:55 p.m., EST, and on a transcribed show Sundays at 10:15 p.m., EST.

## Bank Buys Time

The Bank for Savings in the City of New York will sponsor a radio show for the first time in its history, "Top Tune Time," to be heard over WMCA Monday through Friday from 1:15 to 1:30 p.m. The 130-year-old institution is being represented by William Irving Hamilton, Inc. The show will start on January 9, 1950.

## Parsons Show Renewed

Louella Parsons, broadcasting for the Andrew Jergens Co., has been renewed over 266 stations of the ABC web effective Jan. 1 for the next fifty-two weeks. Parsons has been sponsored by Jergens in the same time slot since 1945. Robert W. Orr Associates is the agency.



# Ever seen a Kudu?

You're looking at a picture of one now. And those big horns of his were to help him fend off trouble as he roamed the deserts of Abyssinia.

There's a good way for you to fend off any sales troubles you may be having in Baltimore. You just buy W-I-T-H, the BIG independent with the BIG audience.

W-I-T-H regularly delivers more listeners-per-dollar than any other station in this rich, competitive market. That's why you can get such BIG results from so LITTLE money on W-I-T-H.

So if you're interested in getting low-cost results from radio in Baltimore, call in your Headley-Reed man and get the full W-I-T-H story today.

AM  FM

**WITH**  
Baltimore 3, Maryland

TOM TINSLEY, President  
Represented by Headley-Reed

## ★ THE WEEK IN RADIO ★

16th Dist. Members Optimistic

By BILL SILAG

SIXTEENTH DIST. NAB (southwest), meeting in convention at Phoenix, found business good and 1950 prospects even better, especially in the national spot field. The group approved NAB decision to keep the BAB within the fold, and heard Maurice B. Mitchell, BAB director, give his famous "Mitch's Pitch" on "Increasing Radio's Share of Advertising Dollars," "National Spot Business," and "How to Turn People into Customers." Justin Miller, NAB prexy, told the more than 100 broadcasters in attendance that radio, and video, were on the verge of prosperous years. He pointed out that "more radios are being sold than ever before" discounting the theory that "video will put radio out of business."

Commissioner Hyde told the FCC that NARBA proceedings are at "the critical stage" and took the NAB to task for the 4th Dist. resolution calling for economic sanctions against Cuban broadcasters. Hyde is chief U.S. delegate to NARBA.

Five stations, WNYC, WOI, WKAR, WNAD, and WHCU, rapped the FCC for failing to take action on a petition, filed a year ago, requesting a ruling to permit greater flexibility of time on the air. . . . CBS led the Nielsen Nov. 1-7 ratings with first seven spots in evening programming, eight of first ten daytime positions and a clean 1-2-3 sweep on Saturday. . . . NBC's "NBC Theater" won the sole award of National Council of Teachers of English. . . . R. W. Fordyce was named general sales manager of Bendix Radio Division . . . and radio was lauded for its promotion of Xmas Seals.

Roy Battles, WLW farm director, was elected president of the National Association of Radio Farm Directors at the group's sixth annual convention held at the Stevens in Chicago. Also elected were Phil Alampi, WJZ, vice-president; and Chris Mack, WNAX, secretary-treasurer. Panel discussions occupied a major portion of the 175 member group meeting and citations were awarded to 17 farm directors who had served with that title for more than 10 years. Announcement that the Association 'Handbook' would soon be available, was made.

Twenty-one New England stations formed the New England Broadcasting System, a regional web, and planned to sell the stations as a unit or in part. Kettle-Carter, Boston radio reps made the announcement. . . . Columbia University's "J" School was awarded a facsimile transmission and receiving system to enable students to study in the field of electronic communications.

Bill Murphy, GOP publicity chief died on Sunday; NBC vee-pee Wm. Hedges was named radio and TV chairman of the 1950 New York March of Dimes drive; and Henry

J. Taylor, ABC news commentator, denied FTC charges of "monopoly" in his Package Advertising Company operations.

The transmitting tower of KHQ, Spokane, Washington, was reported to have been crumpled in two by severe winds in the northwest area over the week-end.

Prodded by the entry into the market of the anti-histimine drugs, cold remedy advertisers stepped up their radio advertising, mostly in the national spot field. The anti-histimines are also using considerable amounts of spot advertising.

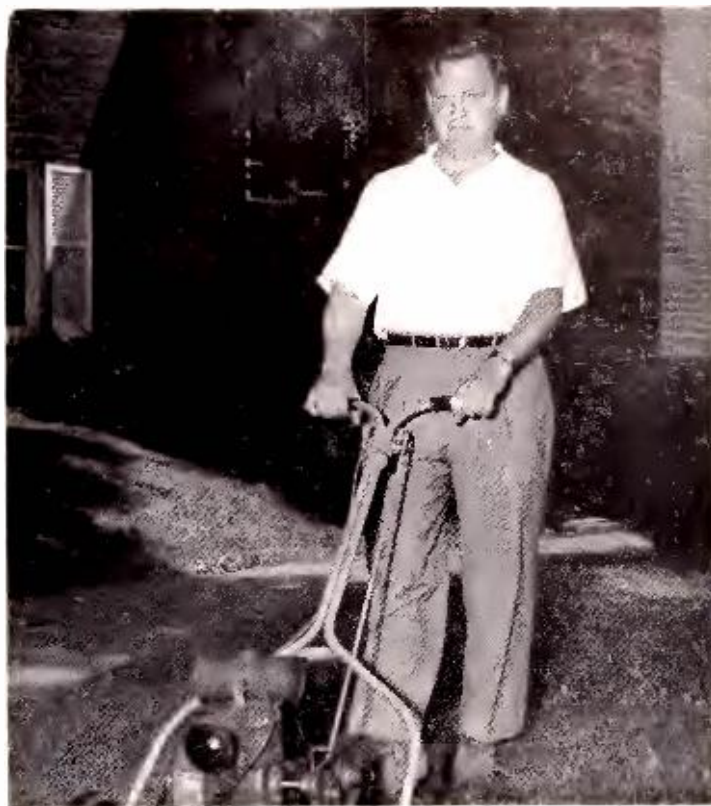
Week-end listening increased during November in the New York area according to a Pulse survey and program activity was heavy at most of the major webs and leading independents. . . . Capehart-Farnsworth took its first dip into network advertising when it signed to sponsor the one-shot "A Christmas Carol" over Mutual. Mutual also announced plans to broadcast the All-Star football game and WMGM completed arrangements to present New York metropolitan area college basketball games with a variety of sponsors lined up. . . . "Town Meeting of The Air" will be streamlined to a half-hour and "Quick As A Flash" moved over to ABC from MBS.

Morgan Beatty scored a news-beat for NBC when he broadcast the first on-the-scene description of the Dallas DC-6 airliner tragedy which, incidently, was survived by Dr. Luis de la Rosa, Mexican Association of Broadcasters prexy. . . and announcement that Gertrude Berg would receive a B'nai B'rith award for her ceaseless efforts in promoting interfaith understanding, was made.

The FCC approved a second standard broadcasting station for the Virgin Islands and sanctioned the sales of WCHS, Charleston, W. Va., and WDAD, Indiana, Pa. The commission also granted construction permits to Watertown Radio, Inc., Watertown, Wisc. and Pemiscot Broadcasters, Inc., Caruthersville, Mo.

A RADIO DAILY survey revealed that, while record sales are not up to last year's, record buying trends are up over recent weeks. LPs are leading the field in sales and 45 rpm buyers are growing, the survey showed.

The UN Information Division announced plans to honor David Sarnoff, RCA chairman of the board, for his advocacy of "concepts of freedom to listen and freedom to look." . . . Johns-Manville renewed "Bill Henry and the News" over Mutual and that web offered Lanny Ross as a special Xmas season co-op for local sponsors. . . . Trans-World Airlines contracted for radio advertising in eight cities.



## He Doesn't Let It Grow Under His Feet

Manicuring the lawn with a mechanized mower or trimming the ears off a "shilly-shallying fuzzy-duzzy," he is a tireless worker who cuts through grass and the complexities of big government with equal facility.

As a widely listened-to network news commentator, he brings his intense energy to bear nightly on "the top of the news as it looks from Washington." His aggressive reporting has built a weekly audience estimated at 13,500,000, great numbers of whom regard him with esteem akin to religious fervor.

Currently sponsored on more than 300 stations, his broadcast—the Fulton Lewis, Jr. program—is the original "news co-op." It offers 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).

## AGENCIES

**N. J. LEIGH**, chairman of the board, Einson-Freeman Company, Inc., today will speak before the Advertising and Selling Course, conducted by the Advertising Club of New York. His subject will be "Printed Salesmanship at Point of Sale." This meeting will be held at the Engineering Societies Building, at 6:15 p.m.

**ROBERT M. REUSCHLE** has joined McCann-Erickson as manager of radio-television time buying. He was formerly with the Headley-Reed Company, radio station representatives.

**AUTOMATIC BURNER CORP.**, manufacturer of oil burners, has engaged Olian Advertising Company of Chicago as its agency.

**CORTLANDT LANGLEY** will form his own company to market television programs. He has resigned as assistant to the president and director of subscriber service of BMB.

**THE RUBEROID COMPANY**, maker of roofing and building materials, has named Fuller & Smith & Ross, Inc. C. J. Dunham is the account executive.

**LA PLAYA PRODUCTS, INC.**, makers of professional hair color blenders, has named Grant Advertising, Inc.

**JOHN R. BURR** has joined Ward Wheelock Co., Inc., in an executive capacity. He was formerly with Federal Advertising Agency, Inc., and McCann-Erickson, Inc.

**LAWRENCE D'ALOISE** has joined Doherty, Clifford & Shenfield, Inc. as a copy writer. He was formerly with J. Walter Thompson Co.

**KLORES & CARTER, INC.**, has been named by Hudson Dealers in the New York area to handle advertising in newspapers, local magazines, and television.

**TENNESSEE VALLEY CHEMICAL CORP.** has appointed Buchanan & Co. for Tev plastic starch and Tev wick deodorizer. Newspapers, magazines and television will be used.

**DORIS O'HALLORAN** has joined the Federal Advertising Agency, Inc., in the copy department. She was formerly with McCann-Erickson, Inc.

### WILL ERECT BUILDING

of Approx. 5000 Sq. Ft.

— Adjoining —

**A.B.C. and W.O.R.**

**Television Center**

Suitable Allied Interests

CALL **A. N. ROEMER, EN-2-3333**  
50 West 72nd St., New York



### Man About Manhattan. . .

● ● ● **WEEK-END CUFF NOTES:** Getting away from radio's old theory that Sat. is the loneliest nite of the week, television is going right ahead building it up into one of the week's strongest. Latest show to be set for that nite is Ed Wynn when it bows in Jan. 7th for its new sponsor, Camel cigarettes. . . . Lux Radio Theater tonite unveils "the prettiest 15-year-old girl in America," in conjunction with its 15th ann'y celebration. . . . TV stations around the country are beeing plenty about the "bloody murder mysteries" on television, especially since many of them are offered while the youngsters are still up and around. . . . Henny Youngman refers to himself now as "star of stage, radio and television mentions." . . . DeWard Jones, former Radio City Music Hall publicist, has been named editor of the *Writer's Journal*, nat'l monthly devoted to every phase of the writing field. . . . Mannie Greenfield Associates only handled Jo Stafford's publicity on special assignment here in N. Y. Singer is handled nationally by Margaret Ettinger office in H'wood. . . . Recommended reading: Harold Robbins' "The Dream Merchants"—finest novel on H'wood we've yet come across. . . . BMI's basketball team racking up quite a record in the Rockefeller Center Basketball League. . . . Jack Gillford knows a character who's getting into TV on the ground floor. He's a porter in the basement at CBS.



● ● ● There's quite a human interest yarn behind Carlton E. Morse's trip to Paris and Rome Dec. 22nd as international Santa Claus for the Foster Parent's Plan for War Children. Morse had adopted several of these unfortunates. One of them, a French youngstaer, had written him expressing her thanks but adding that she was more concerned over the fate of millions of other kids far less fortunate. Her note gave Morse the idea for the trip and he's been collecting carloads of gifts on his "I Love A Mystery" series on Mutual to take along with him.



● ● ● **THINKING OUT LOUD:** Television will come of age when it begins to understand that the first three minutes of the show are the key to allowing the set's knob to remain status quo. In flesh vaudeville, if you don't like the opening dumb act, that's just tough, brother. You paid your money and don't have your choice. Same goes for theater, films, night clubs, etc. But let's not forget that in TV you can't "wait" to build interest. It has to be there from the opening gun. With seven stations going full blast (except ABC-TV Monday-Tuesday), even the laziest guy in the world will get up to toy with the dials. The very least you can say about Berleo is that it's socko right at the start. It's okay to wait for the "second act" in legit, but drama on television must have punch from the opening scene.



● ● ● **THEY SAID IT:** Russ Hodges is one of the two best fight announcers of this generation—the other being Don Dunphy, of course.—Frank Conniff. . . . If you were to ask who is the best-loved man in New York, I'd answer the question without hesitation—Harry Hershfield.—Lee Mortimer. . . . No matter how much women race to buy Christmas presents for men, the race always ends in a tie—Earl Wilson. . . . I get no impression of advancing civilization out of the singing commercial.—Herbert Hoover. . . . Since the tune "Lucky Old Sun" has been banned on all Camel shows, huckster circles insist that in retaliation, camel's hair coats are verboten for Lucky Strike employees.—Dorothy Kilgallen.



## NEW BUSINESS

**WNBK, Cleveland:** Rini Wine Co., Carpenter Advertising Agency; Kurtz Furniture Co., two spots weekly, 13 weeks; Ed Hibschan Agency; Hudson Dealers of Cleveland, participating spots on Bob Reed Show, three a week thru Gerst Advertising Agency; Reddi-Wip Mfg. Co., one spot weekly, 13 weeks, Richard T. Brandt Agency; Laundry Institute of Cleveland (Association of 18 Cleveland laundries) three participating spots weekly on Bob Reed Show, Carr-Liggett Agency; Central Cadillac, 10-min. sports round-up following network football games; Duquesne Brewing Co., one hour weekly wrestling match from Cleveland Arena, thru Walker & Downing Agency; Domestic Sewmachine Co., half-hour weekly participating on "Through the Kitchen Window," 13 weeks, thru Fuller & Smith & Ross Agency; Dishmaster, one-min. announcements thru Clark & Rickert Agency; Pontiac, minutes and spots thru McManus, John & Adams Agency; Tenna-Rotor (Alliance Mfg. Co.), 15 min. "Top Views in Sports" (weekly) thru Foster & Davies Agency; Ford Motor Co., half hour program, "Big Ten Football Games," thru J. Walter Thompson Agency.

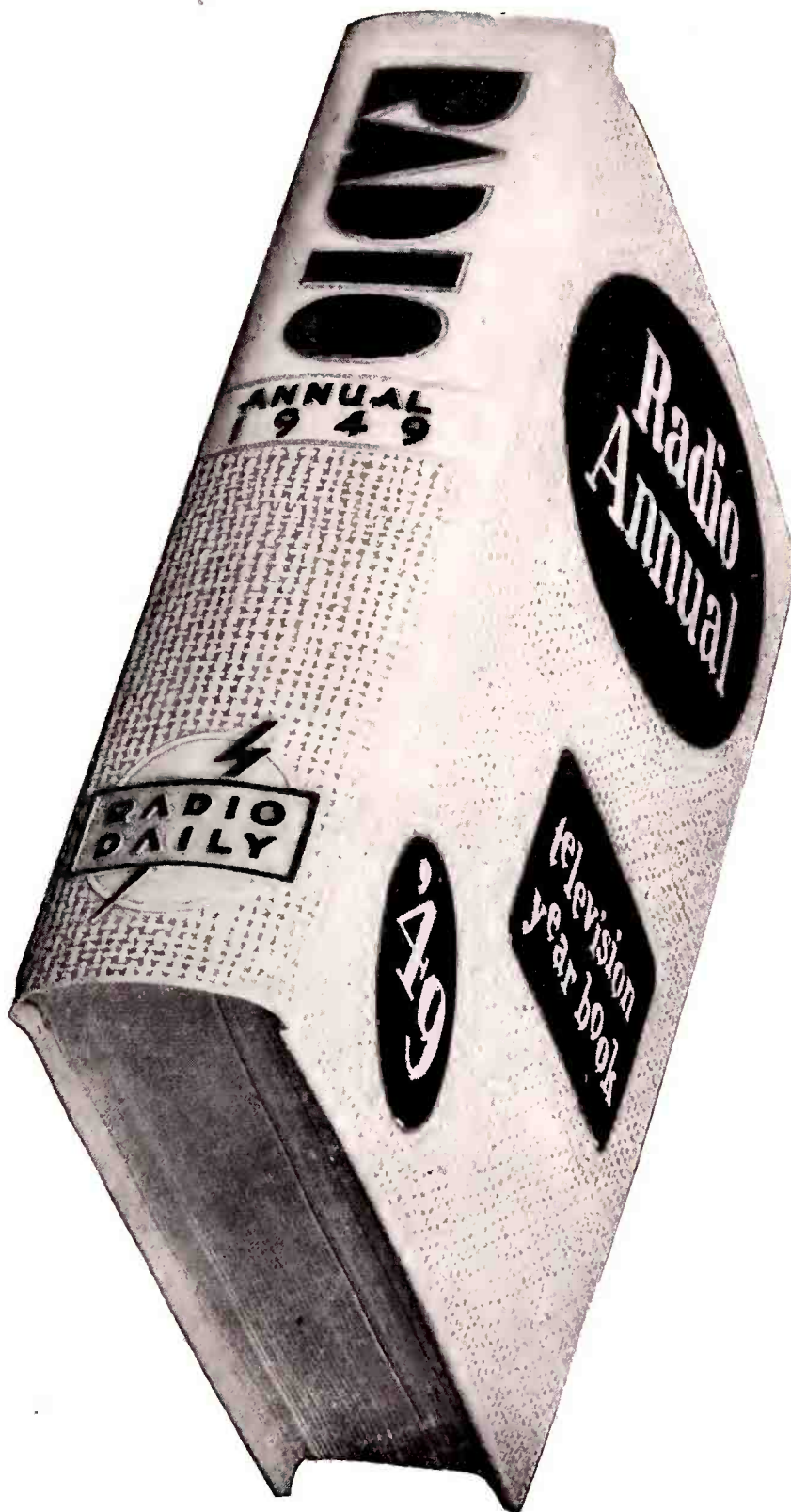
**WTAM, Cleveland:** Duquesne Brewing Co., half-hour variety program, "Welcome Aboard," through Walker & Downing Agency; Werks Soap, 15-min. program, "Meet the Menjous," five times a week, thru Ralph A. Jones Agency; Al Henderson Show, five-minutes across-the-board, Vicks Co., thru Morse International, Inc.; Ford Motor Co., one min.'s and chain breaks, thru J. Walter Thompson; RKO Palace, one min. spots, thru Gregory House Agency; Carr Consolidated & Biscuit Co., spots.

**WENR, Chicago:** The Atlas Brewing Company for Edelweiss through the Olian Advertising Agency, Chicago, has ordered a one-hour program entitled, "Musical Clipper." The contract was signed for 39 weeks. The program features records. A WENR staff announcer is handling the sixty-minute program to be heard each Saturday night from 12:00 midnight to 1:00 a.m. Swift & Company, ice cream, thru Needham, Louis & Brorby, Chicago, three station breaks weekly for 52 weeks.

### RCA Declares Dividend; Total Over 10 Million

(Continued from Page 1)  
of dividends to be paid by RCA for 1949 amounts to \$3,152,800 on common stock, and \$6,928,600 on the preferred, a total of \$10,081,400.

Payments will be made to holders of common stock of record at the close of business December 16, and to holders of preferred stock of record at the close of business Dec. 12.



**SEE PAGES  
209 to 226**

FOR A COMPLETE  
LIST  
OF

**RADIO & TELEVISION  
STATION  
REPRESENTATIVES**

GIVING  
ADDRESSES  
PERSONNEL  
&  
OTHER  
USEFUL  
INFORMATION



ONE OF 1001  
SUBJECTS COVERED  
IN THE

**RADIO ANNUAL &  
TELEVISION  
YEAR BOOK  
for 1949**

# N. Y. Water Situation Draws Stations' Aid

(Continued from Page 1)  
TV is also using station breaks and newcasts for water shortage items.

WJZ will run a special program tomorrow, December 6, from 6:05 to 6:15 p.m., EST in addition to station break announcements. Gordon Fraser will interview people at the Croton reservoir and Julian Anthony will talk to people on the street. The name of the show is "Water—A Special Report." WJZ-TV is making plans for their shows this week.

WNBC and WNBT are using the slogan "Save Water" on station breaks. Water Commissioner Stephen Carney appeared on the Savings Bank Quiz Kids program over WNBC yesterday to make an appeal to New York City children.

Carney also appeared on WPIX on Saturday over the City Hall program. The TV station is running spots on their newcasts to further publicize the shortage.

Other appearances by the Commissioner include a visit with Margaret Arlen over WCBS last Friday. Today, Carney is on the George Putnam show on WABD at noon. WNYC has recorded statements by Carney and is making the spot announcements available to other stations. The station has been sending material on the water shortage to other stations for several weeks.

**Real Drive On WCBS**  
WCBS and WCBS-TV are using station breaks and spots throughout the day in addition to the special feature. WCBS conducted an all-out drive on Saturday and yesterday to push the campaign.

WEVD has selected the slogan "Don't Waste Water" for its station breaks. WMGM is making water conservation appeals around the clock on every available program, as is WINS.

WMCA has recorded a jingle and offered to make it available to other New York stations. The jingle features Ted Steele and will be run throughout the day.

Announcements in Italian, Spanish, German, Polish, Jewish, Russian and English are being made by WHOM. The station has scheduled the spots across the board.

WLIB is running spots over the entire day as is WBNX. WWRL in Woodside, L. I., is using the breaks and various shows to publicize the current shortage. WQXR is plugging the water scarcity, especially on its morning show, in addition to other programs.

WOV says it is making plans for announcements.

The broadcasters have offered to make further time available if the problem becomes more acute.

## Correction

The captions appearing under the pictures of Sig Mickelson and Dr. Lyman Bryson carried in a RADIO DAILY story last Friday, December 2, were inadvertently transposed.

# Radio Biz Outlook Surveyed; Reflects Optimism For 1950

(Continued from Page 1)

on current business and general economic trends a total expenditure of \$676,000,000 in network, national spot sales, local and video advertising is forecast by one network. It is predicted that network sales will probably show a 5 per cent drop for a total of \$184 million; national spot sales should hold a level at about \$143.5 million, local sales should show a 5 per cent increase and television sales should double the current year for a total of \$64 million.

## NAB Forecast Increases

The NAB forecast increases in the national spot sales field and in local retail radio advertising in 1949 but said that network gross billings would probably drop under the 1948 figure. NAB's forecast was based on a partial survey return but the broadcaster's group expects to publish firm figures "within the next few weeks."

Actually, the NAB said, national spot sales would show a greater percentage of increase in 1949 over 1948 than '48 showed over 1947. Local retail 1949 sales, NAB continued, would go up "very noticeably" over 1948 and should show roughly the same percentage of increase that was shown in '48 over '47. Networks, however, according to the NAB spokesman, would show decreased sales in 1949 for the first time. Network trend had previously been up over a number of years. NAB as yet has no figures for video time sales.

## Spot Outlook Good

Thomas F. Flanagan, managing director of the National Association of Radio Station Representatives, disagrees with the network projection and sees an increase in national spot business for the coming year. He said that he thought the ceiling on national spot sales would be about \$120 million in 1950 and pointed out that the 1949 spot sales would reach an estimated \$110 million. Flanagan added that the gross spot sales in 1948 amounted to \$91,800,000 (FCC figures) and that a fourteen and two-fifth per cent increase over 1947 spot sales in 1948 amounted to \$104,800,000.

Commenting on 1949 network business, the research department of McCann-Erickson said that network business this year should reach 97.3 per cent of 1948 by the end of the current year. The agency basis the figures on a comparison of the first 10 months of each year.

## Times' Offers Comment

The New York Times' advertising news column of Thursday sized up the situation as follows:

"Prospects are now considered good this year for topping 1948's record high total of advertising sources, a check of key sources indicated yesterday. Last year's total is variously estimated between \$4 and \$4.5 billion. It is believed that the new record high ad spending

will continue throughout the year. "Both local and national volume are expected to show new gains for the year, led by newspapers. Gains in spot radio are expected to offset some losses for networks, with neither seriously affected by strong gains in television. Magazines generally are expected to hold about even."

## Local Sales to Rise

It is forecast that local radio sales will reach around \$284 million in 1950, a 5 per cent revenue over the 1948 local sales. This upturn is expected to result from intensified local selling on the part of broadcasters and the support NAB membership will receive from the newly created Broadcast Advertising Bureau in promoting new radio advertisers. The sales increase is expected to be most noticeable in the department store and home appliance store fields with automotive dealers, oil companies and regional manufacturers adding to the new revenue.

## Food Products Leads List

Food and food products are expected to be the largest users of radio time during the coming year. Next in line will be the drug and toilet goods business with cigarettes, cigars and tobacco rating a close third. Automobiles and accessories are also rated high as prospective time buyers and it is believed that the home appliance manufacturers will increase their radio and TV budgets during 1950.

Lever Brothers, General Foods, the Procter & Gamble Company, Gillette Safety Razor, Standard Oil, Sterling Drug, Philco, Westinghouse, R. J. Reynolds Tobacco, American Tobacco Company, Philip Morris, General Motors and Miles Labs are listed among the clients who are expected to continue use of network and spot radio during the new year.

## Romulo Talk Aired

An address by Brig. Gen. Carlos P. Romulo, president of the UN General Assembly, will be carried by WQXR exclusively on Friday, December 9 from 9:30 to 10 p.m. from the 54th Congress of American Industry at the Waldorf-Astoria. The three-day Congress is being sponsored by the NAM and will include addresses by Paul Hoffman and Emil Schram.

## WFDR Campaigns For Blood

WFDR opened a campaign for blood donors on Saturday, Dec. 3, with a broadcast at 9 p.m. directly from the home of a Brooklyn family whose child is being kept alive with blood transfusions. The program will ask listeners to give the greatest Christmas gift of all, a pint of blood to enable someone to live.

# FCC High Court Brief Favors Georgia Plea

(Continued from Page 1)

cording to the terms of its contract even though the FCC ruled that the WGST license would be revoked unless the licensee (Georgia Institute of Technology) assumed the full responsibilities of a licensee.

The case is due for argument this week, probably Thursday, with attorney Max Goldman of the FCC to be heard briefly.

The FCC argument was in line with the argument it outlined when it filed *amicus* earlier this year in urging the high court to declare its jurisdiction in the case. The basic issue is the preservation of the Commission's right to rule in communications matters in the public interest, without having its ruling nullified by state authority. In this case the licensee stands to suffer a crippling penalty if the state court is not reversed.

The Commission declared that since its determination that the management contract was not in the public interest was made under Congressional authority, "these findings were not open to collateral review by any court." In addition, it is pointed out that SBI did not diligently present its case before the Commission when the Commission's decision was still undetermined.

## Africa Station Cuts Rates Following Devaluation

Radio Difusora CR 6AA, serving Angola, Belgian Congo and French Equatorial, and parts of British West Africa. Only commercial station in Lobito, Angola—is one of the few stations which has reduced rates because of currency devaluation. The station has been on the air since 1931 serving an area which purchased more than \$46,809,000 in the first eight months of 1949 from the United States. Rate reduction amounts to 12.5 per cent, according to Pan American Broadcasting Co., N. Y. CR6AA, broadcasts short wave (1500 watts on 7177 kcs).

## Warner For Baukhage

Washington—Albert Warner, ABC Washington correspondent, will substitute for H. R. Baukhage on the 1 p.m. ABC newscast heard Mondays through Fridays during the week beginning December 12. Baukhage will be on vacation from the ABC microphone until December 26. The replacement of the second week of Baukhage's vacation will be announced later.

\*\*\*\*\*  
 \* Unique  
 \* JINGLES  
 \* That Sell  
 \* KISSINGER  
 \* PRODUCTIONS  
 \* JU 6-5572 1650 B'way, N. Y. C.  
 \*\*\*\*\*

# TELEVISION DAILY

Section of RADIO DAILY, Monday, December 5, 1949 — TELEVISION DAILY is fully protected by register and copyright

## SAY FCC WILL TALK THEATER-TV

### TELE TOPICS

**KAY KYSER's** College of Musical Knowledge, a radio feature of long standing a couple of years ago, came to NBC-TV last week under the aegis of Ford Dealers of America. All the trappings were present—Kyser, announcer Ben Grauer and ork pilot Carl Hoff wore academic gowns and motor boards (Kyser's is white), with loads of visual gimmicks, some pleasant musical numbers and good production. But the heart of the show was an insult to the intelligence. This was a quiz—or is it kwiz?—that seemed to occupy most of the hour and in which the questions would have been easy for a singularly uninformed seventh-grader. But Kyser could not leave bad enough alone and insisted on putting the answers into the contestants' mouth with atrocious puns and equally unfunny gags, and their milking applause from the audience. . . . The best features of the show were the film commercials and Roy Marshall's explanation of the workings of a Ford motor. Latter, however, should have had more demonstration, perhaps through the use of cutaway models. . . . Written by Bob Quigley and Larry Marks, program is produced and directed by Earl Ebi. Agency is J. Walter Thompson. Regulars, all talented and attractive, include the Honey-dreamers, Sue Bennett, Liza Palmer and Michael Douglas.

**WITH CAMELS** picking up the tab on the Ed Wynn show and moving it to Saturday, CBS becomes the first web to do a strong programming job that nite despite NBC's heralded participating lineup which has not yet made its appearance and shows no signs of doing so. The Wynn stanza will be backed against the Ken Murray show, giving CBS an hour and a half of high-budget production. Columbia is auditioning several shows for the Thursday, 9 p.m. spot to be vacated by Wynn, with Abe Burrows and Robert Q. Lewis high among the prospects.

**N. Y. HUDSON** dealers will bankroll the Ziv "Easy Aces" film on WABD, beginning Dec. 14, through Klores & Carter. Format shows Goody and Jane Ace at home, offering running comment on programs crossing the screen of their receiver. . . . Hope and Morey Bunin will take their "Lucky Pup" cast to St. Vincent's Hospital tomorrow for a special performance at a children's Christmas party. They'll use the portable stage that served them during their years in vaudeville with the puppets. . . . To the grisly hobbies department add Hugh G. Lynch, CBS color technician, who's been aiming his camera at surgical operations around the country. He collects gallstones which, he says, are pyramid-shaped and beautifully colored.

### Interim ASCAP Fees For Video Indies Set

An agreement on the use of ASCAP music on a per-program basis by independent television stations came to an understanding Friday at a meeting between ASCAP and the telecasters committee. By the agreement, indie video stations would make interim payments to ASCAP during the period of negotiations. Such payments would be subject to adjustment when the station signs a per-program or blanket license form.

#### Mailed to Stations

Both forms have gone out simultaneously to the stations, which will have 30 days after their receipt to make a decision.

The stations will be indemnified by ASCAP during the temporary license period. They will have a choice of several options when it comes to signing the final long-term contract. The temporary licenses are extended for the period of the negotiations. Interim payments are flat monthly fees retroactive to Jan. 1 of this year or to date the station went on the air, whichever is later, and will vary in amount, depending on the income bracket into which the station fits.

### WBKB Sells Film Show

Chicago—Red Goose shoe dealers, through Henri, Hurst & McDonald, have signed with WBKB for spon-

### Mullen And Johnston In Fairbanks Reorg.

*West Coast Bureau of RADIO DAILY*  
Hollywood—Frank E. Mullen has been named board chairman, and Russ Johnston, vice-president, of Jerry Fairbanks, Inc., in a reorganization and expansion of the film producing firm announced today. Both Mullen, former exec v-p at NBC and more recently president of the G. A. Richards stations, and Johnston, who resigned Friday as NBC film director, will become "substantial stockholders" in the firm, Fairbanks said.



MULLEN

Fairbanks remains as president and will be in charge of all production activities. Production facilities in New York and Hollywood will be expanded early next year, Fairbanks said. The firm will develop and package film programs and will set up its own distributing and sales agencies.

Shows will be filmed by the firm's recently developed three-camera technique.

sorship of an hour-long Saturday morning children's film series. Pact runs 13 weeks.

## ITPA, TPA Plan To Merge Into New Nat'l Organization

Plans for merger of the Independent Television Producers Association, New York, and Television Producers Association, Hollywood, into a new national organization of program packagers were outlined Friday by Irvin Paul Sulds, ITPA proxy, and Mal Boyd, president of TPA. Merger proposal has already been approved by the New York group and will be voted on in the near future by the board of the Coast organization.

Initial joint project is formulation of a national code designed "to bring some semblance of order, of standardization, of ethics into the television producers' daily relations with station, with agency, with client," Boyd and Sulds said. Their joint statement continued:

"This is a code which we will not attempt to 'ram through' networks and agencies. We will discuss the subject matter with various committees of networks and agencies and eventually arrive at a mutually acceptable 'modus operandi.'"

Also on the agenda is standardization of all contract forms used by packagers—labor, talent, buyer, etc. James Lawrence Fly and Max Gilford, counsel for ITPA and TPA, respectively, are supervising this project.

To strengthen the organization, a membership drive is planned to sign up all major packagers.

Also planned are a series of seminars on legal problems and a project to aid producers audition shows for network and agency execs.

### Reported Ready To Date Hearing Late This Mo.

*Washington Bureau of RADIO DAILY*

Washington—A hearing on theater television probably will be announced by the FCC late this month, it was learned here last week. Exactly when the hearing can be scheduled still is uncertain, the belief being that it will not actually get under way before next Fall.

It is reliably reported that the report now is in preparation and that it will be presented to the full Commission some time before the Christmas holidays.

The setting of the hearing will mean the passage of the first major hurdle in the way of establishing a national theater TV system utilizing radio frequencies. Recent TOA moves resulting in the filing of petitions by exhibitor groups and individual circuits are believed to have been the decisive factors in leading the FCC to call the hearing. Paramount, 20th-Fox SMPE and MPA have also petitioned for the rule-making procedure.

#### New Theater Petitions

Attorney Marcus Cohn filed two more petitions Friday for theater TV service, on behalf of Sam Pinanski's American Theaters Corp. and Morton G. Thalheimer's Neighborhood Theaters, of Richmond, Va. Pinanski, operating in the Boston area, is head of TOA and has been active in experimental theater TV in recent months. His Pilgrim Theater, Boston, was one of the handful which screened the 1949 world series, and it has also been carrying telecasts of football games.

In addition to stressing the cultural advantages to Boston, as a fine arts center, the petition said a theater TV service "will permit the healthy experimentation and introduction of innovations in the TV field, which the Commission in its so-called Blue Book has so strongly urged.

### Sponsor Tenpin Tourney On DuMont By Brunswick

Brunswick-Balke-Collender will sponsor men's and women's finals of the All Star National Individual Match Game Bowling Championships in Chicago over 18 DuMont stations Dec. 8 and 11. Pick-ups, to be described by Fred Wolf, mark the first time a major bowling tournament has been seen on network TV. Business was placed through Al Paul Lefton agency.

## K-F To Sign For First Labor Network Show

(Continued from Page 1)

soring the program on two stations owned by the United Automobile Workers.

Stations which form the labor net are: The ILGWU stations—WFDR, New York; WVUN, Chattanooga, Tenn.; KFMV, Los Angeles; the UAW stations—WDET, Detroit and WCUD, Cleveland, and the Co-operative Broadcasting Association, WCFM, Washington, D. C.

William H. Weintraub & Co., New York, is the agency handling the account.

Formation of the Labor Liberal Network was due, in large measure, to the efforts of Morris S. Novik, New York public service radio consultant.

## National Grange Supports Clear-Channel Principles

The National Grange, at its annual meeting in Sacramento, unanimously adopted a resolution demanding that the FCC "permit no further breakdown in the number of clear channel broadcasting stations and that the FCC grant permission to clear-channel stations to operate at sufficient power to provide adequate service to all rural areas; and that the U.S. State Department resist any attempt by other North American countries to establish stations on frequencies at present assigned to clear channel stations in the United States."

Commenting on the National Grange resolution, Ward L. Quaal, director of the Clear Channel Broadcasting Service, said: "Whether on a domestic or international basis, farm organizations in this country have always seen fit to support clear channel radio, on which they rely for most of their farm and market information, weather reports, news and entertainment."

## Stewart-Warner Dividend

Chicago—A 25 cent per share cash dividend on the \$5 par value common stock was declared by Stewart-Warner Corporation directors on Nov. 22. The dividend is payable on January 7, 1950 to stock of record at the close of business December 16, 1949. Similar dividends were paid January 8, April 9, July 9 and October 8, 1949.

## 'Michael Shayne' Sponsored

Sponsored by the Egan & Fickett Company, producers of Indian River grapefruit and oranges, "The New Adventures of Michael Shayne," is being heard on WOR, Fridays from 8 to 8:30 p.m. It started on Nov. 18. Jeff Chandler, motion picture and radio actor, will star in the new series, which is a sequel to the "Michael Shayne, Private Detective" series broadcast last season over WOR.

# COAST-TO-COAST

### New WMTR Announcer

Morristown, N. J.—Jack Potts, program director of WMTR, announced the addition of Gerry Harris to the station's announcing staff. Harris, a resident of Orange, N. J., is a senior at Seton Hall College majoring in commercial art. He has had extensive announcing experience at the college's station, WSOU-FM.

### One Listener Audience

Hartford, Conn.—Richard C. Hottelet, CBS commentator did a personal broadcast for a single listener the other day. Following one of his broadcasts from Washington, a WDRC listener telephoned and wanted to know what Hottelet had said about a certain subject. A few moments later a surprised and happy listener was hearing a tape recording of Hottelet's commentary via telephone.

### WFIL Wins Award

Philadelphia, Pa.—For public service programs contributing to farm safety in the Greater Philadelphia area, WFIL has been cited by the National Safety Council, which honored the station with an award this week at a luncheon in Chicago for members of the National Association of Radio Farm Directors. In naming WFIL winner of the award, the Council lauded the station "for the performance of exceptional service to farm safety through special programs in connection with the National Farm Safety Week, day-to-day attention to safety, community safety projects and similar activities."

### WMAL Man In Florida

Washington, D. C.—Bryson Rash, special events director of WMAL, and the ABC in Washington, has left for Key West, Fla. He was assigned by ABC to cover the President and his family for their three-weeks' vacation.

### ESSO Reporter Celebrates

Hartford, Conn.—Big birthday party, with cake and all the fixings, was held in the studios of WDRC, December 1 to celebrate the 11th anniversary of the "ESSO Reporter" on WDRC. ESSO and WDRC officials participated in the festivities, including the cake, which was fittingly inscribed for the occasion.

### Disc Jock Predicts Hits

Boston, Mass.—Howard Malcolm, disc jockey of the noontime WCOP "Record Rack" program, is currently devoting every Friday program exclusively to the performance of new record releases received by him during the previous week, and soliciting phone votes from listeners. Calls are taken while Malcolm is on the air and for another hour after the show.

### Announcer Plays Santa

Hartford, Conn.—WONS announcer Crean Patterson has taken many roles during his 13 years in radio, but playing Santa Claus every afternoon at 4:45 marked the first time he put on the red uniform with the white beard.

### Rubenstein Promoted

Philadelphia, Pa.—James L. Rubenstein, a member of the WFIL promotion staff since January, 1949, has been appointed director of special events in the WFIL program department. It has been announced by Roger W. Clipp, general manager of The Philadelphia Inquirer stations. In his new capacity, he will schedule and direct programs of on-the-spot news and will arrange interviews with visiting celebrities for studio and remote shows produced by the radio and television.

## CBC Radio-Revenue Tripled In Ten Years

(Continued from Page 1)

by the end of the 1944-45 fiscal year the revenue had increased to \$1,639,159. In the 1947-48 fiscal year the revenue was \$1,842,558 and last year it was \$2,217,129.

Another return for Diefenbaker showed that it cost the Government \$1,437,524 to operate the CBC's international broadcasting service in the fiscal year ended March 31, 1949.

The estimated cost for the current fiscal year is \$1,781,850.

The Government pays all costs of operating the international service, which beams Canadian programs to foreign countries.

## WSAL On The Air

WSAL, Logansport, Ind., began broadcasting operations Nov. 21. Station is owned by the Logansport Broadcasting Corp.



.. the ultimate  
in air travel  
to Los Angeles



"The Hollywood" is for those who demand the very best and will accept nothing less. This famous DC-6 Mainliner 300 flight to Los Angeles leaves New York daily at noon and arrives at 8:30 p. m., stopping only at Chicago en route.

Once aboard, you'll notice the luxury and comfort that have made "the Hollywood" famous, and the courteous, efficient service aloft that only a hand-picked crew can provide. Every detail of the trip is planned for your pleasure, including delicious, full-course United meals.

If you want the ultimate in airline service, fly "the Hollywood"—see for yourself how enjoyable air travel can be!

☆ UNITED AIR LINES





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 43

NEW YORK, TUESDAY, DECEMBER 6, 1949

TEN CENTS

## HIGH COURT IS FINAL; STATION-TAX OK

### Utilities Group Gets Transit-Radio Plea

Washington Bureau of RADIO DAILY  
Washington—The District of Columbia Public Utilities Commission was asked yesterday to dismiss complaints against street-car and bus radio, in a brief filed by the Capital Transit Company. It was charged that hearings this fall had failed to produce evidence that the installations were not in the public interest.

The service is currently installed on over 250 of the company's street  
(Continued on Page 8)

### Atwater Kent Estate Totals Over 9 Million

West Coast Bureau of RADIO DAILY  
Los Angeles—The first accounting of the A. Atwater Kent estate places its value at \$9,130,971.11. The executors, George W. Noble and Harold Ashworth, made their report which was approved in Superior Court.

They told the court that more than five-million dollars of the radio pioneer's estate was in cash with the balance mostly in stocks and bonds. Kent, who died last March 4 at the age of 75, included many radio and stage celebrities in his will.

### Four AP Veterans Promoted To New Posts

Four veteran newsmen have been promoted by the Associated Press to the rank of Executive Representatives, it was announced yesterday. Al Stine of Kansas City will cover Missouri, Kansas, Texas and Oklahoma in his new position and Tom Cunningham of Boston will be  
(Continued on Page 6)

### Climax Of Contest

One hundred housewives holding from all sections of the United States will gather at the Waldorf Astoria Hotel in New York on December 12th for the finals in Pillsbury Mills nationwide radio recipe and baking contest. Finals will be staged in the grand ballroom with Mrs. Eleanor Roosevelt making the awards of \$150,000 in prizes.

### Outlook Bright

Fort Wayne, Ind.—A five-day sales meeting of The Magnavox Company district sales managers has just been concluded at Fort Wayne, with indicated record sales volume for 1950. Frank Freimann, Magnavox executive vice-president, disclosed the company's marketing plans for the coming year, designed to greatly expand the company's business and that of its franchised dealers.

### Lever Bros. Moves Headquarters To N. Y.

Lever Brothers completed one of the largest industrial moves in recent years over last week-end when the company shifted its executive headquarters from Cambridge, Mass. to New York City. Charles Luckman, Lever president, started occupying executive offices at 505 Park Avenue at 9 a.m. yesterday morning and other top executives reported to 30 Varick Street at the same time. Lever Brothers expect to have  
(Continued on Page 8)

### Heitin Succeeds Heywood In WNBC-WNBT News

Jay Heitin, formerly program manager of WHYN and WHYN-FM, Holyoke, Mass., has been named news and special events director of WNBC and WNBT, Thomas B. McFadden, manager of the stations, announced yesterday. After graduation from Harvard  
(Continued on Page 3)

### FMA Will Merge With NAB; Committee, Purposes Listed

Washington Bureau of RADIO DAILY  
Washington—The FMA board of directors cleared the way yesterday for merger with NAB, probably about the end of this month. This will bring to an end the three-year-old separate existence of the FM group, which has been on shaky financial footing for the past year. The merger agreement includes assurance that NAB will establish an FM department to function under  
(Continued on Page 2)

### Levy Against Arkansas Outlets Stands; Trade Sees Dangerous Precedent; Last-Resort Measures Studied

### 15th District Of NAB Opposes Board Cut

San Francisco—Members of the 15th District NAB meeting here last Thursday and Friday took no action on discontinuance of the national convention but took a definite stand on whether the membership of the NAB board should be cut. The broadcasters adopted a resolution insisting that the present number of districts be maintained. Earlier in the week the 16th District meeting in Phoenix passed a resolution  
(Continued on Page 6)

### Thomas To Address Next REC Luncheon

Lowell Thomas, Jr. will present films made on his recent trip to Tibet with his father, at a meeting of the Radio Executives Club of New York this Thursday, December 8. Thomas  
(Continued on Page 2)

### Special Programs Set On Water Shortage

The water shortage will provide material for special programs over NBC and over station WJZ, New York on Dec. 6 and 10 respectively. The NBC airtel will be narrated  
(Continued on Page 3)

Washington Bureau of RADIO DAILY  
Washington — Industry hopes for early aid by the Supreme Court in licking the dangerous discriminatory Hot Springs, Arkansas, tax against broadcasters were dashed yesterday as the court refused for a second time to hear the case. There is no further appeal. It is feared here that  
(Continued on Page 3)

### Three MBS Renewals Announced Yesterday

U. S. Tobacco Co. has renewed "Martin Kane, Private Eye," and "The Man Next Door" over Mutual for 52 weeks, it was announced yesterday. "Kane" renewal is effective Jan. 8 and "Next Door" renewal is effective Jan. 7. The Kudner Agency represents U.S. Tobacco.

In another announcement, Mutual revealed the renewal by the R. B. Semler Co. of Gabriel Heatter to promote Kremel for an additional 52 weeks. Irwin Wasey is the agency.

### Three Arizona Stations Are CBS Replacements

Stations KOOL, Phoenix; KOPO, Tucson; and KCKY, Coolidge, Ariz., will join the CBS network as affiliates, effective January 1, it was  
(Continued on Page 3)

### 'Schnoz' Claus

Jimmy Durante, "in poisson," will don the red robes and flowing white beard of Santa Claus when he returns to his old New York neighborhood next Saturday to distribute Xmas gifts to more than 200 underprivileged children at the Henry Street Settlement. NBC will air the festivities featuring the veteran comedian at 5 p.m. (EST).



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

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FINANCIAL

(December 5)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include ABC, Admiral Corp., Am. Tel. & Tel., CBS A, CBS B, 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, U. S. Television, WCAO (Baltimore), WJR (Detroit).

FMA Will Merge With NAB; Committee, Purposes Listed

(Continued from Page 1)

Horne, Rocky Mount, N. C., president, WCEC-WFMA; Matthew Bonebrake, Oklahoma City, Okla. general manager, KOCY-FM, and Edward A. Wheeler, Evanston, Ill., president, WEAW-FM. NAB members: Everett L. Dillard, Washington, D. C., president, WASH-FM, and Frank U. Fletcher, Arlington, Va., president, WARL-WARL-FM.

Policies Outlined

Under the merger plan FMA and NAB outlined the following statement of policy regarding the newly-established department:

"It shall be the function and duty of the FM executive committee to advise with the FM director in carrying out the following activities under the direction of the president.

"(A) to gather, assemble and compile all available information for dissemination to NAB-FM member stations on

"(1) FM operation and progress, including, but not limited to, set distribution, in the various markets to be determined by continuing research studies.

"(2) FM listener and measurement studies.

"(3) The status of FM broadcasting stations, including number, power, location and all other pertinent matters.

"(4) Successful sales plans developed and results achieved on FM stations.

"(5) The exchange of programs and promotional ideas developed by FM stations and of particular value to other FM stations.

"(6) Management studies of different types and forms of FM operation.

"(B) To furnish such of the foregoing as may be feasible so that they may be made a part of the permanent records of member stations.

"(C) To render guidance, suggestions and information and provide data to all NAB-FM members on problems and developments of peculiar interests to them.

"(D) To cooperate with all other departments of NAB to the end that where applicable all publications include appropriate reference to FM operation and that all material issued by such departments

be made available on an equal basis to FM member stations and further to cooperate in any manner consistent with NAB policy with outside agencies dealing with FM."

C. M. Jansky, Jr., FMA board member and chairman of the merger meeting, described the action as one which will promote the best interests of FM. Said he:

"FMA since its organization, has been purely a promotional activity which has now served its purpose. It is to the best interests of all broadcasters now to get together and consolidate their interests in one organization which will intensify production of FM receivers as well as keep before the public the important aspects of FM broadcasting.

Existence Called Successful

"During its existence, the FMA has been successful in focusing attention on the problems of a growing industry, which we believe at the present time has reached a stage of wholesome maturity.

"The united effort of all broadcasters is all that is needed to make FM service a reality in every community in the United States."

COMING and GOING

FRANK B. McLATCHY, sales manager of KSL and KSL-TV, is back at the station following a business trip to Hollywood.

MILTON BERLE, who adorns NBC, tomorrow will leave New York on a vacation of two weeks.

ED YOKUM is in town from Billings, Mont. The general manager of KGHL was welcomed yesterday at the offices of the station's national reps.

JACK MILLS, president of Mills Music, Inc., and MRS. MILLS, returned to New York yesterday aboard the S. S. Ile de France. While aboard they visited London, Paris, Naples, Milan and Rome.

EARL MULLIN, publicity director of the American network, is in Pittsburgh, where today he will address the Radio and Television Club of that city on the subject, "Radio Sales and Service."

GUY VAUGHN, JR., commercial manager of WSPA, Columbia network outlet in Spartanburg, S. C., is spending a few days in New York on station business.

A. N. ARMSTRONG, JR., national commercial manager of WCOP, is in town from Boston for a tete-a-tete with the national representatives of the station.

FRED BERNSTEIN, sales manager of WTTM, Trenton, N. J., is back at his desk following an extended trip to his home town of Charleston, S. C.

BILL RAFAEL, writer on "Kate Smith Calls" over ABC, has returned with his wife, RAE, from a two-week vacation in Waukegan, Ill., home of his mother-in-law.

Too wet for the duck



The water in this tank has been treated chemically to make it "wetter"—more effective in fire-fighting. And the poor duck finds that it's harder for him to keep afloat in it.

Advertisers are finding it harder to keep afloat these days in the tough, competitive markets. And in Baltimore they are turning to W-I-T-H to produce low-cost sales.

You can do so much with so little money on W-I-T-H! It's the station that's famous for delivering more listeners-per-dollar than any other station in town. So if you're looking for a BIG BARGAIN in radio time, call in your Headley-Reed man and get the full W-I-T-H story.



W I T H

BALTIMORE, MARYLAND

Tom Tinsley, President - Represented by Headley-Reed

Thomas To Address Next REC Luncheon

(Continued from Page 1)

will give his first-hand impressions of the expedition to the forbidden city of Lhasa.

The execs have also been reminded of the annual Christmas Party for charity. Members of the club have been asked to buy tickets for the affair on December 22. Prizes will be given to those with the lucky numbers in a drawing held on the same date.

Advertisement for WIBW featuring a map of Kansas and the text: For SALES MAGIC in the "MAGIC CIRCLE" Hire WIBW The Voice of Kansas TOPEKA SEN LUDY, General Manager

## High Court Final Edict OK's Tax-On-Stations

(Continued from Page 1)  
yesterday's denial by the high court will serve as the long-awaited signal for imposition by other cities of similar taxes. In Hot Springs, the local government has clamped on a privilege tax of \$250 per year on each radio station, with the time salesmen required to buy licenses at \$50 per year. It was recalled here yesterday that such taxes were favorably discussed last year at the meeting of the American Municipal Association.

The denial came as a blow to NAB, which had believed the original refusal by the high court to accept the case was the result of failure by the jurists to study the matter sufficiently to perceive the questions involved. The case is seen by NAB as involving the freedom of radio and its status under Congressional supervision as an instrument of interstate commerce.

There was no certainty yesterday what further steps will be taken, but there was discussion of the possibility of re-filing the case in the Federal courts in Arkansas. The complaints of KGHS and KARK were heard in the state courts before being brought to Washington.

Another possibility is that other Hot Springs stations might refuse to pay the levies, thereby precipitating new legal action to collect.

### Helpful

A WLBB newscast on Nov. 27, telling of a fire in Elizabeth, N. J., in which a mother and father died and seven children were hospitalized, has brought in more than \$2,500 in donations for the children. The story was told on the Polish program of the station by Michael Kecki. The money has come from New York and New Jersey.

## New Agency Announces Radio-TV Department

Wolff-Feldman Enterprises, Inc., yesterday announced the establishment of a radio and television production department in association with their new theatrical producing firm.

Max Wolff, president has been associated with the motion picture and theatrical business for 30 years while his partner, Robert Feldman, formerly president of the East Coast Casting Company, is also a veteran of show business. Feldman was associated with radio for 25 years during which time he served as vice president of WNEW and WMCA and also was an executive producer with WOR and WHN.

Al Roth, another executive of the firm, has been with the WOR Artists Bureau for many years while Les Wintz in charge of TV production was music director and program producer for WRSU.

## Three Arizona Stations Are CBS Replacements

(Continued from Page 1)

announced yesterday. Stations replace KOY, Phoenix; KTUC, Tucson and KSUN, Bisbee as affiliates of CBS in the Mountain Group.

KOOL operates day and night at 5,000 on 960 kilocycles. KOPO on 250 watts day and night on 1450 kilocycles, and WCKY on 1,000 watts day and night on 1150 kilocycles. Total CBS affiliates number 185.

## Heitin Succeeds Heywood In WNBC-WNBT News

(Continued from Page 1)

college in 1942, Heitin joined the staff of WHYN as an announcer. He worked in station's publicity, promotion, special events and program department.

Heitin succeeds Fred S. Heywood who has joined the staff of WBAL and WBAL-TV in Baltimore as publicity and promotion manager.

## New CBS Musical Set

"Main Street Music Hall" makes its CBS debut, produced by Robert Ray, December 10. The new musical show starring Earl Wrightson, baritone, with Alfredo Antonini and his orchestra, will be heard again on December 17, then rescheduled for a new time period. Show will serve folk tunes and sea chanties by Wrightson, and instrumental jazz and semi-classical favorites.

## Special Programs Set On Water Shortage

(Continued from Page 1)

by Robert Trout and will feature civic authorities in various parts of the country who will describe water conservation methods in cities and towns where natural water supplies have given out completely, as well as in municipalities threatened with water shortages in the near future. The program was prepared by NBC's News and Special Events department in collaboration with the Special Programs staff.

WJZ will present "Water: A Special Report" featuring Gordon Fraser and Julian Anthony, newscasters, and Stephen J. Carney, New York Water Commissioner. The program, the station's contribution to the dramatic efforts being made to conserve the largest city in the nation's water supply, will also present John Q. Public via remote interviews from the street. WJZ is also airing ten to twenty public service spots each day calling to mind the critical condition of the city's reserve supply.

## Edgar Bill Stricken

Chicago—Edgar L. Bill, radio pioneer, and head of Stations WMBD, Peoria, and WDZ, Decatur, suffered a heart attack here last Thursday night (Dec. 1) while in town to attend the International Livestock Exposition.

# NUMBER ONE AND TWO OF ALL

AUDIENCE PARTICIPATION SHOWS

## BOTH IN THE "TOP 15"

MOST POPULAR OF ALL DAILY  
HALF-HOUR AUDIENCE PARTICIPATORS

that's what the latest Hooper says about

**GROUCHO MARX**  
"You Bet Your Life"

**ART LINKLETTER**  
"People Are Funny"

**ART LINKLETTER**  
"House Party"

**JOHN GUEDEL RADIO PRODUCTIONS**

(Note to Hooper: please discontinue your reports. The next one might not be as pretty)

# MESSRS. HOOPER AND



<sup>1</sup>/ CBS evening programs have the highest average rating in radio today.

CBS average Hooper: 10.0; the next closest network, 8.1; and the remaining two networks on average of 5.9. On Nielsen, CBS rated 10.7; the next closest network, 8.6; and the remaining two, averaged 4.8

<sup>2</sup>/ CBS has most of the most popular programs—nearly three times as many as all other networks combined.

Hooper gives CBS 11 out of the "top 15"; the next closest network, 3; and remaining networks, 1. Nielsen gives CBS 15 of the "top 20"; the next closest network, 4; and remaining networks, 1

That's why advertisers agree CBS gives them the biggest

# NIELSEN DO AGREE...

Source: Eve. network  
commercial programs,  
1948-1949  
Hooper—October 1-7, 15-21  
Nielsen—First Oct. report  
(average audience basis)

<sup>3</sup>/ In the past year, radio listening shifted heavily to CBS and away from the other networks.

Hooper shows a 15% increase in listening to CBS over last year; a 20% drop for the next network; a drop for the remaining two, combined. Nielsen shows a 16% increase for CBS; a 14% drop for the next network; and a drop for the remaining two

<sup>4</sup>/ The average program that remained on CBS increased its audience over last year. The average show that didn't switch to CBS from the next network lost listeners.

Hooper shows the average program that stayed on CBS went up 3%; those that stayed on the next network went down 15%; Nielsen shows CBS up 3%; the next network down 10%



audiences

at the lowest cost in all advertising.

# 15th District Of NAB Opposes Board Cut

(Continued from Page 1)

urging that the board membership be reduced to half.

The two-day session at the Mark Hopkins Hotel was essentially the same as other district meetings. They heard Maurice Mitchell's presentation in behalf of the Broadcast Advertising Bureau; Justin Miller, president of NAB, report on the status of the organization and held several round table discussions on problems of broadcasting. Glenn Shaw, general manager of KLX, Oakland, 15th District director, presided.

David McKay, KOLO, Reno, was chairman of the resolutions committee which took a stand on NAB board membership and adopted other resolutions commending the administration of NAB. Serving with McKay on the committee were William Smullin, KIRM, Eureka; George Arnold, KSMO, San Mateo; Jack Wagner, KSYC, Yreka, and Sheldon Anderson, KVNO-KCOK-KAFY, Tulare.

It was the consensus of opinion of the 125 broadcasters in attendance that this was the best district meeting in the history of NAB.

Arthur Hull Hayes, vice president of CBS in San Francisco and general manager of CBS said: "This is the best NAB district session I have attended in the past twenty years. The meeting has been strictly business with a refreshing absence of words without action."

William Pabst, vice president of Don Lee-Mutual in San Francisco, and general manager of KFRC said: "Caliber of the presentation has been 100 per cent over what NAB has brought here in the past. It was interesting and timely and the large attendance pays tribute to the staging of the meeting."

Glenn Shaw: "We are pleased with the enthusiastic response to the program. We meant it to be practical in its application to stations large and small, and from the comments I have heard, we succeeded."

Gayle Grubb, general manager of KGO, ABC outlet in San Francisco: "With such men as Mitchell and Doherty operating at these divisional meetings, we're now getting that which we've never had since the formation of NAB."

## Stork News

Web Benham, commercial manager of KOMA, CBS affiliate in Oklahoma City, announces the arrival of a new seven and one-half pound son.

If you are a thorough reporter and able to write a stylized integrated newscast packed full of news and in fresh vernacular style. In first letter write references, salary, experience and if possible include samples to Box 291. Samples will be returned. RADIO DAILY, 1501 Broadway, New York City.



## California Commentary . . . !

● ● ● Indications that the broadcasters of the 15th District NAB do not see eye-to-eye with these of the 16th District is contained in a resolution adopted in San Francisco on Friday. . . . the 15th District group voted that the present number of districts

## Hollywood

in NAB be maintained. . . . Earlier in the week at Phoenix the 16th district group adopted a resolution calling for cutting the NAB directorate in half. . . . could it be that some rivalry exists between the broadcasters of the Southern California area and those in the Northern part of the state?



● ● ● During the four years Walter Scharf has directed the music on the "Harris-Faye Show" over a thousand scores have been composed especially for the program. . . . Robert Riley Crutcher has sold two original radio dramas, "The Magic Darkness" and "Murder Deferred," to C. P. MacGregor for presentation on scheduled Army recruiting shows the producer is preparing. . . . Sewell Clark, free lance short story and article writer, has joined CBS Hollywood Press Information staff, replacing William Froug, who is resigning to join the Columbia Pacific Network writing department. . . . Frank McLatchy, sales manager of KSL and KSL-TV, Salt Lake City, was in Hollywood recently for several days conferences with CBS executives. . . . Early in December, Standard Transcriptions will ship to all its subscriber stations a Christmas gift in the form of a clever half-hour dramatic fantasy, "Pokey, The Christmas Elf," produced by Jack Parker and staff at WSAM, Saginaw, Michigan last Christmas. . . . Ray Noble, maestro for CBS' "Edgar Bergen-Charley McCarthy Show," recently cut four sides for Columbia records. Doris Day is vocalist starred on the records.



● ● ● KFMV in cooperation with the Los Angeles Public Library will present five concerts per week, Monday through Friday, consisting of outstanding recorded music from the Library's vast collection. The Public Library has been broadcasting one program a week over KFMV and this is an extension of its radio activities. . . . Cy Howard has penned a new comedy series starring Prof. Kropotkin and Mrs. O'Reilly, otherwise Hans Conreid and Gloria Gordon. The new CBS "package" will be scripted under his direction by Stanley Adams and Roland MacLane, who now pen "Irma." . . . Eileen Wilson is set through March on the Hit Parade. The American Tobacco Company has picked up her third option. . . . Paul Franklin, writer-producer of KHJ-Don Lee's "Red Ryder" series, is now busy in his new capacity as president of the Radio Writers Guild, a position to which he has just been elected.



● ● ● Jack Smith will celebrate his 1000th program over CBS for the same sponsor, Oxydol, on Jan. 5, and plans are now being completed for a gala celebration. . . . Teevee Productions announce that they have purchased the video rights to the L. Frank Baum "Oz" books; the Crime Club books; and all of the Treasury Department material contained in the T-Men series. This is part of a newly established policy, where Teevee has earmarked a substantial sum to purchase material which in itself has a public following. . . . Jack Bailey's "Queen for a Day" ailer will be given a 39-week test on television by the sponsor beginning immediately after the first of the year. Bailey will be seen only on Mutual Don Lee's Los Angeles station KTSL, during this test run, to be presented as a weekly night-time half-hour show.



# Four AP Veterans Upped To New Posts

(Continued from Page 1)

in New England and New York state. The Ohio, Kentucky, Tennessee, Indiana, Illinois and Michigan area will be under Gerald Swisher, while Mark Knight of Seattle will cover Washington, Oregon, Idaho, Montana and Wyoming.

## Contestant From KGGM Wins Lux Theater Award

Jackie Lee Barnes, representing station KGGM, Albuquerque, N. M., has been judged the "most beautiful fifteen-year-old girl" in America, it was announced over the CBS net Sunday night on the "Lux Radio Theater."

Selected from total of 160 regional fifteen-year-old winners by June Haver and Mark Stevens, Jackie Lee is the winner in a nationwide contest begun last August in conjunction with the fifteenth anniversary of the "Lux Radio Theater." She will receive an all expense 10-day trip to Hollywood during her Xmas vacation as the guest of Miss Haver, a screen test, television test, a complete wardrobe and an invitation to appear on the Radio Theater.

# BALTIMORE Leads the Nation\*



IN MARYLAND MOST PEOPLE WATCH  
**WMAR-TV**  
The Sunpapers Station  
channel-2  
BALTIMORE, MARYLAND  
TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

# TELEVISION DAILY

Section of RADIO DAILY, Tuesday, December 6, 1949—TELEVISION DAILY is fully protected by register and copyright

## URGE U. S.—CANADA SHOW-SWAP

### TELE TOPICS

TWO THOUGHTS come immediately to mind in watching the proceedings of the United Nations on CBS. One is that here is excellent material for in-school use; it is undoubtedly one of the most important functions TV can perform. It is lamentable, therefore, that most schools are not taking advantage of the opportunity and that too many children regard video only as a vehicle for Hopalong Cassidy, Captain Video and Milton Berle. TV probably will be standard school equipment some day, but we wish the process could be hastened. . . . Our second thought was one of regret that the UN pickups are reaching only a woefully small segment of set owners. Of course the main reason for this is that the sessions are held when most people are at work; this cannot be changed. What is being overlooked, however, is the possibility of a daily UN roundup—similar to the AM program prepared by the UN radio staff—using edited highlights of the off-the-tube footage. This project should be undertaken by the four webs and the UN, with every station airing the show at night. We have nothing but praise for the present series, but public service programs mean nothing unless they reach as much of the public as possible.

WHATSOEVER HAPPENED TO: NBC's school series, ABC's "Li'l Abner," DuMont's operas? . . . Ernie Simon celebrated his first anniversary on WBKB a week early by lining up a new bankroller, a Chicago retail outlet. . . . TV Digest, Philadelphia program guide, has been inked by WFIL-TV for sponsorship of the WPIX Film Package No. 3, beginning Dec. 11. Features will be aired Sunday afternoons. . . . Chesebrough adding WSB-TV, Atlanta, to its "Greatest Fights" lineup on NBC. Cayton agency has the account. . . . Mohawk Carpet Mills will chop two days a week off its "Showroom" strip when Morton Downey exits the stanza at the end of this week. Roberta Quinlan will take over the NBC series Monday-Wednesday-Friday beginning next week.

THE ANNUAL EXHIBITION of the Art Directors Club of New York, now in its 29th year, will include tele commercials for the first time. Show will be held in the club's headquarters, April 19-29, with the 415 members of the group acting as judges. Material appearing between Feb. 15, 1949, and Feb. 15, 1950, will be eligible. . . . Jon Gnagy's "You Are An Artist," on NBC since Dec. 12, 1946, will be bankrolled on WNBT by Doubleday & Co. Pact, for 52 weeks, was placed through Huber Hoge & Son. . . . With its only station, WDAF-TV, on the air since Oct. 16, Kansas City had a total of 20,434 sets installed as of Nov. 30.

### Programming Report By Ross Organization

"A slight recession" in the number of current programs and weekly programming hours of six New York stations in comparison with May figures was reported yesterday by Ross Reports. Also reported by the study was a trend toward dramatic shows.

"Although one more station, WOR-TV, has begun weekly telecasting operations since our May study," the report said, "there are actually less programs being telecast, totaling a slightly higher number of hours at the height of this cycle—251 programs weekly now, 253 in May; 1093 quarter-hours weekly now, 1053 quarters hours in May."

Accountable in part for the decline, Ross said, were the fact that WJZ-TV and WOR-TV are off the air two days a week, cancellation by WNBT of several afternoon shows and the end of the baseball season.

The report stated that dramatic shows, combined with situation comedies now total 40 programs and 70 quarter-hours a week, compared with 18 programs and 46 quarter-hours in May. The report noted also a slight increase in film shows and a decrease in giveaways.

WNBT, Ross said, now airs 60 programs totaling 168 quarter-hours a week against 73 shows and 209 quarter-hours in May. WJZ-TV has dropped 17 programs, now airs 32 for a total of 134 quarter-hours. WCBS-TV has increased its output, by adding the UN sessions, now carries 59 programs compared to 50 and 253 quarter-hours against 240 in May, the report said.

### Nielsen's Top Ten

(New York, Oct.-Nov.)

Texaco Theater . . . . .	NBC	74.3
Toast Of Town . . . . .	CBS	50.5
Talent Scouts . . . . .	CBS	49.3
The Goldbergs . . . . .	CBS	48.9
Philco Playhouse . . . . .	NBC	39.3
Suspense . . . . .	CBS	37.5
Studio One . . . . .	CBS	36.7
Godfrey Friends . . . . .	CBS	35.2
Fun For All . . . . .	NBC	34.3
Fireside Theater . . . . .	NBC	33.4

### DuMont Sets Plans For Web Daytimer

"Shopper's Matinee," the two-hour daytimer to be inaugurated on the Du Mont web Monday will include 21 entertainment segments and 12 one-minute spots for commercials, James Caddigan, program director, said yesterday in announcing completion of plans for the show.

#### Will Tie Segs Together

Various segs will be tied together by Minnie Jo Curtis, as an employee of the department store in which the show is set. Musical portions will be handled by Susan Raye, Dorothea McFarland and the Jene Bartel Quartet. Sydney Smith and Fanny Engel will preside over service segs.

Program will be aired at 2 p.m., EST, a half-hour after the conclusion of Dennis James' "Okay Mother," being extended to the web by Sterling Drug. Web is now auditioning shows for a stanza to fill in between the two programs.

### Press-Time Paragraphs

#### Three New Commercials Inked By WTMJ-TV

Milwaukee—Sale of three new local shows was announced yesterday by WTMJ-TV. Miller Brewing Co., through Klau-Van Pietersom-Dunlap, inked "High Life Time," a weekly half-hour musical with Tommy Sheridan; "Tele Talent Time," talent showcase, was signed by Milwaukee Sewing Machine Co., through Dayton Johnson and Hacker, and Boston Store signed for "Something To Do," a children's stanza, through Loise Mark agency.

#### WSB-TV Sells Basketball Sked

Atlanta—WSB-TV has obtained exclusive TV rights to the home schedule of the Georgia Tech basketball team, according to John M. Outler, Jr., general manager. All ten games will be sponsored by General Electric Supply Corp., with Thad Horton, station's sports director, calling plays.

### Avco's Craig Sees Canada TV Boom As In U. S.

Montreal—John W. Craig, Avco vice-president and general manager of its Crosley Division, yesterday urged an exchange of TV programs between Canada and the United States and predicted that tele will become an element of prime importance in Canada's economy as it is doing in the U. S.

Referring to the government's TV policy, Craig said, "I have seen several statements to the effect that Canadian television should be for Canadians, and not a means of broadcasting non-Canadian visual material in this country.

"Basically, it is very true that any nation's communications media should be devoted to native arts, science and progress. But isolationism here, as elsewhere, could easily be carried too far. We will miss an historic opportunity if we fail to encourage an exchange between our countries. And by exchange, I most certainly mean both ways."

Referring to the color hearings which have been re-cessed by the FCC to February, Craig said the bulk of the industry is urging that no color standards be set until they can be fully compatible with existing standards. He defined "compatible" as meaning that existing sets must be able, without extra cost or inconvenience, to receive in black-and-white all programs transmitted, whether they are transmitted in color or in black-and-white. This is necessary, he said, to make sure that color as given to the public will not result in obsolescence of the millions of sets already in use.

The Avco official predicted 200,000 receivers would be produced in 1950 and that total sets in use by 1953 would be more than twenty million, with some 75,000,000 persons in TV's day-to-day audience, and 700 stations on the air.

#### WPIX Ups Spot Rates

Increases in rates for spot announcements on WPIX after the first of January were announced on Friday by Robert L. Coe, station manager. The new rate for a one-minute spot will be upped to \$200 from \$150. A 20-second spot will be boosted from \$90 to \$150.

#### Luce Doing Navy Films

Washington, D. C.—Dean Luce, WMAL announcer, is narrating a series of training films for the United States Navy. Luce does sports commentary as well as straight announcing on WMAL-TV.

# Lever Bros. Moves Headquarters To N. Y.

(Continued from Page 1)

completed the construction of a new twenty-story office building on the west side of Park Avenue between 53rd and 54th Streets by the fall of '51 at which time the entire organization will be bureaud in the new building. Lever offices were formerly, until 5 p.m. last Thursday, as a matter of fact, at 50 Colonial Drive, Cambridge.

According to the soap people, every available mover in the Boston area was recruited for the task of transporting the more than 150,000 pieces of furniture and office equipment to New York over the week-end.

Lever Brothers two months ago established a housing bureau in New York and in that time prepared a list of 7,745 dwelling units available within a 35-mile radius of the central offices for the inspection of company employees who moved down from the Boston area. Included were a broad price and size range to meet specific requirements of Lever staffers.

In addition, the firm set up a personnel office in New York to recruit new employees to augment the staff and also establish a Boston bureau to aid moving employees dispose of their Boston area homes with minimum inconvenience.

Headquarters of three Lever subsidiaries—Pepsodent, John F. Jelke and Harriet Hubbard Ayer, Inc.—will move into the newly centralized New York offices on Jan. 1.

According to a company spokesman, the firm's manufacturing plants are not affected by the move. Plans, he said, are for \$55 million "faith in the future" expansion program which includes the construction of additional manufacturing plants in various parts of the country.

Commenting on the move, Luckman said, "New York is the world's greatest capital of trade and commerce. Having our headquarters here will bring us into direct contact with all phases of the nation's specialized activities which are so essential to the advertising, merchandising and sale of our products, and the conduct and administration of our business."

# Oklahoma Broadcasters To Exchange AP News

Oklahoma City—A pledge to furnish news to other Associated Press members has been made by Oklahoma AP broadcasters. James L. Todd of KSIW, Woodward, keynoted the idea at a meeting of a new organization of Oklahoma AP member stations when he said "We must furnish our coverage to each other."

The broadcasters present agreed that stations had the same responsibility as AP newspapers and promised to turn over tips or stories to AP bureaus in Oklahoma City and Tulsa.

# 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 Peatman, Director. Survey Week of November 25-December 1, 1949

TITLE	PUBLISHER
A Dreamer's Holiday.....	Shapiro-Bernstein
A Thousand Violins.....	Paramount
Ain't She Sweet.....	Advanced
Dear Hearts And Gentle People.....	E. H. Morris
Don't Cry Joe.....	Harms
Hush Little Darlin'.....	Michael
I Can Dream Can't I.....	Chappell
It's A Wonderful Life.....	Lombardo
I've Got A Lovely Bunch Of Cocoanuts.....	Cornell
Jealous Heart.....	Acuff & Rose
Just For Fun.....	Paramount
Last Mile Home.....	Leeds
Maybe It's Because.....	Bregman-Vocco-Conn
Mule Train.....	Walt Disney
My Street.....	Campbell
Now That I Need You. (Where Are You).....	Famous
O'd Master Painter.....	Rebbins
River Seine.....	Remick
Room Full Of Roses.....	Hill & Range
Rudolph, The Red-Nosed Reindeer.....	St. Nicholas
She Wore A Yellow Ribbon.....	Regent
Slipping Around.....	Peer
Someday You'll Want Me To Want You.....	Duchess
Stay Well.....	Chappell
That Lucky Old Sun.....	Robbins
There's No Tomorrow.....	Paxton
Toot Toot Tootsie Goodbye.....	Feist
Younger Than Springtime.....	Chappell
You're Breaking My Heart.....	Mellin
You're In Love With Someone.....	Kramer-Whitney
SEASONAL CHRISTMAS SONGS	
Santa Claus Is Comin' To Town.....	Feist
White Christmas.....	Berlin

# Second Group

TITLE	PUBLISHER
A Man Wrote A Song.....	Henry Spitzer
Bye Bye Baby.....	J. J. Robbins & Sons
Charlie My Boy.....	Bourne
Daddy's Little Girl.....	Beacon
Envy.....	Encore
Festival Of Roses.....	Witmark
Happy Times.....	Harms
I Never See Maggie Alone.....	Bourne
I Want You To Want Me To Want You.....	Mills
If I Ever Love Again.....	Paxton
Johnson Rag.....	Miller
Let's Harmonize.....	Santly-Joy
Lonely Girl.....	Mogul
Meadows Of Heaven.....	Laurel
Merry Christmas Waltz.....	Advanced
Scattered Toys.....	Goldmine
Souvenir.....	Beacon
Story Of Annie Laurie.....	Santly-Joy
Through A Long And Sleepless Night.....	Miller
Way Back Home.....	Bregman-Vocco-Conn
Wishing Star.....	Broadcast Music
You Told A Lie.....	Bourne
You're My Thrill.....	Sam Fox

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# Utilities Group Gets Transit-Radio Plea

(Continued from Page 1)

cars and buses, with WWDC-FM programming under the terms of a contract with Transit Radio, Inc. The possibility of similar installations in the transit facilities of numerous other cities is said to hinge upon the outcome of the fracas here, where hundreds of irate citizens have charged that the street-car radio violates their Constitutional rights.

The transit company said yesterday that the decision on the Constitutional question is beyond the power of the utilities commission. If it were with PUC authority, however, the brief said, "the intervenors want to cut the First Amendment to promote a society of mutes, with each individual completely free to silently and exclusively commune with his own ideas and thoughts. A society of ascetics and introverts is obviously the intervenors' objective, but the founding fathers gave them no hope for such a society."

The brief said the actions of Capital Transit and Transit Radio are the actions of individuals, not of the Federal government, and thus are not controlled by the First and Fifth Amendments.

In fact, the brief continued, the action by the protestants is itself a violation of the Fifth Amendment. "The action would deprive Capital Transit and Capital Radio of their liberty to contract and of their property without due process of law and without just compensation," the brief said.

# Joins CBS In Hollywood

Los Angeles, Calif.—Sewell Clark, free-lance short story and article writer, joined the CBS Hollywood press information staff recently, replacing William Froug, who is resigning to join the Columbia Pacific Network writing department.

**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. 46 ST.  
HENRY GREENFIELD, Mg. Director N.Y. 19





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 44

NEW YORK, WEDNESDAY, DECEMBER 7, 1949

TEN CENTS

## RADIO RECEIVER SHORTAGE REPORTED

### WINS Employees Hit Pope Language Plan

Washington Bureau of RADIO DAILY  
Washington—Attacking the whole idea of turning a major-powered station to foreign-language broadcasting, former FCC chairman James Lawrence Fly yesterday called upon the Commission to withhold approval of the recently completed purchase of WINS, New York, by Generoso Pope, New York publisher and present licensee of WHOM, New York. The Fly petition was filed on behalf of employes of WINS, which  
(Continued on Page 6)

### Jordan Re-elected Pres. Of Texas AP Broadcasters

Charles B. Jordan, vice president of KFJZ of Fort Worth, has been reelected president of the Texas Associated Press Broadcasters Association. The election was conducted by mail ballot pursuant to a decision at the Association's annual meeting at Dallas, October 2.

Others elected are: Pat Flaherty, KPRC, Houston, vice president succeeding Joe Leonard, Jr., KGAF, Gainesville, and Jim Alderman, WRR, Dallas, reelected secretary-treasurer.

### Standard Oil Sponsors The Cleveland Symphony

Cleveland, Ohio—WTAM will originate a series of ten weekly broadcasts of the Cleveland Symphony Orchestra. The ten twilight concerts, under the sponsorship of the Standard Oil Company of Ohio, will be fed to a network of nine other Ohio radio stations. The first broadcast will be aired Sunday,  
(Continued on Page 2)

### For Top Vets

The Disabled American Veterans are making available to all stations, without charge, a third series of six five-minute platters lauding individual disabled veterans who have had outstanding rehabilitation experiences. Transcriptions star Cornel Wilde and David M. Brown, DAV national commander and the organ music of Hank Sylvern.

### Catty Affair

Radio personalities will have entries in the Empire Cat Club show which opens Thursday at the McAlpin Hotel in New York City. Among those showing cats are John Reed King, Allen Prescott, Lyle Van, William Gargan and Bob Poole. June Havoc is flying her Persians here from Hollywood and Jim O'Bryan, publicity director of Mutual, will serve as custodian of the movie-land felines. The cat show is being staged as a benefit for the Police Athletic League.

### Oil Co. Sponsors Basketball Sked

Philadelphia — Atlantic Refining Company will sponsor, via AM or TV, a total of 77 college basketball games in four cities between now and next March, it was announced yesterday. Full scale local promotion of the broadcasts and telecasts will support the oil company's campaign.

Richard Borden, Atlantic advertising manager, said that games would be sponsored in Philadelphia, Syracuse, Newark, N. J., and Buffalo;  
(Continued on Page 8)

### Novik Signs A.F.L. Show On Coast Starting Jan. 2

West Coast Bureau of RADIO DAILY  
Hollywood—Morris S. Novik has arranged with Don Lee for an A. F. of L. program starting January 2nd, to be heard at 10:15 p.m.  
(Continued on Page 2)

## Radio Goes To Bow-Wows; Dog Hits Big Gaines Jackpot

One of the wackiest promotional-publicity stunts in a dog's age kicks off tomorrow morning when a reception committee composed entirely of dogs (canines) "representing various city and state officials and celebrities of the entertainment and society world" turns out at La Guardia airport to greet "Konrad von Wesdell," Daschund winner of Gaines Dog Food "Lucky Dog" contest, when he arrives, with his

### Major Set Mfrs. Misjudge Demand For Christmas Gift Sets; Dealers Unable To Fill Orders

### 14th Dist. Members Convene At Salt Lake

Salt Lake City—With 125 broadcasters in attendance the 14th District NAB session got under way at the Hotel Utah on Monday with Hugh Terry, manager of KLZ, Denver, and district director, presiding.

Highlighting the three-day session are many unusual activities which are being used to focus attention on both radio and television. These include address by Maurice Mitchell, director of Broadcast Advertising Bureau, before the Salt Lake ad  
(Continued on Page 6)

### Fulton Lewis Interviewed At New York Conference

Fulton Lewis, Jr., Mutual commentator, came to New York yesterday for a press conference at the offices of the American Pacific Industrial Corp., which was attended  
(Continued on Page 2)

### Newell-Emmett Dissolve; Form New Agency

Newell-Emmett Co. will dissolve its partnership on December 31, it was announced on Monday. However, the business will be carried on  
(Continued on Page 2)

An unexpected holiday demand for radio receivers has caught many large radio manufacturers unprepared, a RADIO DAILY survey revealed yesterday. Leading companies converted a large part of their production facilities to building television sets in anticipation of a reduced demand  
(Continued on Page 5)

### Cities Covered By TV Linked In ABC Web

ABC has set aside a special 57-station radio network covering the cities in the country with video stations now in operation and is offering this line-up to TV receiver manufacturers for advertising purposes, it was announced yesterday.

In a letter to TV set manufacturers and their agencies, ABC, the first net to offer such a specialized TV set market points out that with  
(Continued on Page 6)

### Three Jersey Stations Plan Anniversaries

Three New Jersey radio stations will celebrate anniversaries with special programs this week.

WVNJ in Newark will mark its first year on the air with a one-hour broadcast today from 5 to 6 p.m.;  
(Continued on Page 2)

### Documentary

"Punishment without Crime," a hard-hitting documentary scripted by Lou Hazam, will highlight racial and religious intolerance in the United States next Sunday over NBC's "Living—1949." Program will show how best to contend with "hate" organizations, prejudice and discrimination by recounting a series of eight case histories.

(Continued on Page 8)



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JOHN W. ALICOATE : : Publisher
FRANK BURKE : : : : Editor
MARVIN KIRSCH : : Business Manager

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WEST COAST OFFICES
Allen Kushner, Manager
6425 Hollywood Blvd. Phone: Gladstone 8436
WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlgren Rd.
Phone: Wisconsin 3271
CHICAGO BUREAU
Hal Tate, Manager
612 N. Michigan Ave.
Phone: Superior 7-1044
SOUTHWEST BUREAU
Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverside 3518-9
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)

Table with columns for stock and curb exchange rates. Includes entries for ABC, Admiral Corp., Am. Tel. & Tel., CBS A, CBS B, Philco, Philco pfd., RCA Common, RCA 1st pfd., Stewart-Warner, Westinghouse, Westinghouse pfd., Zenith Radio, Hazeltine Corp., and Not. Union Radio.

Table titled 'OVER THE COUNTER' with columns for Bid and Asked prices. Includes entries for DuMont Lab. and Stromberg-Carlson.

KIT Joining NBC
KIT, Yakima, Wash., will be affiliated with NBC's sound broadcasting network effective Jan. 1, 1950, Easton C. Woolley, director of Stations Department for the network announced yesterday.
KIT, which becomes the 172nd member of the NBC's radio network, is owned by Carl E. Haymond. The power of the station is 5,000 watts during the day and 1,000 watts at night.

Advertisement for KGW-FM, Portland, Oregon, featuring the text 'THIS IS KGW'S BANNER YEAR' and 'AFFILIATED WITH NBC'.

★ COMING AND GOING ★

A. E. JOSCELYN, director of operations for CBS in Hollywood, has returned to the film capital after having attended the meeting of the 16th District, NAB, which was held in Phoenix, Ariz.
CRIS RASHBAUM, Eastern sales representative of KTLA, Paramount's station in Los Angeles, is expected back in New York today following a 10-day visit to the West Coast station.
J. B. FUQUA, owner and manager of WJBF, Augusta, Ga., was in conference yesterday with Norman Cash, of the station relations department at NBC.
MILTON SHREDNICK, director of music for KOA, Denver affiliate of NBC, is spending ten days in New York. This is his home town, but he hasn't been here since before Radio City was built.
LES MITCHEL, producer-director of "Skipper Hollywood Theater" on CBS, is back in the film capital following a short business trip to San Francisco.

ALLEN A. WALSH, audio-video installation engineer for NBC, has returned from Chicago, where during the past nine months he was assigned to the construction and installation of TV facilities.
WILLIAM S. PIRIE, JR., director of national sales for WFBR, Baltimore, arrived in New York yesterday on a short business trip.
SAUL HAAS, owner of KIRO, Seattle, Wash., is now in Gotham. He was welcomed yesterday at the headquarters of CBS, with which the station is affiliated.
HOWARD WORRAL, general manager of KGMB, Honolulu outlet of CBS, has arrived from Hawaii on station business.
JOHN EDWARDS, American network commentator, today will leave Washington for Florida, where he will replace Bryson Rash, special features director of WMAL, who is covering President Truman's vacation. Edwards will remain in Key West for the duration of Mr. Truman's trip.

Newell-Emmett Dissolve; Form New Agency

(Continued from Page 1)
by a new corporation, Cunningham & Walsh, Inc.
Clarence D. Newell, who founded the agency in 1919, and Clifford S. Walsh, an original associate, will retire from the agency and have no financial or other interest in the new company. John P. Cunningham, George S. Fowler, William Reydel, Richard L. Strobridge, Fred H. Walsh, present Newell-Emmett partners, and Earl H. Ellis, G. Everett Hoyt, and Robert R. Newell will be stockholders in the new agency.
Thomas J. Maloney, who merged his agency with Newell-Emmett in 1942, says he will not be part of the new company, but will announce new plans soon.
Radio accounts handled by the agency include Liggett & Myers Tobacco Co., Sherwin Williams, and Electrical Auto-Lite Co., International Silver Co., Sylvania Electric Co., and Liggett & Myers are among their television accounts.

Standard Oil Sponsors The Cleveland Symphony

(Continued from Page 1)
January 8th at 4:30-5:30. The concerts will be under the direction of Rudolph Ringwall, associate conductor of the Cleveland Orchestra. Other stations carrying the concerts are: WSPD, Toledo; WCOL, Columbus; WKRC, Cincinnati; WLK, Lima; WKBN, Youngstown; WHIO, Dayton and WIZE, Springfield.

Fulton Lewis Interviewed At New York Conference

(Continued from Page 1)
by 100 press, radio and television representatives. The conference was called in connection with Lewis' atomic expose and present with him was Major G. Racey Jordan, former Air Force Officer, who disclosed wartime traffic in atomic materials to Russia on the commentator's program last week.

Three Jersey Stations Plan Anniversaries

(Continued from Page 1)
Rep. Franklin D. Roosevelt, Jr., Theodore Streibert, president of WOR, and singer Fran Warren will give special recorded messages. Ivan B. Newman, v-p and general manager of the station will discuss the growth and future plans of the 5 kw outlet.
WMTR To Celebrate
WMTR in Morristown will also celebrate a first anniversary with a program to be heard this Sunday, December 11, from 1:05 to 1:45 p.m. The past year's activities and programs will be reviewed and greetings will be given by various local officials.
The third anniversary of WCTC in New Brunswick will be observed on the same day with a special broadcast in which WMTR will be saluted.

Novik Signs A.F.L. Show On Coast Starting Jan. 2

(Continued from Page 1)
and has set Frank Edwards as commentator. Edwards in the past, enjoyed top hooper rating in Indianapolis as commentator. Novik also arranged to have the program carried live at 7 p.m. by the garment workers radio station, KWIK and KFMV-FM, Burbank, Calif.
The I.L.G.W.U. has an application before the Commission to purchase KWIK.
Don Lee network arrangements were handled through Mort Inghram.
Novik left last night and will stop off in Chicago to complete similar arrangements in the Windy City area.

Isaac Braunfeld

Isaac Braunfeld, father of Archibald Braunfeld, radio and TV public accountant, died Monday in New York. Funeral services will be at 2 p.m., today at Service Park West chapel, 115 West 79th Street.



Problem Solved

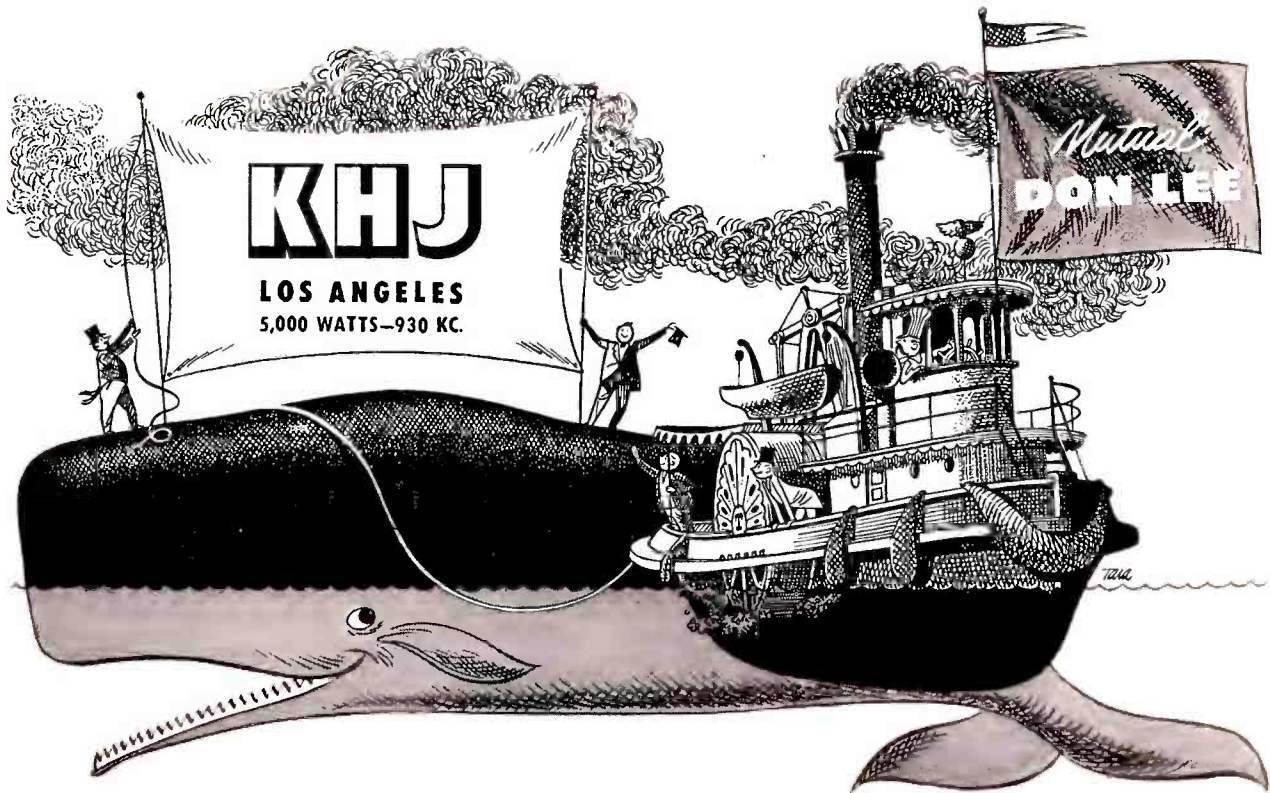
This little lion cub got deserted by its mother in the zoo. So the female boxer is playing foster mother, and solving all the baby lion's problems.
Advertisers are facing some pretty tough problems these days as the competition gets stiffer in the rich markets. There's an easy way to solve them in Baltimore—you buy W-I-T-H, the BIG independent with the BIG audience.
W-I-T-H regularly delivers more listeners-per-dollar than any other station in town. That means you can get BIG results with LITTLE money on W-I-T-H.

So if you're looking for low-cost results from radio in Baltimore, call in your Headley-Reed man and get the W-I-T-H story.

Advertisement for W-I-T-H Baltimore 3, Maryland, featuring a stylized face logo and the text 'AM W-I-T-H FM' and 'Baltimore 3, Maryland TOM TINSLEY, President Represented by Headley-Reed'.



FOR A WHALE of a sales job in the 2 biggest markets in the West, buy KFRC, San Francisco and KHJ, Los Angeles... Economy, Complete Coverage, 25 Years of Successful Selling—All Yours with these Key Stations of DON LEE—the Nation's Greatest Regional Network.



Represented Nationally by JOHN BLAIR & CO.

LOS ANGELES

By ALLEN KUSHNER

**JIMMY WAKELY** is substantiating his title of America's No. 1 folk singer by attracting record-breaking audiences to the Hotel Thunderbird, Las Vegas. Wakely is scoring with a number of old tunes and has recorded for Capitol and also sung on personal appearance tours, featuring "Slipping Around," "Lucky Old Sun" and "Cool, Clear Water." The Las Vegas press unanimously raved over Wakely's performance.

Bob Hawk, the CBS quizman, takes off for Hawaii from San Francisco via S.S. Lurline on Dec. 22, returns to Los Angeles Jan. 3, putting him at sea for both Christmas and New Year's. His mother will accompany him. The trip necessitates couple of extra recording sessions to get the Lemac show ahead.

Gene Autry is an all-Columbia man. He does his Western radio show on Columbia, films for Columbia Pictures, records for Columbia Records.

Will Ragan, editor on the "Alka-Seltzer Newspaper of the Air," who teaches a journalism class at Los Angeles City College, invited 30 members of this class to the Don Lee studios the other evening to have look at Glenn Hardy newscast.

Jack Meakin, orchestra leader of "The Great Guildersleeve" radio program on NBC, will emcee a weekly TV half-hour variety show on KTVV.

Thomas To Be Starred On American Album Show

Thomas L. Thomas, famed baritone of the radio and concert field, joins "The American Album of Familiar Music" as a starred vocalist beginning with the broadcast of Dec. 18. The program, produced by Frank Hummert, is heard Sundays at 9:30-10 p.m. over NBC.

The other regulars on the program are Donald Dame, tenor; Margaret Daum, soprano; Virginia MacWaters, coloratura soprano (singing for Jean Dickenson, who just gave birth to a baby girl at Doctors Hospital, New York); Bertrand Hirsch, violinist; Arden and Arden, duo-pianists; The Buckingham Choir and Gustave Haenschen's orchestra.

NO HEAD?

Some managers are just two-fisted salesmen with no head. My specialty is the product: a large, receptive audience that any salesman can sell. I am an ammunition expert: programs, news, promotion. My kind of station is well run, well liked, well listened to, well heeded. I stake my youth, education, executive experience, and part earnings on the profits. For story and references, write Box 290, RADIO DAILY, 1501 Broadway, New York City.



Man About Manhattan. . .

● ● ● **AROUND TOWN:** Both the FCC and the Dep't of Justice deny that investigation of the radio nets under anti-trust regulations is going on. . . . Film star Gene Raymond and Bernard Scubert are putting their ABC radio show, "The Amazing Mr. Malone," on film and will offer it as a combo AM-TV presentation. . . . Amos 'n' Andy having one tough time trying to locate a good video performer to play "Kingfish." . . . Ken Roberts is the latest air personality to turn disc jockey. His platter session starts next week on WMGM. . . . Columbia Pictures negotiating with Kathi Norris for a script writer's contract. . . . Mickey Alpert doing a great job on the "Martin Kane, Private Eye" show. (A former top bandsman, he's now casting director for Kudner agency). . . . With the male contingent of the Washington correspondents off to the Gridiron Dinner this Sat., "Meet the Press" will carry an all-femme show, with Mrs. India Edwards as the guest-victim. . . . Dolly Dawn packing them in nightly at the Cafe Society Downtown in the Village. . . . John Tillman lectures today at N. Y. U. on television production. . . . An uptown plastic surgeon has been getting so much television actors' business that he had to engage three assistants and is working and operating every day in the week.



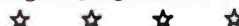
● ● ● Sometimes we underestimate the power of radio and its personalities. In this particular instance, it took a church social at Pleasantville, N. Y., to mirror the medium's effectiveness. Last week such personalities as Jack Sterling, of WCBS; Ed and Pegeen Fitzgerald and Walter Kiernan, of WJZ; John Gambling and Bruce Elliot, of WOR and Norman Brokenshire, of WNBC, projected in their respective styles a simple announcement about a benefit card party at Holy Innocents Church. The results: despite heavy snowfall and hazards of driving, the party Friday nite netted more than \$1,000.



● ● ● Still think that television is getting ready to kayo radio? Then listen to Jack Gould, of the N. Y. Times, who dashed out some mighty interesting facts and figures in his Sunday pillar. Even by the very figures to which they always attach so much importance, says Jack, the broadcasters are much too hasty in writing off radio. If since the war the number of TV sets has increased 3 million-odd, the number of homes equipped with radio has risen since 1940 by 10 million. In the first ten months of this year, there were some 1,700,000 video sets manufactured. By comparison, there were more than 5,650,000 radio sets made. Yet to all intents and purposes the broadcasting industry is acting as though it had decided to disenfranchise the 39,000,000 in favor of the 3,000,000. Gould, however, sounded a note of warning to the networks. While TV won't kayo radio, latter is doing its own spectacular job of committing hari-kari. The current season very well may be the most uninspired in its history. Less than a dozen of the 115 sponsored evening shows on the four major nets are fresh attractions being heard for the first time this fall—and not one can lay any real claim to originality.



● ● ● A dissenting vote to Gould's confidence in radio's survival, however, comes from one of his conferrers, the Herald-Trib's hatchet man, John Crosby. Monday nite he took time off from a busy schedule to lecture at N. Y. U.'s Radio Club on television's effect on radio. His long range outlook: Video will eventually dominate with radio relegated to certain types of programs. So far as we personally are concerned, there's nothing wrong with radio that good programs can't cure.



SOUTHWEST

**DUE** to the quick thinking of Brown A. Clopton, chief engineer of KLYN, CBS outlet for Amarillo, Texas, the notorious Rader twins and James Farris are back behind the bars and have learned a lesson: "Never hold up a radio station unless you want the whole town to know about it." The Rader twins and Farris had escaped from the County jail in Amarillo and had been the objects of an intensive search by the police department, sheriff department and the Texas Rangers. They entered the transmitter building of KLYN, tore out all the telephone lines so that Clopton could not call the police, stole his automobile and headed for town. In a matter of minutes Clopton broke into the network show, Borden's "County Fair," and said that he had been robbed, his car stolen and gave information as to which way the car was headed. The dramatic search for the trio began shortly after Clopton's message was flashed over KLYN and the Rader twins and James Farris were captured in downtown Amarillo shortly thereafter. Soon after the broadcast of Clopton's plea, the studios, police station and the sheriff's office was flooded with hundreds of telephone calls wanting to relay the message.

KLYN Personnel: Bill Mac, newscaster, recently joined the staff of Radio Station KLYN, CBS outlet, Amarillo, Texas. Before joining the staff of KLYN, he was associated with Station KEVA, Shamrock, Texas.

Dallas: Latest radio craze to sweep this part of the country is "Musical Bingo," recently launched by Liberty Broadcasting System, as a "winter replacement" for the high-hoopered major league baseball games. Gordon McLendon, prey of the Liberty net thinks he has found the answer to his problem of sustaining his high audience ratings in this new feature he has developed in a two-hour afternoon show available on a co-op basis to the entire Liberty Chain. Popularity of the program is adding new stations almost daily and has forced Western Union to install special wires in the originating studios of KLLF in Dallas, to handle the daily average of over 700 telegrams of listeners who think they have "bingoed."

1906 1949

Henri CONFISEUR

FRENCH RESTAURANT LUNCHEON from \$2.00 DINNER from \$3.00 COCKTAIL BAR

Famous French Candies 15 East 52nd St. AIR CONDITIONED

**NEW BUSINESS**

WGN, Chicago: Wieboldt Stores, Inc., Chicago, sponsors "The Cinnamon Bear," 4:45-5:00 p.m., Monday thru Friday. Needham, Louis and Brorby, Inc., Chicago, is the agency. Chicago Bible Academy of Air, Chicago, sponsors "Your Bible Speaks," Sunday, 8:00-8:25 a.m., for 13 weeks. The program started October 30. Louis A. Smith Company, Chicago, handles the account. Lamont-Corliss Co., New York, for "Nestle's Chocolate Bars," sponsors two weekly spot announcements and a participating announcement in the following programs: "Today's the Day," 8:45-9:00 a.m. "The Temp-tones," 11:30-11:45 a.m. and "Nov-elty Show," 10:00-10:15 a.m., on Saturday for 13 weeks. Cecil & Pres-brey, New York, is the agency. Luden's, Inc., Reading, Pennsylvania, has contracted for two weekly station break announcements for 21 weeks. J. M. Mathes, Inc., N. Y.,

WENR-TV, Chicago: The Sales Department reports the following new business: Chrysler Sales Division through Ruthrauff & Ryan, three spot announcements weekly for four weeks. Best Foods, Nucoa Margarine, through Benton & Bowles, one spot announcement weekly for nine weeks. Amurrol Products Company through Jones Frankel Agency, two spot announce-ments weekly for thirteen weeks. Chicago Wheel and Manufacturing Company for Handi Tools, through Charles L. McShayne, one spot announcement weekly for four weeks. United Airlines through N. W. Ayer, two spot announcements weekly for 26 weeks. Goldenrod Ice Cream Company, through Goodkind, Joice & Morgan Agency, five spot an-nouncements weekly for 26 weeks. Hamilton Watch Company, through Batten, Barton, Durstine & Osborne, have ordered a five-minute program from 9:00 to 9:05 p.m. each Friday. The contract is for four weeks. International Bakeries, Inc., the Schultze Baking Company Division for Butternut Bread, through Calkins & Holden, have ordered the sponsorship of the Hopalong-Cassidy films for a period of nineteen weeks. two spots weekly, 13 weeks; thru

**Two More Take Brito Show**

"A Date With Music," starring Phil Brito, motion picture and night-club entertainer, — series of transcribed broadcasts, has been scheduled for two additional mar-kets. They are: KTTS, Springfield, Mo., and WWPB, Miami, Fla. Both are on a five-per-week basis, under sponsorship of Blackstone Washing Machines.

**WILL ERECT BUILDING**

of Approx. 5000 Sq. Ft.  
— Adjoining —  
**A.B.C. and W.O.R.**  
**Television Center**  
Suitable Allied Interests  
CALL A. N. ROEMER, EN-2-3333  
50 West 72nd St., New York

**Xmas Radio Set Demand Exceeds '49 Production**

(Continued from Page 1)

for radio receivers. The conversion has left them unable to supply re-tail market requests at this time. The survey showed that the condi-tion was prevalent nationally as well as in the metropolitan New York area.

Radio-phonograph combos were reported selling especially well with console sets sold out in many places. The increased demand began in the early Fall and has continued to be heavy.

**RCA Reports Heavy Sales**

Dave Wagman, sales manager for Bruno-N. Y., Inc., RCA distributors in the New York area, said the de-mand is "out of this world as far as RCA Victor is concerned." He added that the market was far greater than anticipated though not as heavy as last year.

The general manager for Philco Distributors, Inc., J. J. Harris, said "We haven't got enough goods to satisfy consumer demand in the New York area." He reported that the de-mand was as heavy as last year with a large number of requests for con-soles.

Console sets of Stromberg-Carlson were reported "sold out" by Robert Gross of Gross Distributors, Inc. He said the factory had stopped making the larger sets a few weeks ago, not anticipating the market, with the result that the factory and dis-tributors had none available. How-ever, table models were still in the stores, Gross said.

**Westinghouse Caught Short**

Westinghouse was listed as being short on all types of radio sets by R. H. McMann, district manager. Not enough receivers were in stock to go around to all dealers, the of-ficial added. McCann said the re-quests were also heavy nationally.

A spokesman for Emerson dis-tributors in New York City said the "demand is tremendous." He went on to say that estimates for the year in radio were only half of last year with the result that radio manufac-turing facilities were converted to TV production.

Charles Robbins, v-p in charge of sales for Emerson, said his company had spotted the demand for sets and was able to fill orders. He said the

shortage of receivers was due to the low production by manufacturers and not necessarily an excessive de-mand for radio sets.

Zenith sales manager for New York City and parts of New Jersey, George Hart, said his company had stopped taking orders from dealers. Combination radio and phonographs were in special demand. Hart re-ported. In his opinion, national sales were also strong.

**Crosley Stocks Ample**

Certain models of Crosley sets were in demand, David Cole, local sales manager said. He estimated that the market was about as heavy as last year though the company was not caught short.

Jule Smith, v-p in charge of pur-chasing for Davega stores in New York, gave the dealers point of view. He said the market was heavy in the larger sets with smaller ones readily available.

A spokesman for Vim stores said they had concentrated on television and carried smaller stocks of radios. Sales of radio receivers were re-ported fair.

Distributors and sales managers would not hazard a guess as to whether the demand would continue in the coming year.

*The Mailbag*

**Thanks, Mr. Alampi**

"Many thanks for your splendid generosity in publicizing our Na-tional Association of Radio Farm Directors' annual meeting last week-end. We appreciate your fine co-operation."

Sincerely yours,  
Phil Alampi  
WJZ Radio Farm Director

**Radio Theater Leads Top 15 In Nov. Ratings**

In November 15-21 Hooperatings, "Radio Theater," Jack Benny, and Walter Winchell took the top three positions among the "First Fifteen" evening programs. The Average Evening Broadcast Audience Index is up 1.2 over the last release to 33.1 and the Average Evening Rat-ing holds even at 10.1.

The "First Fifteen" evening pro-grams are: "Radio Theater," 25.8; Jack Benny, 23.5; Walter Winchell, 20.9; "My Friend Irma," 20.8; "Ar-thur Godfrey's Talent Scouts," 19.3; "Fibber McGee and Molly," 18.3; Groucho Marx, 16.6; Bob Hope, 16.4; "Charlie McCarthy," 16.4; Bing Crosby, 16.3; "Mr. Keen," 15.3; "Crime Photographer," 15.3; Dennis Day, 15.1; "People Are Funny," 15.0; and Bob Hawk, 15.0.

**Doughnut**

Keep your eyes upon the doughnut as well as on Fort Wayne! Remember that there's a lot more to WOWO-land than Fort Wayne, the prosperous city at its center. WOWO gives you dominant coverage of a 59-county BMB area in the heart of the rich Midwest market. Net effective income of this area is \$1½ billion.. four times the income of Fort Wayne itself! For details and availabilities, check WOWO or Free & Peters.

**FORT WAYNE**  
**ABC NETWORK**  
**AFFILIATE**  
**WOWO**

**WESTINGHOUSE RADIO STATIONS Inc**  
KYW • KDKA • KEX • WBZ • WBZA • WOWO • WBZ-TV  
National Representatives, Free & Peters, except for WBZ-TV;  
for WBZ-TV, NBC Spot Sales

**Sleeping Pills Expose Scheduled For WOR**

A documentary program on sleep-ing pills, Name Your Poison, will be aired by WOR on Saturday, December 10, from 9 to 9:30 p.m. The dangers of the drug and the illegal trading will be dramatized on the show from actual medical and criminal cases. Dr. Paul P. Dunbar, Commissioner of the Federal Food and Drugs Administra-tion, Dr. Lewis I. Sharp, director of the Psychiatric Division of Bellevue Hospital, and Jerome Trichter will deliver addresses.

## WINS Employees Hit Pope Language Plan

(Continued from Page 1)

is owned by the Crosley Radio Corp. Fly declared that the proposed change in emphasis to foreign-language programming "would necessitate the dismissal of practically all of the present employees of the station and the substitution of personnel adapted to foreign-language broadcasting."

A sharp retort by counsel for Pope was in the offing, as attorney Marcus Cohen declared that he had been informed by Pope that the publisher has never met with any representatives of the WINS employe group, nor been asked for any meeting. Fly's petition said that Pope "has personally told the committee of petitioners that the assignee could do no more than absorb a few of the present employees, and assignee's staff plans, as elaborately set forth in the pending application, indicate that assignee already has in mind a completely new staff geared to its proposed foreign-language operation."

### Claims Pope Wouldn't Confer

Cohn said Pope flatly denied every meeting with the employe group or with any representative.

It was certain, too, that Fly's statements concerning foreign-language broadcasting would bring on a furious controversy. Holding that the change in programming would not be in the public interest, he wrote, referring to the controversial Pilgrim broadcasting decision last month by FCC examiner Hugh Hutcheson, that "the very principle of foreign-language broadcasting is a questionable one. Its only public interest, or justification, is in terms of radio service to foreign-born persons who are presumed to be so unfamiliar with the English language and so unassimilated into the general stream of American life that a specialized approach is required if the various benefits of radio are to be accessible to them. Necessarily, as time goes by, this justification becomes less and less persuasive because the number of such unassimilated foreign-born is continuously being reduced. Their children, though only first generation native Americans, are nevertheless literate, schooled in American schools and raised in the enveloping culture of our society. The justification for foreign-language broadcasting undeniably does not apply to them and, in fact, such broadcasting may be affirmatively harmful."

Fly pointed to a decline in the foreign-born population of New York, and added that many of the foreign born have been learning

## ★ AGENCY NEWSCAST ★

WILLIAM H. THOMAS has replaced Winnifred Steil as time buyer for J. Walter Thompson. Thomas has been with the agency as an assistant in the time buying department since 1947.

GANELES-LENGER WINE CORP. has named Parkin-Wilbur, Inc. to handle a newspaper, radio, and television campaign for its Kosher wines. The drive will start in January and continue through March.

JACK HAMMANN, former manager of daytime sales for the Dumont Television Network and prior to that an account executive with ABC, has taken a position as account executive with Special Purpose Films, Inc., producers of film for screen and television.

WALTER KANER ASSOCIATES, New York, have been named to handle publicity and promotion for Herbert Charles & Co., realty sales and management firm, also the "Schwab House," big apartment house being erected on the site of the former Schwab mansion. . . . Marty Horstman, formerly publicity director of the Hotel Commodore and previously with Wayne Varnum Associates, has joined the publicity firm of Walter Kaner Associates, New York.

MAIL POUCH TOBACCO CO. has named the Charles W. Hoyt Co., Inc. The company in Wheeling, W. Va. has used radio and television advertising.

SIDNEY A. JOFFEE has been elected vice-president in charge of merchandising of Pathe Television Corp., J. A. Stobbe, president has announced. Joffee resigned as general sales manager of Philharmonic Radio Corp. on December 1 to join Pathe.

HARRY SERWER, INC. will handle the advertising of Textron drapery fabrics. Account executive is James Serwer. Merchandising Consultants, Inc. have been appointed merchandising counselor for the division of Textron, Inc.

ELIZABETH ARDEN, INC. has placed all domestic advertising with Grey Advertising Agency, Inc.

CHAMBERS MANUFACTURING CO., watch band makers, to DuFine-Kaufman, Inc. Account executive is Stuart Cooper.

GNOME BAKERIES, INC. has named Lester L. Wolff, Inc. for newspaper, radio, television and trade paper advertising.

AUTOMATIC BURNER CORP., oil burner manufacturer, has named Olian Advertising Company, Chicago.

HERBERT E. BROWN has been appointed advertising manager for the Crosley Distributing Corp. in greater New York.

DOROTHY DOSTAL has become an account executive for Russell-Anderson. She was formerly with Textron, Inc.

## Cities Covered By TV Linked Up In ABC Net

(Continued from Page 1)

in a 40-mile radius of these cities are more than three million TV homes. The letter stated that video itself is an "inefficient medium for the sale of TV receivers" since most viewers are already set owners.

ABC premises its special offer on the belief that the more than twenty million radio homes in the TV city areas offer the best market for immediate TV purchaser prospects.

English and need no longer rely upon foreign-language service. "Whatever need may still remain for foreign-language broadcasting is more than satisfied by four stations which presently offer such programming: WEVD, WBNX, WHOM and WOV." Fly wrote.

Pointing to difficult employment conditions in New York radio, Fly said if his clients "are forced to leave their positions at WINS, they will experience great difficulty in finding other positions in the industry. They and their families have their homes and friends in the New York area; they are not mobile labor that can move to and fro across the country seeking the positions.

## Revlon Will Use Video To Advertise New Line

Revlon Products Corp. will use television extensively in a \$2,000,000 advertising campaign in 1950 to feature new products. Martin Revson, v-p in charge of sales for the company says that it is the largest expansion program in the history of the company.

### Introduced Individually

The new products will be introduced individually beginning in January with Aquamarine soap. Others will follow in February and March.

TV will be used in the Spring and Fall, according to the account executive for the William H. Weintraub & Co. agency, Norman B. Norman.

## Wedding Bells

Larry Holcomb, assistant to the vice-president in charge of radio and television at Lennen & Mitchell, was married Nov. 29 to Alice McCaffery, radio and television copy supervisor at Kenyon & Eckhardt. The ceremony was performed at the Community Church of New York.

## 14th Dist. Members Convene At Salt Lake

(Continued from Page 1)

club today and a speech by Justin Miller, president of NAB, before the Kiwanis Club on Thursday. In addition TV demonstrations added to the convention interest. On Monday night, Judge Miller, and Ralph Hardy of NAB together with District Director Terry were interviewed on KSL-TV. A similar interview type of program was presented last night on KDYL-TV.

"This is our most productive district meeting to date," Terry said last night. "We have not alone got down to the serious business of discussing our broadcasting problems but we have carried the message of radio and television to the general public of the Utah area through the special addresses of Judge Miller and Mitchell."

### Follows Pattern

Monday's session followed pretty closely the procedure of other district meetings. Richard Doherty of NAB discussed station operations costs; Judge Miller reviewed NAB activities and Carl Haverlin, president of Broadcast Music, Inc., also was heard. Haverlin thanked the broadcasters for making use of BMI music and thus creating new hits from the grass roots areas. He called attention to BMI's new slogan—"Fifty Fifty by Fifty Nine." This obviously means that fifty per cent of the music to be used will be furnished by BMI by 1959 when ASCAP contracts come up for renewal again.

Kolin Hager, as spokesman for SESAC, told of the company's plan to extend their catalogue to include tunes in the popular and folk music field. He indicated that SESAC did not contemplate meeting with the radio committee on the subject of licensing procedures.

William Kemp, KVER, Albuquerque, extended an invitation to the 14th district to hold their next meeting in New Mexico.

The resolutions committee was scheduled to meet last night and today the broadcasters will devote the sessions to the discussion of problems on the local level.

## Gimbels Buys Time

Gimbels New York department store will sponsor 21 quarter-hour periods and 42 spot announcements weekly over WVNJ, Newark. The business is for an indefinite period and calls for daily musical programs and spots. The Levy Advertising Agency in Newark is handling the account. The presentations will begin at once.

### WANTED

If you are a thorough reporter and able to write a stylized integrated newscast packed full of news and in fresh vernacular style, in first letter write references, salary, experience and if possible include samples to Box 291. Samples will be returned. RADIO DAILY, 1501 Broadway, New York City.

\*\*\*\*\*  
 For Quality  
**TV SPOTS**  
 Call  
**KISSINGER**  
**PRODUCTIONS**  
 JU 6-5572 1650 B'way, N. Y. C.

# TELEVISION DAILY

Section of RADIO DAILY, Wednesday, December 7, 1949—TELEVISION DAILY is fully protected by register and copyright

## FORD, CHEVY IN VIDEO BATTLE

### TELE TOPICS

**THE ONLY APPARENT REASON** for the recent network debuts, on NBC, of "Chicago Jazz" and "Studs' Place" is economic. The former is 15-minutes of uninterrupted music—Dixieland by a group of house men called the Tailgate Seven, and wonderful songs by Connie Russell. Darn good listening, but nothing to see. Even the charms of the beautiful Miss R. can't sustain a show all alone and the stanza was not helped any by the unimaginative direction. Finally, if they don't want to alienate jazz purists, they'd better get rid of the sheet music that was lying around the place. . . . The direction in which "Studs' Place" is headed is not quite clear at this juncture. Set in a customer-less bar, it appears to be a mood piece and bears a resemblance to some of Saroyan's work. There are the proprietor, Studs Terkel, pianist-singer Fletcher Butler and a moocher known only as "Horse Player" (Norman Gottschalk). It's mostly talk, with a little music thrown in. With sharper delineation of characters and improved scripting it could be fairly interesting, but in its present state it's all kind of empty.

**LES HAFNER** and Chuck Vetter yesterday began shooting at their Motion Picture Stages Inc. on a new three-reel United Nations film titled "Our Town, The World." Shooting sked runs eight days. Written by Joseph Moncure March and starring Dorothy Peterson, film will get TV and theatrical release. Helen Van Dongen and Kevin Smith represent UN at the studio. . . . DuMont and Whelan drug stores will supply the entertainment at the Ad Club's Christmas party next Tuesday at the Astor. Titled "Cavalcade of Stars," show will be presented by Stanton B. Fisher agency and produced by Milton Douglas. Stage will be a 50 by 20-foot scale replica of a DuM receiver. . . . According to Look mag, nearly \$10,000,000 will be spent this year on Howdy Doody merchandise.

**ON READING** in Newsweek that Berle and Wynn may go bi-weekly next year, flack Jack Perlis wrote the mag suggesting that the stars be paid in alternating currency and the cue-tossers in direct currency. Yesterday he received a letter from the editors of the book stating: "We probably would have printed your comment . . . but it would only have been stolen by Berle." . . . The Paramount Theater this week is screening recorded highlights of UN sessions as a regular part of its evening fare. Students of Columbia University, who are studying the effectiveness of the TV cover, are scattered throughout the house to observe reactions of the audience to the presentation.

### Drug Chains Contract For Second DuM Show

Drug Store Television Productions, comprised of 14-major retail drug chains, yesterday signed with DuMont for a million-dollar hour-long variety show to be aired Tuesday nights, 9 p.m., over 18 stations beginning Jan. 17.

The group, represented by Stanton B. Fisher agency, also bankrolls "Cavalcade of Stars" on the web. Appropriations for the two stanzas will total \$2,000,000 next year, it was said.

**Milton Douglas to Supervise**  
Program will be supervised by Milton Douglas, producer of "Cavalcade" for Fisher. Title, format and talent have not yet been selected.

Cities and participating stores are: New York, Whelan; Philadelphia, Sun Ray; Baltimore, Read; Washington, Peoples; Pittsburgh, Sun; Cleveland, Gray; Detroit, Cunningham; Chicago, Walgreen; Dayton, Gallaher; Cincinnati, Dow; Columbus, Grey; Boston, Liggett; Richmond, Peoples; Atlanta, Jacobs; Minneapolis and Louisville, Walgreen; Rochester, Daws. and Los Angeles, Owl-Rexall.

### Interstate Bakeries Sign For "Cisco Kid" Series

Interstate Bakeries has signed for the Cisco Kid TV film series for airing in California and Mid-West markets. Films will be produced, in 16mm. Kodachrome by Philip N.

## NBC Rear Projection System For Backgrounds Announced

Completion of a new rear projection system said to offer an adequately lighted picture without flicker was announced yesterday by NBC engineering veepee O. B. Hanson.

The system will be used for the first time on "One Man's Family" in the near future.

Developed by NBC's engineering development group under the direction of Hanson, and by G. M. Nixon, manager of the development group, with assistance from Roland A. Lynn, staff engineer, and Edward P. Bertero, the new unit was constructed according to NBC specifications by the Holmes Projection Co. under supervision of

### Tele Crime Shows Hit By Coast Listener Unit

*Washington Bureau of RADIO DAILY*  
Washington — A stiff protest against the crime shows on six of the seven Los Angeles video stations has been filed by the FCC for consideration when it gets around to granting initial licenses. The stations are not formally licensed yet.

Chairman Wayne Coy yesterday circulated through the Commission the protests received from the Southern California Association for better Radio and Television. The group, in letters signed by President Clara S. Logan, called upon the stations for improvement in programming, and enclosed copies of a survey of crime shows during the week of November 1.

**Statement By Mrs. Logan**  
"Our association is protesting the type of program as listed on this report," Mrs. Logan wrote; "television comes into the home, and many children are looking at these programs. We believe that without too much effort your station could substitute acceptable programs which would be suitable for family viewing and listening. We offer you our fullest support and co-operation, and will do all we can to promote the good programs on your station."

Krasne at the rate of 52 a year for ten years. Radio rights to the stories are controlled by Frederic Ziv Co. Dan B. Miner is the agency for Interstate.

### Combined Budgets For '50 Near \$4,000,000

Two giants in the low-priced automobile field—Ford and Chevrolet—have locked horns in an advertising battle that probably will bring about \$4,000,000 into TV's coffers next year.

Operations of the two manufacturers in video have been completely dissimilar. Chevrolet began using the medium experimentally three years ago, tried many different types of programs and now bankrolls two network shows with various dealer groups sponsoring local promotions.

Ford, on the other hand, is a relative newcomer, with the bulk of its expenditures going into two shows, "Ford Theater," on CBS, and Kay Kyser on NBC. The former, with cost estimated at \$25,000, is now a bi-weekly feature, but may be aired every week after the first of the year. The Kyser stanza, which bowed last week, is said to cost \$23,000 for production, exclusive of time.

**Earlier Show Folded**  
"Ford Theater" is a promotion of the home office, handled by Kenyon & Eckhardt, while Kyser is a Ford Dealer Show, produced by J. Walter Thompson. An earlier dealer show, "Through The Crystal Ball," folded after about six airings last season.

Both Chevrolet web shows are handled out of the home office. They are "Inside USA With Chevrolet," a bi-weekly on CBS with production budget of \$20,000, and "Chevrolet Tele Theater" on NBC, cost about \$6,500 exclusive of time. In addition, Chevy probably will repeat Notre Dame football coverage, aired this year over DuMont at a cost estimated between \$100,000 and \$150,000.

### Midwest Theater Assn. Files For TV Channels

*Washington Bureau of RADIO DAILY*  
Washington—Advancing the argument that many in the Kansas-Missouri area will not be able to afford home video sets for years to come, the Kansas-Missouri Theater Owners Association yesterday petitioned the FCC for a rule-making procedure to provide for theater TV channels. The Commission is reported preparing an announcement of such a hearing.

The petition, filed yesterday by attorney Marcus Cohn, did not differ substantially from similar petitions filed by other exhibitor groups within the past few weeks.

## Von Wesdell (Pooch) Hits Gaines Jackpot

(Continued from Page 1)  
footmen. From there 'Konrad' will be whisked to Manhattan's Plaza Hotel for a press reception which, according to the agency, will be covered by radio, newspapers, television, and newsreels.

'Konrad's' prizes include a five-day stay at the Plaza, the station wagon, a two-room kennel, a custom built private swimming pool with ramp, a television set (to watch, says B&B, "man fights"), a custom tailored fur-lined dog jacket, a \$500 gift certificate for use in one of New York's swank shops, dog perfume, and, of course, a private fire hydrant.

B&B have arranged personal appearances for 'Konrad' on a variety of radio and TV shows, and magazine and newspaper feature writers are expected to lead a dog's life for the next five days.

The "Lucky Dog" contest was promoted via the "Juvenile Jury" program, sponsored by General Foods in behalf of Gaines Dog Foods over the Mutual web.

## New Service Announced By Cardinal Package Firm

Hollywood—The Cardinal Co., radio-television production firm, has offered to distribute unreleased program series for radio packagers.

Joseph F. Mac Caughtry, president, says his company is searching for transcribed shows to release through their set-up. Cardinal has found the demand for new shows exceeding their supply, he says.

The policy will help Cardinal expand its available transcribed programs and at the same time, offer independent producers a means of getting a national release. Cardinal now does business with more than 500 radio stations throughout the country.

The pattern has been used with success by the motion picture industry in which a producer not only makes films, but arranges for releases by independents.

A survey, Mac Caughtry indicated, was being conducted to determine the possibility of a similar project for television films.

Other programs now handled by Cardinal include Sleepy Joe, The Anderson Family, Adventures by Morse, and Marvin Miller—Story-teller.

## Greyhound-Florida On ABC

Florida Greyhound Lines are sponsoring ABC broadcasts of Elmer Davis three days a week over five Florida radio stations. It began Monday, December 5, for 13 weeks. The Lines will sponsor on Monday, Wednesday and Friday over WQAM, Miami; WMFJ, Daytona Beach; WSUN, St. Petersburg; WPDQ, Jacksonville and WHOO, Orlando. Besmont and Hohman of Atlanta, Ga., is the agency.

# COAST-TO-COAST

## Will Air Rally

Norwalk, Conn. — WNLK will broadcast the Citizens Rally to discuss the school building program and its financing on December 9th from 8:30 to 9:00 p.m. The rally, which will be held at the High School here, is being sponsored by the Central Council of PTA, Board of Education, League of Women Voters of Norwalk, the AAUW, Teachers' Association and the Central Labor Union.

## Gets Promotion Award

Charlotte, N. C. — Crady Cole, WBT commentator and farm editor, was awarded a scroll of appreciation by the Retail Grocers Association at the conclusion of that group's annual Exposition and Food Show held here. Cole broadcasted daily about the Food Show and was present in his WBT booth there to hand out samples of the many products featured in his broadcast.

## Ambassador Speaks On KFH

Wichita, Kans.—George V. Allen, formerly Assistant Secretary of State, now newly appointed U. S. Ambassador to Yugoslavia, was heard over KFH and KFH-FM, Friday evening, December 2nd. Allen, who appeared here as the highlights of the third annual conference of the Kansas Commission on UNESCO, broadcast directly from the First Methodist Church.

## WRGB All Star Banquet

Schenectady, N. Y. — Bob Bender, sportscaster of WRGB and WGY, selected an all-star scholastic football team with the assistance of twenty-two coaches of High and Parochial schools in the WRGB signal area. Coaches and the members of the all-star team were guests of WRGB at a banquet Nov. 28th and later appeared on Bender's sports show.

## Sponsoring Series

Los Angeles, Calif.—The General Electric Company is sponsoring Monday, Wednesday and Friday participations on the KNX "Sunrise Salute" series and eight additional weekly spot announcements on KNX. The series began November 29. The agency for the order is Batton, Barton, Durstine and Osborn in New York.

## Last Streetcar Ceremony

Richmond, Va.—The running of the last electric streetcars in this city took place November 25. To cover the event, WMBG and WCOD remote equipment was on hand and recorded interviews with the oldest streetcar operator in the city as he made the last seven mile run to the junk pile. This was incorporated into a coast to coast feed to the NBC radio network on the News of the World program the same evening.

## WDRS Aids Celebration

Hartford, Conn.—The 100th anniversary celebration at Teacher's college at New Britain, will take place on January 22, 1950. Long range planners at the college already have arranged with WDRS for a half-hour's broadcast time at 4:30 p.m. for that day. The broadcast will originate directly from the college.

## Cole Named By N. C. Governor

Charlotte, N. C.—Grady Cole, commentator and farm editor of WBT, has been appointed by Governor Kerr Scott as one of seven members of the N. C. Communications Study Commission, which was brought into being by legislative act during the last session of that body.

## "Fun With Music" Moves

Silver Spring, Md.—"Fun With Music" and disc jockey Bob Falcon moved from the studios of WGAY-FM to Holiday House on December 2. The "House," a white frame building in the Silver Spring shopping center, will house the show from then until Xmas. Falcon, who usually takes telephone requests, will change the format to allow the records to be spun from the studio.

## Oil Co. Sponsors Basketball Sked

(Continued from Page 1)

in Philadelphia, the company will televise five twin-bill contests in which the University of Pennsylvania and Villanova will meet opposing squads and two single games on the Penn schedule. Sponsorship of the Penn. telecasts by Atlantic will enter its third consecutive year this season. Byrum Saam and Claude Haring will do the play-by-play.

Bob Hendrechson will announce twenty-five games scheduled by Syracuse University over WAGE, Syracuse; Bill Moore will cover twenty-one Seton Hall games over WNJR; Newark; and Bill Mazer, aired by WKBW, Buffalo, will describe nineteen between Canisius College hooplas. All colleges covered are strong basketball schools with heavy followings among the local populace.

N. W. Ayer & Son, since 1936 Atlantic's representative, handled.

## WHLI Sets Ski Program

News of ski club activities and special events and reports on skiing conditions in the New York and New England area will be broadcast every Thursday from 7:50 to 8 p.m. over WHLI-FM in Hempstead, Long Island. Bob Barry, ski columnist for the Long Island Press and Ski Magazine, will be featured.

# RADIO EXECUTIVES CLUB OF NEW YORK

LUNCHEON-MEETING

THURSDAY, DEC. 8

HOTEL ROOSEVELT

AT 12:30 P. M.

**GUEST SPEAKER**—Lowell Thomas, Jr., son of the famed CBS newscaster, who will discuss the recent Tibet expedition made by him and his father in addition to showing films made during the journey.

**ADMISSION:** \$3 for members, \$3.75 for non-members.

**RESERVATIONS:** Claude Barrere, MU 6-0238.





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 45

NEW YORK, THURSDAY, DECEMBER 8, 1949

TEN CENTS

## PLAN INDUSTRY STATISTICAL BUREAU

### Say AM Sets Now Go To Non-Video Areas

Washington Bureau of RADIO DAILY

Washington—Several large manufacturers are said here to have discontinued all shipments of radio receivers to those areas where television service has won wide acceptance in an effort to provide as many receivers as possible for radio-hungry Xmas buyers elsewhere.

At the same time, there is recognition that the demand in television areas for sound radio sets is very strong, and these same manufacturers are planning to keep their lines

(Continued on Page 5)

### Baker Gets Promotion With WKBW In Buffalo

Roger Baker, for the past 18 months commercial manager of WKBW, Buffalo, has been promoted to assistant to the president, Dr. Clinton Churchill, president and general manager announced yesterday. Baker started his radio career at WKBW in 1928.

He broadcast over the Buffalo station for 11 years following his entry into the radio field and is credited with having introduced play-by-play

(Continued on Page 2)

### Fineshriber Show Set To Debut On Mutual Web

The first in a series of Hollywood originated shows introduced by Mutual vee-pee Bill Fineshriber will debut Christmas Eve over the full net when "Comedy of Errors" will be aired for a premiere performance. Show format calls for audience participation in finding errors in a ser-

(Continued on Page 2)

### Guesting

Margaret Truman has elected to sing an aria from a Puccini opera and two Christmas carols when she inaugurates her winter concert tour on ABC's "Carnegie Hall" on Dec. 20. She will be supported by the Robert Shaw Chorus in this, her first professional appearance in New York City. Her nationwide tour continues until March 30.

### Ohio Broadcasters Plug Xmas Set Sales

Akron, Ohio — "Give a radio for Christmas" has become the slogan for the Ohio Association of Broadcasters in a campaign to increase radio listenership in Ohio. Stations over the entire state have joined in the drive originally festered at the Cleveland Sales Clinic in November.

Carl George, president of the OAB started the ball rolling and a drive to get year-round support is now under way. OAB has supplied scripts to every station in Ohio.

### Contest Techniques Revealed By Speaker

Tried and true ideas used by advertisers in contests still pay off the best, F. Harvey Morse, account executive of the Reuben H. Donnelly Corporation, said at a meeting of the American Marketing Association in the Shelton Hotel on Tuesday.

Experience shows, he continued, that novel ideas *per se* in contests are not successful. The old reliable contests requiring the writing of

(Continued on Page 3)

### Church Group Purchases Time On ABC Network

Endicott, N. Y.—ABC has signed the American Council of Christian Churches for a 13-week series of Saturday afternoon broadcasts entitled "Bible Messages" originating

(Continued on Page 3)

## NAB Reveals FM-Lease Plan For Music And Special Events

Washington Bureau of RADIO DAILY

Washington—New sources of additional FM revenue from leased receivers for musical and special events program are described in a new study now being mailed FM members of NAB. The study, prepared by the FM director, Arthur Stringer, is based on reports from San Diego, Calif.; Topeka, Kans., and Evansville, Ind.

The new plan, involving the leasing

## NAB, RMA, BMB And Gov't Officials Meet In Effort To Provide Figures On Receiver-Mfg., Ownership

### Radio-TV Stations To Aid Scout Drive

Twenty radio and TV station representatives met with Warren Jennings, radio-television chairman of the Greater New York Boy Scouts campaign yesterday at a luncheon at the Hotel Roosevelt and heard Scout executives explain the \$2,000,000 fund drive which will be conducted January 4 to February 12th. The stations agreed to support the Boy Scout drive and preliminary

(Continued on Page 5)

### Hoy Named President Of Maine Broadcasters

Waterville, Maine—The Maine Broadcaster's Association elected Frank Hoy, general manager of WLAM, Lewiston, president at their meeting held at Colby College. Harold Glidden, general manager of WAGM, Presque Isle, was elected

(Continued on Page 2)

### Columbia Records To Plug LP's In Special Program

"Columbia's LP Parade," sponsored over WCBS and a selected group of eight other stations, will be heard in a two-shot Sunday series

(Continued on Page 3)

In a step toward formulation of an organization to provide reliable figures on radio and television set production and ownership throughout the country, representatives of NAB, RMA, BMB and the U. S. Department of Commerce met with six major manufacturers at BMB headquarters

(Continued on Page 3)

## Protestant Radio Unit Hits Baptist FM Grant

Washington Bureau of RADIO DAILY

Washington—The Protestant Radio Commission has lodged a protest with the FCC against allocation of channels in the non-commercial educational FM area for a system of low-powered stations for the Baptist church. The church commission, headed by Everett Parker of Yale University and Chicago, feels that while the church should be per-

(Continued on Page 3)

## New Recording Turntable Being Developed By RCA

Atlantic City—Expressing satisfaction over the growing acceptance of the 45 r.p.m. record players and the new line of recordings, Radio Corporation of America field representatives in conference here confirmed

(Continued on Page 3)

### Whodunit Sequel?

Bandleader Leo Dryer solved two of four fictional crime puzzles on WOR's "Five Mysteries" program and walked away from the show with 200 mystery books. Returning to his car from the show, Dryer found that thieves had broken into it and stole his wife's fur coat and a traveling bag. Unable to solve the crime, he went to the police.

ing of the receivers, has been developed to fit the needs of such clients as hotels, restaurants, private clubs, stores and factories. A "muting device" in the leased FM receivers, operated by a supersonic signal from the transmitter, eliminates portions of the FM program as broadcast, so that the leased sets receive only the music and special-events portions of the schedule.

(Continued on Page 2)



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JOHN W. ALICOATE : : : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : : : Business Manager

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WEST COAST OFFICES

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WASHINGTON BUREAU

Andrew H. Older, Chief 6417 Dahloona Rd. Phone: WI 5-con 3271

CHICAGO BUREAU

Hal Tate, Manager 612 N. Michigan Ave. Phone: SU 7-1044

SOUTHWEST BUREAU

Paul Girard, Manager Tower Petroleum Bldg., Dallas, Texas Phone: Riverslde 3518-9

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 7)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include ABC, Admiral Corp, Am. Tel. & Tel., CBS A, CBS B, 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.

Gets Dramatic Role

Maureen Ryan, WQXR receptionist, will play the role of the shoplifter in the national company of Sidney Kingsley's "Detective Story." The road company will open in Milwaukee on December 19 and will tour the midwest later.

Miss Ryan has been at WQXR for five years and lives in New York City. She was winner of the John Golden auditions in 1946, over 1,387 aspiring actors and actresses.

WANTED

If you are a thorough reporter and able to write a stylized integrated newscast packed full of news and in fresh vernacular style, in first letter write references, salary, experience and if possible include samples to Box 291. Samples will be returned. RADIO DAILY, 1501 Broadway, New York City.

Baker Gets Promotion With WKBW In Buffalo

(Continued from Page 1)

baseball broadcasts to western New York audiences.

In 1939, Baker replaced Red Barber at WLW, Cincinnati as a sport-caster and three years later assumed responsibility for promotion and public relations there. He was also a member of WLW's management committee and later was appointed account executive in charge of home office sales.

He became manager of KOB, Albuquerque in 1947 and returned to WKBW in August 1948 as commercial manager. He has also broadcast a daily newscast over WKBW since that time.

Fineshriber Show Set To Debut On Mutual Web

(Continued from Page 1)

ies of skits for take-home loot. It will be emceed by Jack Bailey.

Fineshriber, formerly national program manager for CBS, has been at Mutual for the past six months in charge of programming.

Santa Claus Program Gets Simulcast In Ohio

Columbus—F. & R. Lazarus Co., Columbus, Ohio, is sponsoring the first local simulcast in the central Ohio market over WBNS, WELD-FM and WBNS-TV, it has been announced. A five-a-week, 15-minute program, the "Santa Claus" show is aimed at a youthful audience and has a format which calls for a daily mythical plane ride (on film) to the North Pole workshop of jolly St. Nick. The live part of the show then takes place in Santa's workshop, as the children see and hear of Christmas Day preparations being made by Santa and his gnome helpers.

Pinch-Hit For Baukhage

Washington — John Daly, Jack Beall and Gordon Fraser will pinch-hit for ABC's H. R. Baukhage during the second week of his vacation from his Monday-through-Friday 1 to 1:15 p.m. newscast. Daly will be heard on December 19 and 21 while Beall will appear on December 20 and 22. Fraser will take the final show on December 23. Albert Warner is taking Baukhage's place the first week, December 12-16, as previously announced.

RCA INSTITUTES, INC.

A Service of Radio Corporation of America One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

Our graduates have 1st Class Telephone License. Address inquiries to Placement Director RCA INSTITUTES, Inc. 350 W. 4th St., New York 14, N. Y.

Seeks Support

New York radio stations were asked yesterday by the National Foundation for Infantile Paralysis to lend their support to the March of Dimes drive during the period of January 16th to 30th. Similar appeals will be directed to stations in regional area offices of the Foundation.

Hoy Named President Of Maine Broadcasters

(Continued from Page 1)

vice-president and Gordon Lewis, general manager of WIDE, Biddeford, secretary-treasurer.

The ABC v-p in charge of programs and television, Charles Barry, spoke at the session on the future of TV as it may affect Maine Broadcasters.

Joins Emerson Corp.

Commodore John D. Small has been named executive assistant to the president of Emerson Radio and Phonograph Corporation, Benjamin Abrams, president, announced on Monday. Small is a former executive officer and chief of staff of the War Production Board. He will administer various Emerson activities and the television production program for next year.

New FM-Lease Plan Told In NAB Survey

(Continued from Page 1)

while sets not so equipped receive the complete program, including announcements and newscasts, Stringer explained.

The study is one of a series designed to help FM stations increase revenue. Previous studies have covered transit radio, storecasting, and other means of adding to normal advertising income.

College Cultural Shows Offered Boston Listeners

Boston — The home of the bean and the cod is now piping college culture into the living room via WBMS-FM. The courses are recorded in the classrooms of Boston College, Boston University, Harvard, M.I.T., Northeastern and Tufts on a tape.

The first of the half-hour, Monday-through-Saturday series was heard last night at 7:30. The courses were arranged by the Lowell Institute Cooperative Broadcasting Council.

WBMS-FM listeners will be urged to send their names in an informal roll call to the station.

The battle's on!



This picture was snapped just before these two tough polar bears tangled in what was the battle of the century in the Seattle Zoo.

There's another battle going on these days in the tough, competitive markets of America — like Baltimore. It's a battle for profitable, low-cost sales.

And that's where W-I-T-H comes in for smart advertisers. For this BIG independent delivers its BIG audience at the lowest cost-per-listener of any station in town. That's why you can get BIG results for a LITTLE money on W-I-T-H.

W-I-T-H covers 92.3% of all the radio homes in the Baltimore trading area. For more facts about this big bargain buy, call in your Headley-Reed man and get the W-I-T-H story.



W I T H

BALTIMORE, MARYLAND

Tom Tinsley, President - Represented by Headley-Reed

## Contest Techniques Revealed By Speaker

(Continued from Page 1)

jingles, 35 words on a product, naming a new product, and writing slogans are still the best, Morse said.

Other rules for successful contests include adequate promotion, an adequate prize budget, trouble-proof rules, and competent judging, the Donnelly executive said. The danger of ghost-writers and entries plagiarized from other contests left no room for amateur judges, he added. Bad judging would have an adverse effect on good will for the sponsor, Morse said.

Morse went on to say that some advertisers consider contests undignified. He pointed to the fact that contests were run by all types of advertisers, from soft-drink makers to railroads.

The need for spectacular promotion, to move a product quickly, and new products were given as reasons for staging contests by Morse.

The objectives of contests outlined were: increased sales by getting store displays, giving copy writers a new approach, giving salesmen something unusual to talk about, increasing radio ratings and newspaper readership, encouraging potential buyers to come to the dealer, and developing public relations.

### Comments on Giveaway

In an interview with RADIO DAILY after the speech, Morse said he was not against radio give-away shows. He said he did not consider them lotteries because no cost or consideration was required of the participants. The phone call type of contest is not a lottery, he continued. Furthermore, the decision of whether shows were lotteries or not was not up to the FCC because they lacked judicial power, he concluded.

## New Recording Turntable Being Developed By RCA

(Continued from Page 1)

reports that the new 1950 RCA-Victor line will include a two-speed turntable to play the conventional 78 r.p.m. discs and the long playing 33 1/3 discs introduced by Columbia Records. A separate turntable will be offered to play the R.C.A. 45 r.p.m. records.

While the announcement was interpreted as a bid by RCA to corral some of the 33 1/3 business there is no indication that the company will begin production of 33 1/3 recordings. On the other hand company officials state that sale of 45 r.p.m. recordings has spiraled upward in the past few months and that the holiday business on both turntables and records may exceed available stocks.

It is anticipated that total record sales for 1949 by all manufacturers may reach 1948's 200 million.

## Need Of Radio-TV Research On Receivers Discussed

(Continued from Page 1)

in New York yesterday. The meeting chaired by L. K. Alexander of General Electric's electronic division, was called to explore plans for an industry statistical bureau. Among those attending was Ken Baker, NAB director of research and acting president of BMB which will soon complete their second audience measurement study.

Alexander said that "there is some possibility" that the group would meet again "sometime after the first of the year" and, if another meeting is held at that time, an official announcement might be forthcoming.

Questioned about the paucity of radio receivers on retail dealers shelves as reported in RADIO DAILY

yesterday, Alexander disagreed with the reasons put forth by other manufacturers. He said he believed the scarcity was due to the generally gloomy economic forecasts made last summer and by the articulately expressed fears of a general economic recession following recent years high sales. He said the entire industry was misled by last summer's general sales slump.

Other manufacturers had stated that radio receiver production cut-backs were based on the idea that TV receiver sales would cut heavily into AM and FM receiver sales.

Alexander said he believed that radio production in 1950 would at least equal 1949's.

## Columbia Records To Plug LP's In Special Program

(Continued from Page 1)

on December 11 and 18. Program will highlight selections from Columbia's LP catalog with a commentary by Harry Marble.

Show will be heard over, in addition to WCBS, WEEI, Boston; WBBM, Chicago; KCBS, San Francisco; KNX, Los Angeles; WCCO, Minneapolis-St. Paul; KMOX, St. Louis; WTOP, Washington; and WCAU, Philadelphia.

The agency is McCann Erickson, Inc.

## 16th Anniversary

CBS soap opera "Ma Perkins," sponsored by Procter & Gamble for Oxydol, celebrates sixteen years of broadcasting December 13. Soaper, which bowed on the network only four months after being introduced as a local over WLW, Cincinnati, in 1933, has won a number of awards for its story line. Dancer, Fitzgerald, Sample is the agency.

## Wedding Bells

Mark Hawley, former NBC newscaster and now director of television show, "Bonnie Maid Versatile Varieties," was married last Monday to Maggie Bride. The ceremony was followed by a reception at the home of Kenyon Nicholson, author.

## Van To Host 'Poultry Queen'

Margaret Phelan, vocalist who has been named Queen of the New York Poultry Show, to be held December 7-11 in the 14th Street Armory, will make a guest appearance on the Lyle Van Show on Thursday (WOR, 6-6:15 p.m.). Miss Phelan will discuss the many honorary titles she has been awarded by various organizations during the past year.

## Ezra Stone Guest Of Gagsters

Ezra Stone, creator of the comedy character, Henry Aldrich, will be a guest of the Gag Writers Institute next Tuesday at the Headquarters Restaurant.

## Protestant Radio Unit Hits Baptist FM Grant

(Continued from Page 1)

mitted to compete with commercial broadcasting in the regular commercial FM region, it should not be granted any special reserved channels.

Reservation of channels for the church group would be contravention of the Constitution, the PRC said in a statement filed by Former Commissioner Clifford J. Durr. On the other hand, he said, it is quite within the Constitution for the church to apply for and be granted, broadcast licenses on an equal footing with private interests also seeking to qualify on the ground of their ability to serve the public interest.

The matter has been set for hearing by the FCC, with the date not yet chosen.

## Church Group Purchases Time On ABC Network

(Continued from Page 1)

from the studios of WENE, Endicott. The Rev. Dr. Paul R. Jackson, president of the Baptist Bible Seminary, will be the featured speaker and music will be supplied by the 60-voice Seminary Chorus and the Gospel Seminaries, a male quartet. Series starts Dec. 10.

## Pinch-Hits For Baukhage

Straight Facts for Veterans, produced in cooperation with the Veterans Administration, will return to the WCBS mikes on Saturday, December 10 after a three-months absence. The show will be heard on alternate Saturdays, 4:00 to 4:15 p.m. Inside the Veterans Administration is the subject of the first program.

for profitable selling **INVESTIGATE**



STEINMAN STATIONS

Clair R. McCollough, Managing Director

Represented by **ROBERT MEEKER ASSOCIATES**

Chicago San Francisco New York Los Angeles



## AGENCIES

**T**HE New York office of the Durk Advertising Agency, has been awarded the advertising account of Hollywood Television Productions, large scale producers of films for television, training programs and public relations motion pictures. Richard A. Bergstrom is the agency account executive. Media to be used will consist of direct mail, business papers, trade publications and merchandising aids.

**BROCK-HALL DAIRY CO.**, New Haven Connecticut, has appointed the Charles W. Hoyt Company, Inc., New York, its advertising agency effective January 1, 1950.

**BROADCAST MEASUREMENT BUREAU** announces the resignation of Cortlandt Langley, assistant to the president and director of subscriber service. The resignation is effective December 1, 1949. Langley is forming his own company for the production and sale of television package programs.

**MURRAY D. KIRKWOOD** is the new account executive of the Sun Oil Co. for Hewitt, Oglivy, Benson & Mather.

**JACOB H. GEISE** has been named vice-president in charge of finance of Young & Rubicam, Inc., Sigurd S. Larmon, president has announced. Harry Enders, secretary and assistant treasurer of the agency, will succeed Geise as treasurer. George Farrand will become assistant secretary and M. Wray Witten, controller.

**MATTHEW CALDERWOOD** has moved from the New York office of J. Walter Thompson Co. to the agency's Detroit branch. He will head the traffic and production department in the motor city.

**GEORGE BALTERMAN** has joined the executive staff of Storm & Klein, Inc., advertising agency, A. E. Storm, president, announced yesterday. Balterman has been advertising manager of Schenley Distributors, Inc. for the last year and previously was coordinator of all advertising; sales promotion, and merchandising in the monopoly states for Schenley divisions. Park & Tilford Distillers, Inc. and Park and Tilford Import Corp. are among the agency's accounts.

### Radio Clue Pays Off

John Wiley Johnson, a fugitive from justice since 1946, was recently captured in Willits, Calif. by the F.B.I. as the result of a lead furnished by a listener who heard his description over Mutual's "True Detective" program of July 31, it was announced yesterday. The listener, who asked that his name not be revealed, received a \$1,000 award for supplying the information which led to the capture.



### Man About Manhattan. . .

● ● ● Open season for charity campaigns has radio programming departments dizzy. In New York alone stations were requested to support eight different appeals during the month of Nov. . . . Rumored in the corridors of the RCA Bldg. that it an executive is assigned to the radio division in the realignment of radio and TV at NBC, his future is not as secure as that of the television boys. . . . Etions to sign Gen'l Ike Eisenhower for a radio series continue with an audio sponsor: making overtures. . . . P & G's "Big Sister" now being handled by Compton, with James J. Seaborne producing the show. . . . Howard Lane, advtg. manager of Ronson, wires that you can always tell it's winner when agency execs fly South. . . . "Auctionaire" renewed another 13 weeks and is going to West. e.n TV network as well. . . . Dave Burns, comic of "Make Mine Manhattan," starring in "Young B'way" on WPIX starting tonite. . . . Charlie Holmes leaving the Bob Monroe staff to become sales manager for a Danville, Va., station. . . . With so many beer sponsors on TV, Harvey Stone calls it first glass entertainment.



● ● ● **WHAT THEY LOOK LIKE: TED MALONE:** A successful Card and Gift Shop owner, devoting his life to browsing. . . . **EDDIE DUCHIN:** An architect who does his planning at the piano. . . . **HENRY MORGAN:** A real estate renting agent who has a funny observation and hilarious interpretation for every clause in your lease. . . . **ARLENE FRANCIS:** A chic dept store buyer of men's pajamas. . . . **FRANK GALLOP:** The Dean in an exclusive finishing school for young ladies.



● ● ● Even a press agent can let publicity go to his head. Not long ago, one of New York's more popular p.a.'s was enjoying the sight of his own name in print almost daily. He got so used to it, and relished it so, that after a while he and his staff began neglecting the clients to concentrate on Mr. Press Agent himself. One afternoon, an amolitious young assistant barged into the office. "I did it," the enthusiastic kid screamed. "I'm getting a four-page layout in LOOK for that new gal singer we're handling." Instead of the expected big slap on the back, the infuriated publicity head turned on him and yelled: "Listen, you. Always remember one thing here, You're working for me—not my clients!"



● ● ● Drew Pearson's hat-to-hat sponsorship shift (from Lee chapeaux to Adam) posed quite a problem of sponsor-identification under the new bankroller regime. Weintraub agency reports, however, that the latest Hooper sponsor-identification rating for the commentator under the Adam banner is 43.1 for the Sept. 11-Nov. 6th period. This is within 6 points of the final Lee rating of 49.5 for the six weeks of July and first half of Aug.



● ● ● **SMALL TALK:** The World-Telly's Marie Torre and Harold Friedman, ABC-TV producer, are finally honeymooning at El Rancho Vegas. . . . At 24.8, John Cameron Swayze's Camel News Caravan has the highest Hooper of any news program regularly heard on TV. . . . And speaking of ratings, Lux Radio Theater has been No. 1 in both Hooper and Nielson since the season started. . . . Skee Wolf, writer-producer at WBBM, CBS-owned Chi outlet, has penned a war novel which will be published by Crown in the Spring. . . . At Guy Lombardo's East Point House Restaurant in Freeport, the menu lists "The Sweetest Lobsters This Side of Heaven."



## SAN FRANCISCO

By NOEL CORBETT

**JOLLY BILL'S KNBC** five p.m. airer slanted toward the kid audience is now sponsored by the Call-Bulletin.

Walter Davison, now representing Lang-Worth Feature Programs on the Coast, up from Hollywood for the NAB regional.

Edgar Bergen in town to ready his December 11 broadcast from the Marine Memorial. With him Frank Gill, producer, Bill Baldwin, announcer and writers Hugh Wedlock and Howard Synder. While here Bergen toured Chinatown with his group choosing talent from the night clubs for his local emanation.

Jack Carson passing through on his way to Oakland to do an Elks Benefit.

John W. Elwood, General Manager of KNBC and NBC veepee, leaving for Sacramento to attend the National Conference of the Citizens' Committee for the Hoover Report December 12-13. George Greaves, assistant to Elwood, will participate in Governor Warren's Conference on Employment in Sacramento this week.

Familiar faces around the Mark Bar after the NAB meet of fellows who've worked here 'n' there in radio, but here now: Wilt Gunzen-dorfer, Ed Barker, Phil Lasky, Grant Holcomb, John Thompson and many others.

### Renew Jewish Philosopher

The Jewish Philosopher, radio's longest running Jewish program, has been renewed for the thirteenth (13) consecutive year by the Carnation Company, through Erwin, Wasey & Co. Inc. The Jewish Philosopher appears daily, at 2:00 p.m. over station WEVD, New York. This program is produced and managed by C. I. Lutsky Enterprises Inc.

**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. 46 St.  
HENRY GREENFIELD, Mg. Director N.Y. 19

## Say AM Sels Now Go To Non-Video Areas

(Continued from Page 1)

working at top speed to take care of this demand.

RMA reports that the complaints of dealers in such non-TV areas as Denver and others throughout the area west of the Mississippi have been especially loud, with manufacturers sadly admitting that they underestimated the market badly.

"They know now that there is plenty of life in the market, and production has been going up this fall," said an RMA spokesman, "but it is a fact that a lot of our members were getting ready for the funeral of the AM-set market this spring."

Here in Washington there are shortages on the better grade table and combination sets, and also on FM-only models. The scarcity of FM-only models has been reported in other cities with extensive FM service, according to FMA.

## Profit Sharing Plan Of P. & G. Explained

Procter & Gamble's profit sharing plan was called "incentive in its broadest and most inspiring, compelling sense" by William G. Werner, company executive, in an address before the Council of Profit Sharing Industries last week.

Werner said the plan, started in 1887 by Procter & Gamble, is the oldest in continuous operation in this country. He continued "Overall, our plans fully justify and, we hope, make clear to the rank and file of employees that it has always been the declared policy of the company to recognize that its interest and those of its employees are inseparable."

The plan "results in a heightened, sharpened, more loyal esprit de corps that marks one business as against another the moment you step inside a plant," he told the council. Werner concluded, "We see employees gaining a new conception of how much quality output and sound operation mean in assuring the kind of values to the public that earn their good will and patronage."

## Admiral Declares Div.

The Admiral Corp., Chicago, has declared a quarterly dividend of 20 cents a share on new common stock, payable December 31. The old shares were split two-for-one, effective today, and received 20 cents at quarterly intervals. The new dividend is equal to 40 cents on the old share basis.

## 'Record Shop' Expanding

WJZ, New York, has expanded "Joe Franklin's Record Shop" into a five-a-week 11:35 p.m. to midnight disk session starting Dec. 19, it was announced yesterday. Expansion comes one month after the show made its debut as a Saturday a.m. half-hour feature.

# WINDY CITY WORDAGE

By HAL TATE

● ● ● Jack Brinkley celebrating his 14th year as announcer on the transcribed "Tudy and Jane" show. Program, sponsored by Folger's Coffee, is now in 28 markets. Grant Advertising handles the account.

Chicago . . . WCFL scored a coup by tying up top professional and college basketball games from the Chicago Stadium. Key games of the Chicago "Stags" pro team as well as Notre Dame, Northwestern, Loyola and De Paul will be carried by the Labor station with Joe Boland reporting.

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● ● ● Everett Lande, WIND account executive, passing out cigars in honor of his new son. The second Lande heir, named Everett Howard Lande, weighed in at 7 pounds, two ounces at Codell Memorial Hospital in Libertyville. . . . WJJD's Ernie Simon gave away a \$1,630 jackpot last week on the Libby Telephone Quiz. Irving Rocklin Associates handle the Libby account. . . . Guest speaker at the Chicago Radio Management Club luncheon Wednesday was Heine H. Haupt, BBD&O vice-president. His topic was "The Arithmetic of Business." . . . Arthur C. Nielsen, president of the A. C. Nielsen Co., last week was elected a member of the Board of Trustees of the Wisconsin Alumni Research Foundation.

★ ★ ★ ★

● ● ● The Ruth-auff & Ryan agency switched their "Bob Elson on the 20th Century Limited" interview show from WENR to WBBM. Sponsor is Frank Shave Creme. . . . Stealing a leaf from radio quiz shows, Alex Adler, local furrier, has girls call up people at random who are asked very simple questions. "Winners" receive a \$50 merchandise certificate. . . . Local DuMont distributors, New World Distributors, in which football star Sid Luckman has a goodly share, are sponsoring the new "Stop the Record" show on WGNTV for a full hour five days a week. Program is emceed by disc jockey Frann Weigle and is produced by Rose Dunn and Stan Joel. . . . John Harrington starting five-minute "Feature Story" show on WBBM.

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● ● ● M-G-M records and the Zenith distributing firm are jointly sponsoring "Record Spotlight" on WIND with Howard Miller in charge. During course of show, Miller calls top M-G-M artists all around the country and chats with them. MacFarland-Aveyard, Chicago, handles the account. . . . Bill Merz, Jr., local sales rep for the C. P. MacGregor shows, has closed a deal with Joseph B. Bengé, account executive at McCann-Erickson, for the transcription firm's "Hollywood Theater of Stars" program. Sponsor is Hyde Park Beer and station used will be KSD, St. Louis. . . . Bill also sold "Hollywood Theater of Stars" to 81 Plymouth dealers in Detroit for sponsorship on a Detroit station as yet unchosen. The ad agency, Powell-Grant, Detroit, also bought MacGregor's "Henry King Show." . . . Karl Sutphin, promotion manager for ABC in Chicago, deserves the credit for the front page grabbing stunt when Santa Claus arrived here via ship. Ell Henry, whom we had inadvertently credited with the feat, says Sutphin is the one who deserves all the credit.

## Will Broadcast Game

Sponsored by Gillette's "Calvacade of Sports," the annual Blue-Gray football game, featuring a northern all-star team versus a steller southern contingent, will be broadcast over the entire Mutual web for the third consecutive year on December 31, it was announced yesterday. Originating from the Gramton Bowl at Montgomery, Alabama, the game will be described by Harry Wismer with statistics and color for the contest, a traditional affair, being supplied by Jim Britt.

## Will Air Hoover Speech

NBC has cancelled the "Martin and Lewis" show for Dec. 12 only in order to present a special half-hour address by former President Herbert Hoover, entitled "Reorganization of the Federal Government." Mr. Hoover's address will be given in connection with the two-day meeting of the National Citizens Committee For The Hoover Report being held in Washington at that time. Dr. Robert L. Johnson, president of Temple University, will introduce the only living ex-president.

## Radio-TV Stations To Aid Scout Drive

(Continued from Page 1)

program of radio spots, guest speaker appearances and other promotional features were discussed.

William Berchtold, vice president of Foote Cone & Belding agency and Ed Thomas, vice president of Geyer, Newell and Ganger, Inc., spoke at the luncheon. Berchtold as chairman of the business men's group stressed the importance of the Scouts in building good citizenship and combating juvenile delinquency while Thomas, as Scout public chairman, outlined the effective service given the Scouts by both radio and TV in past campaigns.

It was announced that Al Nichols, director of the Scout camps; Harry M. Cohn, director of public relations and Lann Armitage, radio-television publicity director, would be available to the stations in preparing their campaigns.

In attendance were: Harvey J. Gannon, WNBC; Clarence Worden, WCBS; Gene Fitts, WOR; Florence Morris, WJZ; Hank Morgenthau, WNEW; Ted Estabrook, WNBT; Lee Bland, CBS-TV; John Neal, WINS; Louis J. Carino, WMGM; Pat Hurley, WQXR; Tom Morgan, WOV; William Moore, WBNX; Charles Barkley, WGYN-FM; Harold Hirschmann, WABF; Betty Stone, Broadcasting; Frank Burke, RADIO DAILY and Zac Freedman, Coll and Freedman, Vice Chairman, Public Relations Committee, Greater N. Y. Councils.

## Telephone Co. Protests Popularity Of CKLW Show

Detroit—A CKLW disc show has brought a "Cease Fire" order from telephone officials who say three exchanges were put out of service during a broadcast of the program.

The avalanche started when Eddie Chase on the Make Believe Ballroom described a used car which was offered for sale by the Hall-Dodds Co., Detroit Ford dealer. CKLW listeners were asked to estimate the exact price of the car in question and receive a jackpot prize. The jackpot started at \$25 and increased \$5 for every incorrect answer.

The telephone company stepped into the picture on the third day when their service broke down. Officials visited E. W. Wardell, CKLW sales manager, and requested a change or an end of the program feature. The telephone men estimated that several thousand calls were placed before the exchanges went out of service with thousands of other calls that could not even get into the exchanges.

AC - DC Transcription Players  
Tape, Wire, Disc Recorders  
Sales-Rentals-Service  
**MILLS RECORDING CO.**  
161 N. Michigan Ave.  
Chicago, Ill. De 2-4117

## PLUG TUNES

On Records and Transcriptions  
**TELL ME WHY**  
 RYTVOC, Inc.  
 1585 Broadway New York 19, N. Y.

## "HUSH LITTLE DARLIN"

Recorded By  
 Perry Como Eddy Howard  
 Dick Haymes Curt Massey  
 Kay Kyser Jerry Falligan  
**MICHAEL MUSIC CO., Inc.**  
 1619 Broadway Jerry Johnson  
 New York City Gen. Mgr.

You'll LUV this novelty!  
**IT MUST BE L U V**  
 MANOR MUSIC COMPANY  
 1619 Broadway New York City

Nothing Can Stop This!  
**"FOREVER WITH YOU"**  
 by the writer of "My Happiness"  
**FORSTER MUSIC PUB., INC.**  
 1619 Broadway, New York 19, N. Y.  
 216 S. Wobash Avenue, Chicago 4, Ill.

A HIT Is Born!  
**"BLUE FOR A BOY—  
 PINK FOR A GIRL"**  
 Vaughn Monroe on RCA-Victor  
**Al Gallico Music Co. Inc.**  
 501 Madison Ave., New York, N. Y.

**WALTER WINCHELL'S COLUMN**  
 December 1, 1949—says:  
 "Mule Train" has been replaced  
 in the local record stores by  
**'RUDOLPH, THE RED-  
 NOSED REINDEER.'**  
**St. Nicholas Music Pub. Co.**  
 1619 Broadway New York 19, N. Y.  
 JU 6-5157

The Nation's Big Hit!  
**TOOT, TCOT,  
 TOOTSIE!**  
 (GOOD-BYE)  
 from the Columbia picture  
**'JOLSON SINGS AGAIN'**  
 •  
**ON ALL RECORDS**  
 •  
**LEO FEIST, INC.**

## WORDS AND MUSIC

By PINKY HERMAN

• • • **TIN PAN ALLEY OOPS:**—Many a new firm has been fortunate enough to tee off with hits. . . Cromwell Music started into this unpredictable business with the smash novelty, "Hop Scotch Polka," Al Gallico, with "Blue For A Boy, Pink For A Girl," Campbell Music with "I've Got A Lovely Bunch of Coconuts," Michael Music with "Hush Little Darlin'," St. Nicholas Music with "Rudolph, The Red-Nosed Reindeer," George Paxton Music with "There's No Tomorrow." Latest firm launched with a terrific smash, "Mule Train," is Walt Disney Music Co., which is currently plugging two songs from the Walt Disney musical, "Cinderella." Ditties are "A Dream is A Wish Your Heart Makes" and "Bibbidi Bobbidi Boo," clefted by Mac David, Al Hoffman and Jerry Livingston. . . • Jimmie (Former Governor of Louisiana) Davis Music Co., working on a new ditty by the Gov. and Charles Nconan titled, "Moonlight Millionaire." . . . number is plenty good and can duplicate the success of Jimmie's "You Are My Sunshine." . . . • Did you know that screen star Jimmy Stewart started his theatrical career as an accordionist in one of the annual Princeton Triangle Club musicals? . . . • Pee Wee King, a graduate of WSM's "Grand Ole Opry," now the star of his own series over WAVE, is catching the eye of film scouts via his TV series.

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• • • Edwin B. Morris has another hit in "Dear Hearts and Gentle People," written by Bob Hilliard and Sammy Fain. . . • Scriptor Art Henley has penned a feature article which Lip-pincott will publish in its anthology, "Writing for Profit." Art's thesis is titled, 'How to write jokes and anecdotes,' (and if anyone knows how it's none other than Hanley.) . . . Mel Torme, en route east with his wife, film starlet Candy Toxton, will open at Bop City, Feb 16. . . • Russ Morgan's new decca waxing of the waltz, "Where Are You Blue Eyes," can't miss zooming this Drake-Shirl composition up among the leaders. . . • One of Chicago's most popular Ork Pilots, Harry Kogen, spent a week in Gotham and returned to the Windy City yesterday with healthy advances from three pubberies for new songs. . . Kogen's most recent hit was "Swiss Lullaby" which he penned with Vaughn (Choo Choo Ch' Boogie) Horton. . . • TV execs should take a gander at the harmony team of Estelle & John Eldridge. . . coached by Jimmy Rich, this pair of good looking and talented youngsters is now ready for the big time. . . • Peter Donald tells of the typical Hollywoodite who wears a wrist watch on each wrist. . . helps him two-time his friends (but don't get me wrong I love wrist watches.) . . . • Kramer-Whitney's new song, "You're In Love With Someone" already up there with the most-played-tunes. . . Alex and Joan STILL clicking.

★ ★ ★ ★

• • • **ON AND OFF THE RECORD:**—Deejays who cater to lovers of hillbilly and folk tunes should latch on to Claude Casey's newest MGM waxing, pairing "Road of Love" with "I'm Having My Blue Day Today." . . This CBS (Cow Boy Songster) heard via Columbia's WBT outlet in Charlotte, N. C., scores an ace with this platter. . . • Norman Foley's staff at Miller music has done an amazing job with "Johnson Rag," getting it listed as favorite of deejays after but TWO weeks of exploitation. . . • Louis Jordan and his band give Decca a fine platter in "Schooldays," backed with "I Know What I've Got," top side has a novel vocal arrangement in which the band joins in several choruses. . . the Maestro does a solo on the flip side effectively. . . • Two Ton Baker, whose great platter of "I'm A Lonely Little Petunia" (In An Onion Patch) is still selling after three years, will wax "If I Had A Million Dollars" for Mercury next week. . . Baker decided to cut "Million" after being swamped with requests by his NBChicago listeners. . . • Deejay Paul Monson, whose WMASterful picking of hits has proven slightly sensational, is starting his ninth year at this Springfield, Mass. station. . . (nice goin' Paul.)

## PLUG TUNES

Give Me Your  
 Hand

LAUREL MUSIC CO.  
 1619 Broadway New York City

Bing Crosby, Gracie Fields,  
 Sammy Kaye, Johnny Des-  
 mond, Jo Stafford, Doris Day  
 Are All On

**THE LAST MILE HOME**  
 LEEDS MUSIC CORPORATION

Making Our Debut With A Hit!  
**"A NEW SHADE OF BLUES"**  
 MAYPOLE MUSIC CO.  
 22 E. 67th St. New York City  
 Phone: REgent 7-4477

## I WISH I KNEW

Should step right out in front—  
 Just recorded for RCA-VICTOR  
 by DOLPH HEWITT

ADAMS, YEE & ABBOTT, Inc.  
 216 S. Wobash Ave. Chicago 4, Ill.

## WHERE ARE YOU BLUE EYES?

Russ Morgan - Decca 24819  
 Merrie Musette - Victor 25-1134  
**KNICKERBOCKER MUSIC PUB. INC.**  
 1619 Broadway New York, N. Y.

## My Heart Goes With You

by Thomas G. Meehan

— ◆ ◆ —

**JAMES MUSIC, Inc.**  
 1650 Broadway Room 709 N. Y. C.

Brand New Novelty!  
**"If I Had A  
 Million Dollars"**  
 (I Would Give It All to You)

TONY PASTOR'S  
 Sensational COLUMBIA Record  
 #38577

**RYTVOC, Inc.**  
 1585 Broadway New York 19, N. Y.

# TELEVISION DAILY

Section of RADIO DAILY, Thursday, December 8, 1949—TELEVISION DAILY is fully protected by register and copyright

## SCENIC DESIGNERS STRIKE SETTLED

### TELE TOPICS

**THE PROTEST** against crime shows filed with the FCC by the Southern California Association for Better Radio and Television may well have great portent for the future development of the industry. While careful consideration is often given to such protests by those in control of program content, it is most unlikely that such shows would be cancelled unless declining ratings made their continuance no longer a wise investment for the sponsor. The protests of a vocal, literate minority are always valuable; they make their peculiar contribution to a system of checks and balances. But in the end it is the mass that proves to be the deciding factor. Right now programs dealing in crime and violence seem to be doing very well. "Suspense," perhaps the goriest of them all, is firmly entrenched among the top ten. The rating of the blood-and-thunder "Captain Video" is now higher than that of the gentle and appealing "Kukla, Fran and O'lie." Does the great number of crime shows reflect callousness of the broadcaster or the taste and preferences of the American public? We doubt that any two persons would agree on an answer.

**WHILE WE THINK** that the current crop of crime shows do not, as a class, make good programming, we cannot go along with those who urge that all of them be axed. The decision for the broadcaster may be boiled down to "Do we give them what they want or do we give them what is good for them?" Were the latter course to be chosen the next question, which no one could answer, would be: "Who is to decide what is good for them?" However, we cannot favor a policy of *laissez faire*. Certainly there must be compromises, the most obvious of which is the scheduling of crime shows at late hours. Another course of action which we think should be taken is experimentation in programming to develop new shows that might successfully compete with the cliff-hangers. Such experimentation would be an expensive proposition but the rewards it could bring, financial and otherwise, could be tremendous.

**NBC PROGRAMMING TOPPERS** have just about given up on their projected three-hour participating show for Saturday night and now are off on a new tack to combat CBS' Ken Murray - Ed Wynn combo that starts Jan. 7. . . . Two of the wildest space-grabbing promotions in quite a while are products of the staid Benton & Bowles (the agency, not the political team) — the Gaines dog food stunt and Abe Burrows' Benevolent and Protective Order of Bald Eagles.

### WXYZ-TV Aff'n Test Not For Sale—Yet

Detroit—A new wrinkle in salesmanship will be unveiled by WXYZ-TV next week when the station begins a 30-day test of early afternoon programming. Shows will not be offered for sale during the test period.

"We are not asking advertisers or their agencies to gamble in this experiment," James G. Riddell, manager of the ABC owned-and-operated station, said. "Only if this early afternoon programming proves itself to be worthwhile will it be opened to advertisers."

Titled "Pat 'n Johnny, program will be aired Mondays and Wednesdays from 2:30 to 5 p.m., and on Tuesdays, Thursdays and Fridays from 2:30 to 4. Pat Tobin and disc jockey Johnny Stagle will be featured in a program of music, interviews, demonstration and commentary.

### Pabst An Added Sponsor Of DuM Bowling Cover

Pabst Brewing Co. has signed to sponsor 15 minutes of the 45-minute pickups of the All-Star bowling championships in Chicago over Du Mont tonight and tomorrow. First half-hour of both programs will be bankrolled by Brunswick-Balke-Candler Co.

Total of 18 stations will carry the programs, which begin at 11 p.m. Fred Wolf, Detroit bowling commentator, will be behind the microphone.

### N. Y. C. Film Unit Aids Station's Pub. Service

To help publicize New York's water shortage and the need for conservation, the city's TV film unit, headed by Cliff Evans, has prepared a one-minute film spot announcement featuring a talk by Commissioner of Water Supply Stephen J. Carney for distribution to all stations this week.

At the request of several stations, the unit has made films of the depleted supplies in three main reservoirs and these will be given to outlets for use in newsreels and special shows. Tomorrow the unit will send a cameraman to the reservoirs in a Police Department plane to film air views of the dwindling reserves.

### New Spot Business Reported By WNBTV

The Brown and Williamson Tobacco Corp. and Benson and Hedges have both signed 52-week contracts for spots six days a week over WNBTV, the station announced yesterday.

Brown and Williamson will advertise Kool Cigarettes and give weather reports. The order was placed through Ted Bates and Co. Benson and Hedges will use the spots for Parliament Cigarettes, Kudner is the agency.

WNBTV also announced that the Weston Biscuit Co. has renewed its sponsorship of the 7:00 p.m. station break on Tuesdays and the 10:30 p.m. station break on Thursdays. The order, for 13 weeks, was placed through Calkins and Holden.

## Coast TV Academy Sets Plans For '50 Awards Presentation

West Coast Bureau of RADIO DAILY

Hollywood—The Academy of Television Arts and Sciences has completed plans for its second annual "Emmy" awards dinner to be held here on or about Jan. 24, 1950, it was announced by Harry R. Lubcke, of KTSL, president.

Nine awards are planned. They are: (1) best live show; (2) best kinescoped show; (3) most outstanding live personality; (4) most outstanding kinescoped personality; (5) best film for TV made and viewed in 1949; (6) best commercial for video (three minutes or less) live, film or kine; (7) best public service,

cultural or educational program—live, film or kine; (8) technical award chosen by the Academy's technical committee after consideration of all technical achievements brought to its attention in 1949; (9) station achievement (inscribed plaque) for outstanding overall achievement in 1949.

All nominations must have been on the air in 1949 in the Hollywood area and will be selected by a committee of seven agency and seven industry representatives, chosen by the seven Hollywood stations.

Martha Gaston Bigelow is chairman of the awards committee.

### No Wage Increase Granted By New Year's Pact

The fifteen-day-old strike of the United Scenic Artists Local 829 against the flagship stations of the four networks and WPIX has been settled, it was announced jointly yesterday.

The statement said: "Although the terms involved no change of basic minimum scales for scenic artists or designers, certain adjustments in hours and scheduling are expected to result in increased take-home pay for many scenic artists; while other individual employees are to receive merit review of their salaries. New costume design and student categories were created. "The new contract is to extend to Oct. 1, 1950."

Although none of the parties would comment for publication, it was learned that virtually none of the union's demands was granted. The union had originally asked for wage scales equal to those paid in motion pictures and the legitimate theater—\$135 to \$185.50 a week. The old scale, which will not be changed in the new contract, was \$75 to \$145 a week.

### Bank Signs WTMJ-TV For College Court Sked

Milwaukee—The First Wisconsin National Bank of Milwaukee has signed a contract to sponsor nine University of Wisconsin and Marquette University home games over WTMJ-TV during the 1949-50 season. Three of the games will be played at the Milwaukee auditorium, three at the Marquette gymnasium and three at the Wisconsin fieldhouse in Madison, Wisconsin.

This will be the first time that any basketball games will be aired from Madison. TV relay facilities between Milwaukee and Madison, a distance of 85 miles, were installed just prior to the start of the football season.

Handling the account is the Marvin Lemkuhl agency. During the past football season, the Bank also sponsored nine Wisconsin and Marquette football games over WTMJ-TV.

Larry Clark will do the play-by-play and George Marr will direct.

### WOR-TV Sells Wrestling

WOR-TV this week will resume Friday night wrestling pickups from Jamaica Arena, according to sports director Bob O'Connor. Matches will be sponsored by Frost Refrigeration, Inc., Brooklyn.

# ★ ★ ★ COAST - TO - COAST ★ ★ ★

**WRNL In Tribute To Bojangles**  
Richmond, Va.—Bill "Bojangles" Robinson received tribute from civic leaders in a memorial program broadcast by WRNL, Richmond, the famous dancer's native city. Speakers on the program were Rev. John Malcus Ellison, president of Virginia Union University; Dr. J. Fulmer Bright, former mayor of the city, who held office during the years in which Robinson made many charitable contributions to Richmond; Henry Schwartzschild, city merchant and friend to the dancer, and Robert C. Scott, local undertaker who has known Robinson since his boyhood.

#### Policemen's Show

Boston, Mass.—"Crime Is Their Business," a documentary covering the activities of the State Police, written and narrated by the WCOP special events man, Ken Mayer, was aired over WCOP Sunday, Dec. 4, from 5:00-5:30 p.m. Program featured the re-enactment of murder cases taken from Police files, information from the criminal laboratories of the State Police, a message by Lt. Arthur O'Leary and a special dramatization of the death of Patrolman Edward Collins and the capture of his killer.

#### Christmas Corner

Washington, D. C.—Jerry Strong, WINX morning man and disc jockey, is carrying on his Christmas custom of asking listeners to help him play Santa Claus to Washington orphans and under-privileged children. Strong's list includes five hundred youngsters, at four of Washington's neediest institutions, selected for Strong by the United Community Services.

#### Arnold Lewis Resigns

Burlington, Vt.—Arnold Lewis, WCAX sports director resigns this week to go to the Coast to seek a TV position. Replacing Lewis is Paul Boehm, formerly with WGPA in Bethlehem, Pa. Boehm will handle play-by-play sports, a nightly sports show, and will act as assistant to Lawrence Killick, WCAX news editor.

#### Awarded Xmas Trees

Stamford, Conn.—The State Park and Forest Commission will present two Christmas trees to WSTC and WSTC-FM on Dec. 19, in appreciation of the station's forest fire danger reports during the year. The trees will be cut from the state's forest and will be brought to Stamford by a State Forest Ranger.

#### Two Join WINX

Washington, D. C.—Milton Grant and Tom Donahue have joined the regular announcing staff of WINX. Grant has worked at WINX as a part-time announcer for the past three months. Donahue came to WINX from WTIP, Charleston, W. Va., where he was known as Thomas Coman.

#### Participating In Program

Syracuse, N. Y.—Henry McFarland, director of municipal services for the state civil service department, will be guest executive on the program "So You Want to Get A Job" produced by Radio Center, Syracuse University, and presented over station WSYR at 12:15 p.m., December 11.

#### WDRC On The Spot

Hartford, Conn.—When William Benton, formerly of Benton & Bowles, was appointed U. S. Senator from here, microphones of WDRC were right in the Governor's office at the State Capitol to record the ceremony. Benton was appointed to the Senatorship by his former advertising partner, Governor Chester Bowles. Talks by both men, as well as a description of the scene, were broadcast by WDRC.

#### Conducts "Smith Fund"

Salt Lake City, Utah—Thirteen-year-old Charmaine Smith was shot with a shotgun which completely destroyed the lower half of her face. Doctors say that plastic surgery can make a new face, but the effort will take five years and cost 15 thousand dollars. Cooperating with a committee from Charmaine's neighborhood to raise the funds, Max Roby, KSL news editor, began a series of stories on all KSL newscasts telling of the tragedy, and asking for contributions.

#### Aids Hiccup Victim

Cleveland, Ohio—Robert B. Logsdon, father of a 16-year-old girl, called up Jay Miltner, WTAM's "Musical Clock" emcee, to aid him in curing his daughter of her 20-day siege of hiccupping. Miltner sent out a plea on his morning show and was promptly swamped with hundreds of suggestions for cures. Miltner delivered the cards and letters, but the young girl still has her hiccups.

#### Wedding Bells

Madeline Chenowith, program secretary for WASH-FM, Washington, D. C. and the Continental FM Network, was recently married to Robert M. Frazier, radio engineer.

## AGAIN! 10 of the 15 most popular local shows on major stations in New York are on WOR!

Again and again and again WOR shows clock top ratings in New York. There are reasons: 1. WOR's astute sense of showmanship, built on a bedrock of more than a quarter-century of building and buying programs that make cash registers click. 2. A crack staff of writers, producers and directors who know what appeals to the majority of 36,000,000 people in 430 counties in 18 states and the Dominion of Canada, 3. A total station's Scotch instinct for making every sponsor's penny spent bring two, three and five or more pennies back.

These facts—and more—are good reasons why you should use

# WOR

that power-full station

at 1440 Broadway, in New York







# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 46

NEW YORK, FRIDAY, DECEMBER 9, 1949

TEN CENTS

## RADIO SPOTS SELLING TV RECEIVERS

### Expect No U. S. Action On Cuba NARBA Plea

Washington Bureau of RADIO DAILY  
Washington — Reports reaching here last night from Montreal indicated that there will be no decision by the American government on the new Cuban demands for vastly increased standard broadcast facilities until well into next year.

It was reported that the plenary session was breaking up, without definite plans for reconvening, but with an understanding that a new try for a regional broadcasting

(Continued on Page 6)

### ASCAP Resident Counsel Named General Attorney

Herman Finkelstein, resident counsel of ASCAP for the past seven years, was designated as general attorney for ASCAP by the board of directors yesterday, Fred Ahlert, president, announced. Finkelstein is a graduate of the Yale Law School, a member of the copyright committee of the American Bar Assn. and the International Bar Assn.

Ahlert also announced that Schwartz & Frohlich in New York will continue as ASCAP general counsel.

### Brewery To Sponsor New Colman Show On ABC

The Ronald Colmans have been signed by NBC and the Jos. Schlitz Brewing Co. of Milwaukee, to co-star in their first network radio program starting Jan. 6. in the 8 to 8:30 p.m. time segment.

The program, entitled "The Halls" (Continued on Page 2)

### Wolfe's Day

Thomas Wolfe, noted American novelist, gets a double nod of recognition Sunday, Dec. 18 when "NBC Theater" presents an adaptation of his "You Can't Go Home Again" with intermission comment by Norman Cousins and CBS' "Invitation To Learning" presents an analysis of the same work with comment by John Mason Brown.

### Date In Phoenix

Washington — NAB yesterday announced that its board will meet next February 8-10 at the San Marcos Hotel, Phoenix, Ariz. At that time it is slated to take action on the status of the Broadcast Advertising Bureau, the pending merger with FMA and the formation of a successor body to BMB.

### Radio-TV Credited With Success Of Drive

Detroit — Radio and television took a leading role in helping Detroit's pioneering United Foundation exceed by four per cent its goal of \$8,550,000 for health and community services, according to UF campaign leaders.

With grand total of 3,573 different public service and commercial programs the Motor City's broadcasting industry carried the idea of common sense in fundraising through one annual "Give Once For All" campaign into every

(Continued on Page 4)

### National Sales Meeting Held By Thesaurus Staff

A week-long national conference just completed at the New York headquarters of RCA Recorded Program Services, touched off the greatest sales campaign in Thesaurus history, according to Donald J. Mercer, manager of RCA's transcription services. Enthusiastic acclaim greeted

(Continued on Page 6)

## FCC Edict On STA's Stands, Five Objecting Stations Told

Washington Bureau of RADIO DAILY  
Five daytime stations, including WNYC, New York, were turned down yesterday in their bid to upset the FCC's decision of last year denying further special temporary authorization for extension of time on the air. With Commissioners Walker and Hyde not participating, Commissioner Frieda Henneck dissented, proposing a hearing on the matter. The five stations had argued

### Intensified Campaigns In Key TV Cities Producing Set Sales For Major Television Manufacturers

### Campaign On Cigars Readied By Lorillard

The creation of a new cigar division with a \$300,000 advertising and promotion budget to push sales of five cigar brands manufactured by the company was announced Monday by H. A. Kent, president of P. Lorillard Company. Frank Hopewell, a key figure in the rise in sales of Old Gold cigarettes and a Lorillard vice-president, has been named to head the new division.

Indications were that the new (Continued on Page 4)

### Jackie Robinson Signed For New Series On ABC

Jackie Robinson, star second baseman for the Brooklyn Dodgers and winner of last year's Most Valuable Player award in the National League, will debut a new -type

(Continued on Page 2)

### Miles Laboratories Signs NBC 'One Man's Family'

Miles Laboratories, Inc., will sponsor "One Man's Family" over the full NBC network starting with the program of Feb. 5. The show is heard Sundays from 3-3:30 p.m. The pro-

(Continued on Page 6)

Using spot radio and special programming as a merchandising medium for the holiday sale of television sets, major manufacturers have worked out co-op deals with distributors in key center cities with TV station facilities and are getting sales results, RADIO DAILY learned yesterday

(Continued on Page 3)

### Programs To Ukraine Planned By 'V. Of A.'

Washington Bureau of RADIO DAILY  
Washington—The State Department announced yesterday that it will begin next week a new series of daily half-hour "Voice of America" programs in the Ukrainian language. The program will consist of United States and world news, political commentaries and features about American life. It will supple-

(Continued on Page 6)

### Dog Arrives In New York To Get Giveaway Prizes

"Konrad von Wesdell," winner of Gaines Dog Food "Top Dog" contest, arrived in New York yesterday to collect his numerous prizes. He was greeted at New York's Plaza Hotel by a reception committee composed of twenty-five dogs and

(Continued on Page 3)

### Hoppy On MBS

"Hopalong Cassidy," starring Bill Boyd in the title role, has been signed as a radio exclusive by Mutual Broadcasting System, it was announced yesterday. Series will start January 1, and has been slotted in the 4 to 4:30 p.m. Sunday time period. General Foods will sponsor in behalf of the Post Cereals Division of the organization.

(Continued on Page 3)



Vol. 49, No. 46 Friday, Dec. 9, 1949 10 Cts.

JOHN W. ALICOATE : : Publisher
FRANK BURKE : : : : Editor
MARVIN KIRSCH : : Business Manager

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WEST COAST OFFICES
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6425 Hollywood Blvd. Phone: Gladstone 8436
WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlgrove Rd.
Phone: Wisconsin 3271
CHICAGO BUREAU
Hal Tate, Manager.
612 N. Michigan Ave.
Phone: Superior 7-1044
SOUTHWEST BUREAU
Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverside 3518-9

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FINANCIAL
(December 8)

Table with columns: High, Low, Close, Net Chg. Lists various radio stations and their stock prices.

Bob Trout's Busy Day Includes Four Broadcasts

NBC's Bob Trout will be a busy man tomorrow when he handles four major television and radio shows between 3:30 and 11 p.m. A special network program on the water shortage throughout the nation will start his day, with a 5:00 p.m. TV broadcast on the first anniversary ceremonies of the UN Declaration of Human Rights following closely afterwards.

The UN video show will be a two and one-quarter hour stint and includes the Boston Symphony Orchestra and interviews with Eleanor Roosevelt, Trygve Lie and General Romulo on its schedule. Trout will be on the regular TV quiz show, Who Said That, at 9:00 p.m. with Leo Durocher, Laraine Day and Oscar Levant.

COMING AND GOING

GEORGE B. STORER, president of Fort Industry Co.; LEE B. WAILES, vice-president in charge of operations, and HAROLD RYAN, vice-president and treasurer, are in New York on business.

EDDIE and IDA CANTOR, who had been visiting in New York for about a week, left yesterday for Hollywood. They'll stop over for a while in St. Louis.

MORRIS S. NOVIK, public service radio consultant, is back in New York following a trip to the West Coast, where he arranged a number of AFL programs. Returning, he stopped over briefly in Chicago.

PAULINE FREDERICK, American network commentator, is in San Juan, Puerto Rico, participating in the ceremonies attendant upon the opening of the big new Carib-Hilton Hotel.

KEN MURRAY, featured on CBS-television, will arrive by train tomorrow from Hollywood and will immediately start rehearsals for his "Ken Murray Show," which will make its debut Jan. 7.

JOE DI MAGGIO has arrived from the West Coast to transcribe another batch of his CBS programs.

ART LINKLETTER, master of ceremonies on "People Are Funny," over NBC, is expected in New York tomorrow from the West Coast.

J. B. FUQUA, owner and manager of WJBF, Augusta, who has been in New York on business most of this week, will leave for Georgia today. Sat in for a while yesterday with the station's national reps.

RICHARD WESTERGAARD, manager of WNOX, Knoxville affiliate of CBS, is here on station and network business.

RICHARD BOREL, general manager of WBNS, Columbus, Ohio, conferred Wednesday at the offices of CBS, with which the station is affiliated.

BERT WOOD, program manager of RCA Recorded Program Service, has arrived in Chicago for a recording date with the new The-saurus group.

ERIC SEVAREID, Columbia network's Washington correspondent, today is in St. Louis to address the Chamber of Commerce and the League of Women Voters at the Hotel Jefferson. His newscast will be broadcast from KMOX.

TED NELSON, general manager of WIKK, Erie, Pa., is in town for conferences with his national representatives.

PHIL ALAMPI, farm news editor at WJZ and newly-elected vice-president of the NARFD, will spend this week-end in Atlantic City attending the Vocational Agriculture meeting.

CHARLES COLLINGWOOD, White House correspondent who also is moderator of "People's Platform" for CBS-TV, is expected in New York today from Key West, Fla., where he accompanied President Truman's vacation party.

HERB SHRINER, featured nightly on the Philip Morris CBS video series, has returned from Washington, D. C., where he made an appearance before the American Medical Assn. at the Hotel Statler.

PETER DONALD, comedian, is back in town following an engagement in Pittsburgh. On Jan. 6, he'll emcee the "March of Dimes" Follies at Queens College.

ROBERTA QUINLAN, television singing star, has returned from a short trip to Hollywood.

ELMER DAVIS, American network commentator, in town from Washington to arrange for radio coverage of the annual Radio Correspondents Dinner, which will be held in the Nation's Capital next month.

ROBERT MOODY is here. He's the general manager of WHIO, Dayton, Ohio, a Columbia network outlet.

Jackie Robinson Signed For New Series On ABC

(Continued from Page 1) sports program over the full ABC web January 22 at 10:30 p.m. Program will be heard weekly at the same time.

Jackie No Beginner
The show, entitled "The Jackie Robinson Sports Show" will be offered to sponsors on a co-op basis. Robinson is an experienced broadcaster.

Brewery To Sponsor New Colman Show On ABC

(Continued from Page 1) of Ivy," has a situation comedy format with the scene being laid in a small college town.

Don Quinn, who built the "Fibber McGee and Molly" show, is credited with creating this show, Walter Brown Newman will assist with the script and Nat Wolff will direct. The agency is Young & Rubicam.



Antelope factory

Most of the baby antelopes in the U. S., like the one in the picture, are born in the Detroit Zoo. They've got a monopoly out there in producing antelopes.

W-I-T-H in Baltimore has a monopoly, too, in this rich, competitive market—in producing low-cost results from radio advertising.

You see, W-I-T-H delivers a BIG audience at very LOW cost. It covers 92.3% of all the radio homes in the Baltimore trading area. You can do BIG things on W-I-T-H with a LITTLE bit of money.

Call in your Headley-Reed man today for the whole wonderful story about W-I-T-H!



WITH
Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

50,000 watts at 800kc.
Now covering a 17,000,000 population area at the lowest rate of any major station in the Detroit Area!
CKLW
Detroit and Windsor
J. E. Campeau, President
Adam J. Young, Jr., Nat'l Rep. • Canadian Rep., H. N. Stovin & Co.

## FCC's Edict On STA's Stands, 5 Outlets Told

(Continued from Page 1)

lications for new stations should be granted. The stations argued that this position is inconsistent with the earlier reasoning.

The Commissioner said yesterday that:

"We are of the opinion, however, that petitioners have misconstrued the import of the Commission's argument in the Easton case, and that no such inconsistency exists. The argument in the Easton case was not that FM stations were too unimportant to be considered in making a determination as to the proper allocation of AM stations. The argument was, rather, that the technical differences between AM and FM, together with the different histories of the two services with respect to the allocation of stations among the several states and communities, was such that a fairer distribution of both AM and FM stations could be achieved by considering each type of station separately, and by giving weight to the possible existence of FM stations in considering AM applications only where the AM facilities in the communities being compared were equal or approximately equal.

### Points To Court-Upheld Contention

"The contention of the Commission was upheld by the Court of Appeals in its decision in the Easton case, where it held that the Commission was not required to treat the two types of stations alike in considering applications for either service. But the fact that the Commission felt that it would be unwise to consider FM assignments as equivalent to AM assignments in attempting to make an equitable distribution of AM facilities, and that it would have been similarly unwise to allocate and assign stations in the new FM service on the basis of the existing assignment of AM stations, is not determinative of the question of whether or not the existence of FM stations, authorized to operate full time, should affect the policy of the Commission in issuing special temporary authorizations for AM stations authorized to operate regularly in the daytime only."

### Public Interest Considered

The Commission said too, that it "is fully aware of the interest of the public in securing nighttime service and particularly service offering programs of special local interest and significance in communities which presently do not have stations authorized to broadcast at night. The Commission has made considerable efforts in recent years to increase the number of full time facilities to the extent that such expansion is consistent with the maintenance of adequate overall service. While the value of individual programs in some specific instances may outweigh the effects of degradation of the basic allocation scheme, we must reiterate our belief that any system by which the basic determination that a channel is not available

## Radio Spots Selling TV Sets In Key Video-Serviced Cities

(Continued from Page 1)

day. Campaigns have been intensified in such cities as New York, Chicago and Los Angeles and the techniques employed indicate the highly competitive nature of the TV receiver sales among the merchants.

Among the leaders who have been using radio are Admiral, RCA, Motorola, Philco and Muntz. Some of the radio advertising is confined to spots and to programs where announcers work at high pitch to get demonstration sets installed in homes.

Typical of the technique being used to get a TV receiver into a home is the programming for Dynamic stores in New York which features the Admiral line. Called an "ad lib pitch" the announcer goes into a fast invitation spiel. A sample of the script as heard on WMCA, New York, follows:

"Would you like to have television in your home tonight? If you live in New York telephone Murray Hill 2-7720—in New Jersey call Market 2-3191 and Dynamic stores will have television operating in your home tonight without a penny's cost or obligation to you. I have just 35 sets for free home demonstrations so you'd better phone now if you want to be among the lucky ones. It's not just any ordinary television, mind you—not a small table model nor an unknown brand, but the new, amazing Admiral wonder set, the smartest console television ever built, with the big size 62-inch picture that the whole family can watch

in comfort. Stations pop right in, automatically, at the turn of a dial. Pictures are clear, steady, brilliant—thank's to Admiral's famous super-powered chassis—works perfectly on its own synchronized antenna—no installation is required—you don't need your landlord's permission. And its guaranteed, doubly guaranteed by the two top names in television, Admiral and Dynamic stores so you're sure of lasting satisfaction."

### Prizes Offered for Leads

The same method of lining up demonstration prospects has been used by Muntz and another dealer, Sunset stores, has been offering merchandise prizes to TV viewers who will furnish them with the name of sales prospects. Sunset features the RCA line.

Stations accepting the business have been told by agency executives that radio announcements have been more effective in producing sales prospects than TV broadcasts. They argue that most radio listeners are potential TV buyers while those viewing a television set in their homes are already sold on the sight and sound media.

## Freedom Foundation To Honor L. A. Weiss

An honor medal for activity and speeches on the American Way of Life will be presented in February to Lewis Allen Weiss, Chairman of the Board of the Don Lee Broadcasting System, by Freedoms Foundation, Inc., Valley Forge, Pa.



WEISS

An announcement of the distinguished award was received by Weiss yesterday in a telegram from Don Belding, E. F. Hutton and Kenneth Dallee Wells, trustees of the foundation.

Freedoms Foundation is a national organization to provide recognition to American citizens who do the most outstanding job of bringing about a better understanding of the American Way of Life.

Weiss for years has been an outspoken advocate of the Free Enterprise system in the United States and is regarded as an exceptionally able speaker.

## Dog Arrives In New York To Get Giveaway Prizes

(Continued from Page 1)

the press. Cocktails and "solid refreshments" were served.

The event, dreamed up by Benton & Bowles, was thoroughly covered by the press of radio, newspapers, magazines, trade papers, TV and newsreels.

## Gambling Reminscing

In preparation for the celebration of his 25th year at WOR on March 8, 1950, John B. Gambling has asked listeners to supply him with any early anecdotal material relative to his early A.M. music and chatter programs. He says he can't remember all the high spots of the past 25 years and wonders what little things have amused his audience most.


for nighttime operation in a given community may be periodically set aside can only result in the eventual complete breakdown of the entire allocation system upon which any adequate radio service necessarily depends."

In addition to WNYC, the stations were WOI, Ames, Ia.; WNAD, Norman, Ok.; WKAR, Lansing, Mich., and WHCU, Ithaca, N. Y.

• faces • facts • figures • wins •

faces • facts • figures • wins •

# AMERICANS, SPEAK UP!



10:45-11:00 P. M.  
MONDAY

A series of inspiring, informative talks by prominent Americans. These excellent public service programs are available for sponsorship on WINS. Variety says: "Commercial Possibilities Are Good."

wins • facts • figures • wins •

**WINS**  
50KW NEW YORK

CROSLY BROADCASTING CORPORATION

## Radio-TV Credited With Success Of Drive

(Continued from Page 1)

home in the metropolitan area. Benefitting from the drive are 141 national, state and local organizations.

Figures in current rate cards indicate that the radio and television time turned over to the United Foundation "Torch Drive" by stations and their advertisers is valued at \$161,679.07.

Total airtime for the campaign amounted to 215 hours, equal to 12½ days of continuous broadcasting by the average Detroit station.

A breakdown of the figures shows that during the campaign, which ran from October 18 to November 10, Detroit's 12 AM and FM outlets broadcast 2,740 public service spot announcements and 435 feature programs of from five to 60 minutes in length.

### Three On CBS

In addition, Arthur Godfrey, Robert Q. Lewis and Margaret Whiting plugged the drive over CBS on several different occasions. Ralph Edwards originated his NBC program "This Is Your Life" from the city's Music Hall just prior to the campaign opening.

Detroit's three television stations aired 226 public service spot announcements, using motion picture films and slide transparencies. TV viewers also saw 42 other special programs ranging from three to 30 minutes in length.

Making up the committee which took on the job of securing sponsors was William Cartwright, chairman, Edward Petry & Co.; William Bryan, Free & Peters; Eric Hay, WJLB; William Hendricks, WXYZ; Richard E. Jones, WJBK; B. P. Pearse, Weed & Co.; Robert B. Rains, Paul H. Raymer Co.; Arch Shaw, WJR; Joseph Spadea, Columbia Broadcasting System; Willard Walbridge, WWJ, and E. Wilson Wardell, CKLW.

### Second Committee Listed

Another United Foundation Radio Committee, charged with Public Service programming was chaired by Willard Walbridge, WWJ. Serving with him were J. E. Campeau, CKLW; Calvert M. Hill, WEXL; Ben Hoberman, WDET; Richard Jones, WJBK; F. A. Knorr, WKMH; James C. Riddell, WXYZ; Harry Wismer, WJR; and Don DeGroot, WWJ.



### Man About Manhattan...!

● ● ● Prospects of an all-industry Bureau to handle figures on radio and TV receiver production and ownership yesterday brought speculation in the trade as to the motive back of the move. One report is that such a bureau is proposed to replace Broadcast Measurement Bureau which bows out on Jan. 1st. Another is that NAB has suggested the bureau as a step toward bringing Television Broadcasters Ass'n into the fold. . . . Ralph Austrian, television consultant, slated to take over an important TV post in the near future. . . . Watch for an announcement on two well-known researchers taking agency posts around Jan. 1st. . . . Army & Navy goods stores in Times Sq. credit sale of western attire for children with keeping them from going into the red this Christmas time. Western films on TV has stimulated children's interest in boots, Levi's and spurs. . . . Mutual planning to cut down the number of its member stations? . . . Sure costs a lotta money to build a comedy team. NBC has spent close to a quarter of a million bucks on Dean Martin & Jerry Lewis' air effort. . . . Aside to Emerson Foote: George Wolf, of FC&B, is co-author (with Lawrence Pearson) of the film, "Front Page Affair," which Laurel films will shoot in N'York in Jan. for Eagle-Lion release. The last FC&B man who wrote a movie was Freddie Wakeman, as you may well remember. Here's the switch: Wolf's picture has nothing at all to do with the ad biz.

★ ★ ★ ★

POEME: "Mule Train  
Gives me a pain."

. . . Irv Cahn

★ ★ ★ ★

● ● ● SMALL TALK: With the announcement that NBC-TV is going to do a series on "The Women," Richard Berger, producer, and Martin Begley, casting director, are being swamped with hopeful contenders. Unlike the stage play which had 35 parts, the TV adaptation will have only 4 permanent characters. . . . John Irving Fields tells the col'm that Archdale J. Jones' "Key To the Missing," having solved 70 per cent of its cases, has received from large firms lists of missing persons—which will guarantee a prospective sponsor 300,000 new customers within a period of 2 months.

★ ★ ★ ★

● ● ● Three new crack platter-spinners join WMGM next week—Ken Roberts, Hal Tunis and Ted Brown. Latter will do an early aye-m show, Roberts will spin 'em from 2 to 3 p.m. and Tunis will be on deck from 3 to 4. Tunis is probly the most educated dee-jay hereabouts. He has an M. A. from Temple U. and taught English in the Phila. high schools before entering radio.

★ ★ ★ ★

● ● ● HAT'S OFF DEP'T: Bill (So. Pacific) Tabbert's platter of "Younger Than Springtime." . . . Bobby Colt's vocals on WINS. . . . Mimi Benzell's smartistry at the Pierre. . . . Gabriel and his impressions at Le Vouvray. . . . Johnny Andrews, singing star of WNBT's "Easy Does It." (His 1st Hooper last year was 1.6. Today it's just the reverse—6.1) . . . Herb Sheldon's terrific selling job on his daytime aier. . . . The Mariners Columbia record of "Leprechaun's Lullaby."

★ ★ ★ ★

● ● ● FILLER-DILLERS: Reading that J. Dorsey is being sued for hitting a milkman over the noggin with a clarinet, Hank Sylvern sez he now knows what is meant by bop music. . . . Jimmy Kriegsmann sez his TV equipment isn't complete yet. He'd like to buy a one-minute spot remover. . . . Herb Shriner has a pal who's really behind the scenes in television—moving scenery. . . . Peter Donald contends that what the city needs most to conserve aqua is a plan that will hold water.

## Campaign On Cigars Planned By Lorillard

(Continued from Page 1)

move was calculated to increase the tobacco company's share of the nation's annual demand for more than 5,500,000,000 cigars, exclusive of little cigars. It is expected that Lorillard will double its present cigar volume to about 8 per cent of the yearly sales volume of \$500,000,000.

Alden James, the company's advertising director indicated that advertising appropriations for the new division would exceed \$300,000, and a spokesman for the tobacco firm said that advertising media selections had not yet been made for the coming year. Indications, however, were that heavy radio expenditures are anticipated. Lorillard Company used radio advertising extensively before the war to push cigar sales and, of course, radio advertising played a big part in pushing Old Golds to its present fifth position in nationwide cigarette sales.

Cigar brands to be pushed include: Muriel perfectos, two for twenty five cents; Senators, ten cents each; Longfellows, ten cents and "babies" at five cents; and Van Bibbers at twenty cents per package. Rocky Fords will not be pushed at this time and Between-The-Acts and Royal Bengals will continue to be distributed through the full-line sales organization as before.

### Hollywood's New

## COUNTRY CLUB HOTEL

- The Country Club Hotel occupies a magnificent location in the heart of the exclusive Wilshire residential district . . . adjacent to Wilshire Country Club and overlooking the expanse of its gorgeous fairways and greens.

- Rates from \$6.00 up. Single Kitchenette Apartments Available by Week or Month.

## COUNTRY CLUB HOTEL

445 North Rossmore Avenue (Vine St.)  
Hollywood 4, Calif.

Telephone: HOLLYWOOD 9-2701

**WBAL**  
means business  
in Baltimore

**W**hat other **C**hristmas present  
can you name that...



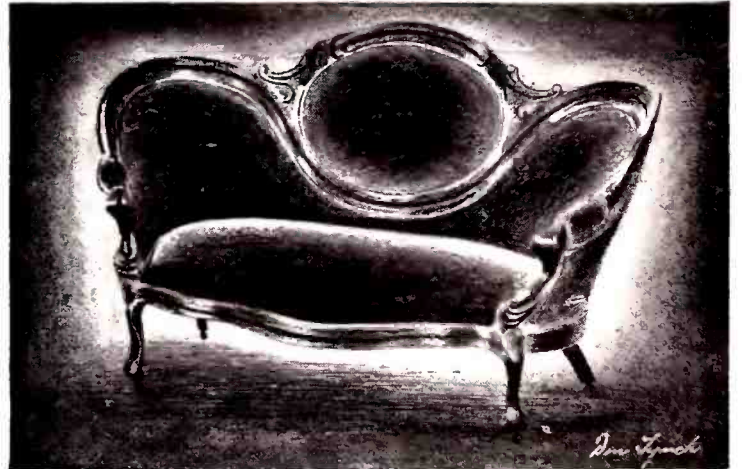
... you wouldn't want to exchange



... comes in so handy on rainy days



... never wears out



... keeps increasing in value

... is so quick and easy to buy  
... pleases everyone on your list  
**AND** ... gives itself all over again  
(with interest) ten years later?



**U.S.**  
**Savings Bonds**

Automatic Saving is Sure Saving



**THIS SPACE CONTRIBUTED BY RADIO DAILY**

## Programs To Ukraine Planned By 'V. Of A.'

(Continued from Page 1)

ment the present broadcasts of the "Voice of America" to the Soviet Union in the Russian language, which began in February of 1947.

The new program will be broadcast in the eastern Ukrainian dialect and will be directed to the Ukraine. It will be broadcast from 1:30 to 2 p.m., EST, (9:30 to 10 p.m., local listening time), and will be carried by 16 shortwave transmitters in the United States and will be relayed by four shortwave transmitters which the "Voice of America" leases from the British Broadcasting Corporation and by three shortwave and one medium-wave transmitter at the American Relay Base in Munich. The program also will be re-broadcast daily on medium wave from Munich at a later time.

The new broadcast series will increase to 21 the languages utilized by the State Department's International Broadcasting Division in its world-wide radio service.

## Special Airing To Honor Department Store Sponsor

Chicago—The local Weiboldt department store chain, which has been a client of WMAQ, Chicago, for 14 years will be honored by the local NBC outlet here in a special half-hour program Friday, December 16. The Weiboldt firm will also mark the event on its "Your Neighbor Program," which has been heard over WMAQ continuously since 1935. Needham, Louis & Brorby, Inc., Chicago, have renewed the latter program (Mondays through Fridays, 8:00 to 8:30 a.m., CST) for 52 weeks effective December 12.

Weiboldt's started as a WMAQ sponsor in December, 1935 with a series of morning programs. The first announcer was Paul McCluer, who is now NBC Chicago network radio sales manager. The present "Your Neighbor" format includes recorded music, time, temperature, and fashion news by Miss Marlowe.

The special Dec. 16th broadcast will feature anniversary greetings to the store from Chicago civic leaders. The WMAQ husband and wife team, Elizabeth Hart and Louis Roen, will represent Mr. and Mrs. Chicago, while music will be provided by an orchestra conducted by Joseph Gallichio.

### Barry Bewildered

Barry was another name for confusion yesterday afternoon in the office of Charles C. Barry, ABC vice-president in charge of programs. ABC's Barry received simultaneous telephone calls on his extensions—504 and 505—from ABC-TV star Wendy Barrie and Jack Barry, radio producer.

## XMAS PROMOTION

### Xmas Toy House

With its main theme the solicitation of toys for the needy children of greater Miami, WTTT opened a Christmas Toy House in downtown Miami. The house sits on the corner of one of the busy thoroughfares and is decorated in a Walt Disney fashion. WTTT's Santa Claus will broadcast from the house daily from 1:30 p.m. to 2:00 p.m. and interview the children that flock around and various celebrities who are in town at the time. During the day members of the Women's Council of the Boulevard Christian Church will occupy the booth to collect the toys to be distributed on Christmas Day. Assisting in this promotion are a local used car dealer, Olin's, and a kiddie shop, Alray children's Shop and Alray Bootery. The house itself is propped up in front of the A. S. Beck Shoe Store.

### Time-Buyers' Tannenbaum

Robert S. Keller, Inc., sales promotion representative, has mailed a unique christmas greeting to 195 New York agency time buyers, all of whom are personal contacts of the firm. The greeting is a compilation of the buyers' names in the shape of a christmas tree bearing the season's greetings and reproduced in green and red on legal size duplicator stationery.

### Lombardo Aids Drive

Guy Lombardo will help the Christmas seal campaign in Nassau County with an appearance over WHLI and WHLI-FM, Hempstead, Long Island, on Monday, December 12 from 2:45 to 3:00 p.m. Miss Frances Barbour, director of the Nassau County Tuberculosis and Public Health Association, and Dr. Lindon Davis of Williston Park will also take part.

### National Sales Meeting Held By Thesaurus Staff

(Continued from Page 1)

the projections presented throughout the week, during which plans for programming, production, promotion, advertising and sales developments were outlined and completed.

The meeting brought together for the first time all representatives of the recently organized RCA Recorded Program Services. James P. Davis, manager of Custom Record Sales, under whose direction Recorded Program Services has been placed, presided. Others in attendance were Mercer, Wade Barnes, sales head; Bert Wood, program manager; Ben Rosner, promotion manager; and sales representatives Ad Amor, New York; Bill Reilly, Chicago; and Bill Gartland, Hollywood.

At the meeting's final session, Davis said: "We are all highly elated over the tremendous response our station subscribers the country

### Busy On TV

Santa Claus is making television appearances on Mondays, Wednesdays and Fridays over WVTR in Richmond, Va. Santa, surrounded by toys in a North Pole workshop setting, reads letters and tells stories on the show from 6:00 to 6:30 p.m. Mother Claus gives Santa an assist by writing the children's names in a book. The Nolde Brothers Bakery in Richmond is sponsoring.

### WEOL Aids Santa

The Sears Roebuck & Co. store in Elyria, Ohio has set up a mailbox for letters to Santa Claus and has sponsored broadcasts over WEOL to read the letters. The box, in the middle of the store, has brought a steady stream of children with their parents. The company originally sponsored a 15-minute show daily, but the volume of mail made it necessary to increase the program to 30 minutes each day.

### WIBG Plans Party

Zella Drake Harper, WIBG commentator, will hold her 7th annual Christmas party for dependent children on Saturday, December 17th at the State Theater in Philadelphia. A thousand children from 17 homes and orphanages have been invited to the morning affair. Uncle Jim Willard will lead the kids in songs and carols before Santa Claus arrives in time for a half-hour broadcast at 10:30 a.m. over WIBG.

### Xmas Recordings

Single 45 rpm records from the Robert Shaw-RCA Victor Chorale album of Christmas Hymns and Carols have been released by the recording company. The album was made available only recently on the new speed. It was previously available on 78 rpm.

### Miles Laboratories Signs NBC 'One Man's Family'

(Continued from Page 1)

duct to be advertised by Miles has not yet been chosen. The series is written by Carleton E. Morse.

"One Man's Family" has been featured on the NBC network since April 29, 1932. The unchanged format will continue to recount the home life of the Barbour family.

over have given the new area in Thesaurus. The important new talent in commercially-designed programming already added to Thesaurus will be joined during the months ahead by a steady parade of more top stars in many many hours of saleable radio programs. We firmly believe in the growing importance of transcription services to the industry, and we are more than gratified by the overwhelming vote of approval our station friends have registered for our new Thesaurus plans."

## Expect No U. S. Action On Cuba NARBA Plea

(Continued from Page 1)

agreement will be made in the spring. The new meet would not be in Montreal.

Earlier reports that State Department pressure for acceptance of the Cuban proposals had been sufficient to swing the agreement, have not been born out, it was said. Industry resentment has been so strong that the American delegation is said to have decided against proceeding with its tentative plan to accept the Cuban demands.

## Duquesne U Station Going On Air Soon

Pittsburgh—Duquesne University will dedicate its FM radio station, WDUQ, on Thursday, December 15, and at the same time increase its power from 10 to 2750 watts. The outlet, Pittsburgh's first college radio station, will switch its frequency from 89.3 to 91.5.

The Right Reverend Hugh C. Boyle, Bishop of Pittsburgh, will bless the station during the program. Paul Shannon of KDKA, Ralph Falter of WCAE and Rege Cordic of WWSW will also take part in the dedication ceremony.

## Wedding Bells

Betty Barrett, former time buyer now with the New York Post, was married Nov. 18 to Stuart M. Kelly, staffer at Taylor-Boroff & Co., Inc., national station reps.

## Send Birthday Greetings To—

December 9

Ken Niles Judith Gardner  
Willard Butler Jerry Lesser  
Freddy Martin Linnea Nelson

December 10

Andy Kelly Chet Huntley  
Alvin Austin Lew Brown  
Lois Burke Ray Collins  
Jean Dickenson Morton Gould

Dorothy Lamour

December 11

Buster Coward Donald Flamm

December 12

Ann Eden Edward G. Robinson  
Emanuel Demby Allen Massey  
Hal James Louis G. Cowan  
Helen Menken Danny O'Neil

December 13

Florence Baker Phil Mayer  
Charlie Gregg Jay Jostyn

December 14

Erskine Johnson

Morey Amsterdam

December 15

Art Brown Marian Barney  
Phil Dakin Bob Hawk  
Maxine A. Chaffin  
Edward P. Shurlick, Jr.

# TELEVISION DAILY

Section of RADIO DAILY, Friday, December 9, 1949 — TELEVISION DAILY is fully protected by register and copyright

## PHONEVISION-HEARING JAN. 16

### TELE TOPICS

TV'S PECULIAR ABILITY to bring actuality into the home was demonstrated with candid effectiveness Wednesday night by "The Author Meets The Critics" award presentation on ABC and the Heisman trophy pickup on WOR-TV. While the former was on the whole a rather stuffy affair—principals sat at a dais onstage with only a curtain for a background—the event was made memorable by the presence of Robert Frost, who received the first prize for non-fiction. It was the poet's initial broadcast appearance and his recitation of three of his poems was indeed a rare treat. Tom Lea, whose novel, "The Brave Bulls," received the top fiction award, was piped in from San Antonio, and Hume Cronyn read a brief but stirring passage from the book. The major part of the show, however, was just so much talk. John McCaffery presided and other participants included ABC proxy Mark Woods, veepee Bob Saudek, packager Martin Stone and critic Lewis Gannett.

JUST AS FROST was the highlight of the literary presentation, so was William P. Kelgard, a wizened character actor, the hit of the WOR-TV coverage of the Heisman Memorial Trophy award to Leon Hart, of Notre Dame, at the Downtown A. C. Kelgard had the toughest assignment of all; he followed the actual presentation to the massive line-man. Introduced as the mayor of Turtle Creek, Pa., Hart's home town, Kelgard stole the show with his warmly humorous characterization of a small town executive. His feat was made even more laudable by the fact that he followed the gridiron reminiscences of such polished speakers as Bill Slater, Bo McMillan, Ted Husing and others. Coverage as a whole was excellent and should add to the stature of New York's newest station.

FACES WE'D LIKE TO SEE back on the air, but quick: Imogene Coca, Sid Caesar and Marge and Gower Champion, all of the late, lamented "Broadway Revue." . . . Local Chevrolet Dealers have renewed "Pantomime Quiz" in New York and Los Angeles. . . . Ed Herlihy, emcee of WNBT's "Children's Hour" takes up economics today when he reads Prof. Raymond Moley's speech to the NAM session at the Waldorf. . . . Add Cass Franklin, Monica Moore, photog Muky, Gordon Dilworth and Don Russell to the talent lineup for the new DuMont daytime starting Monday. . . . Phillips H. Lord, originator of "The Black Robe," is readying another show built around "real people in the street." . . . Latest TV feature to be merchandised nationally is Bob Dixon's "Chuck Wagon" series on CBS. Kauffman's Saddlery is manufacturing and marketing the western togs.

### ABC Continues Drive For New Money In TV

Curtis Publishing's "Ladies Home Journal" will make its first use of TV next month in a one-shot promotion over three ABC stations. Program, a five-minute dramatized film based on a story in the magazine's January issue will be aired during the week of Jan. 2 over WJZ-TV, New York; WENR-TV, Chicago and WMAL-TV, Washington. BBD&O is the agency.

In New York, the ABC flagship is continuing its drive to bring new advertisers into video, using its "demonstrator" airtel, "Holiday Hints," as an opening wedge. Latest to make a TV bow via the show is Fanny Farmer Candy Shops, which signed for three participations through J. Walter Thompson.

Other new accounts for the stanza include Marchal Jewelers, two participations, through William Warren, and Clark & Gibby, one a week for three weeks, through Needham & Grohmann.

### Wander Signs Up H. D. For 2 Quarter Hours

Chicago—The Wander Co. (Ovaltine) has contracted to sponsor two quarter hours weekly of the Howdy Doody show on NBC, it was announced here this week by Gene Hoge, midwest sales manager.

Ovaltine will sponsor the 5:30 to 5:45 p.m. (EST) portion of the show on Tuesdays and Thursdays starting Jan. 3, 1950 for 13 weeks. Grant Advertising is the agency.

## FCC Defers Color Hearings; Rejects Amateur-Tester Idea

Washington Bureau of RADIO DAILY  
Washington—The FCC yesterday pushed back the resumption of its hearings on color TV and the further comparative demonstrations for two weeks, on the strength of petitions by CBS and RMA. The resumption of direct testimony, to be followed by cross-examination, was pushed back from February 13 to February 27, with the first demonstration of the CTI color system postponed from February 6 to February 20 and the second comparative demonstration—including CTI, CBS and RCA color—from Feb. 8 to Feb. 23 and 24.

The Commission also kissed off

### Balaban Evaluates Impact Of Television

Indicating that Paramount believes that television will complement the motion picture industry, Barney Balaban, president of Paramount Pictures, Inc., included his views on TV in a report to the company's stockholders which was released yesterday.

Balaban's statement about TV follows:

"Much is being written and published as the result of incomplete surveys, concerning the effect of the rapidly expanding medium of television on the motion picture business. The so-called average 'A' picture is now seen by not more than ten to twenty per cent of our population. It is our belief that, by advertising the appealing qualities of these pictures through television to a larger section of the American people, we should be able to attract a much larger audience to the movie theaters to see them and that television will, in the end, prove a positive rather than a negative influence on the motion picture industry. On the basis of our experience with radio, we can reasonably anticipate that the television medium will discover and develop new personalities for the motion picture screen."

### WFMY-TV Sells 'Crusade'

Greensboro, N. C.—Pilot Life Insurance Co. has signed with WFMY-TV for sponsorship of the 26-week "Crusade In Europe" film series beginning Jan. 12. Firm has used the outlet since its September debut.

the Arco Electronics proposal that one year of testing, with 250,000 or more amateurs compiling data, be required of the various color systems. The Arco plan, the Commission said, "would cause an indefinite and unnecessary delay in the final determination of the issues."

The Commission pointed out that CTI has no transmission authority and that the facilities of CBS and RCA for color testing "are very limited and it is extremely difficult to estimate how long it would take them to build additional facilities for an adequate distribution among the major cities or metropolitan markets."

### FCC Will Consider Zenith Plea For Experiments

Washington Bureau of RADIO DAILY  
Washington—The FCC yesterday set for January 16, in Washington, a hearing on "phonevision." Among other things, the announcement said, the Commission will consider "contemplated non-technical aspects of such operation, including use of telephone facilities; whether, if authorized, such a service should be classed as broadcast or common carrier or some other service designation, and, meanwhile, whether experimental operation on a commercial basis should be authorized."

Phonevision was defined as the transmission of a standard TV signal by a conventional transmitter operating in the VHF band. However, the content of the picture transmitted is altered at the transmitter by a device which "scrambles" the picture when received by a standard TV receiver. A special apparatus furnished to subscribers would "unscramble" the picture at the receiver.

The system takes its name from plans by Zenith to use telephone lines to transmit a coded signal to activate the subscriber's apparatus. Charges would be made for this service. Zenith's program plans contemplate "first run motion pictures, current stage productions, outstanding sporting events, etc."

Zenith Asks Rule-Waiver  
The hearing will be on a petition by Zenith for waiver of any rules necessary to permit its experimental TV broadcast station W9XZV, Chicago, to test phonevision on a limited commercial basis for a period of three months on TV channel 2. It proposes to serve 300 test subscribers, most of them located within 10 miles of the Lakeview exchange of the Illinois Bell Telephone Co. in Chicago. Each would be furnished a Zenith TV receiver equipped for phonevision and be charged one dollar for each program viewed.

Programs would have no other sponsor. Zenith would lease telephone facilities, including control switchboards, from Illinois Bell for control purposes. While willing to participate in this test, Illinois Bell reiterated its position that the demonstration should, in no way, be construed as a commitment to provide telephone or bookkeeping facilities on a going basis for phonevision or other type of fee television.

Commissioner Hennock will preside at the hearing. Commissioners Coy and Sterling favored a grant of Zenith's petition for the test demonstrating prior to the general hearing.

# AM-TV EQUIPMENT FM-FAX

Section of RADIO DAILY, Friday, Dec. 9, 1949

## Philips Co. Surveys 15,000 TV Dealers

A survey conducted by North American Philips Company, Inc., to find out what dealers want to know about TV has produced some interesting results.

Questioning some 15,000 select TV dealers in various parts of the country, the survey cards, sent out with the November issue of the company's Newsletter have come back with this "straight-from-the-dealer" information: dealers want to know more about practically every phase of TV from general video news to the fine points of servicing.

On the basis of replies thus far received by North American Philips Company 69% want more general TV news; 65% want more servicing and technical information; 60% want more selling and merchandising tips. Those are top interests. Then there's a drop to the 37% who would like more pictures and visual presentations of ideas, and 33% who would like more news about the Philips company. Surprisingly, only 29% want more stories about other dealers.

Many of the dealers questioned replied with specific suggestions as to technical and servicing, general TV news, and projection type TV. Some 30% of the dealers who answered sell projection of which 16% handle Protelgram-equipped sets.

## Movie Theatre Installs 45 RPM Players

At the suggestion of some of its patrons, the Little Carnegie Theater in New York recently installed an RCA Victor 45 rpm record player in their game room for a two-week trial period. Installed to test its practicality as an entertainment service for movie patrons waiting between film presentations, the instrument proved so popular that the management installed a second 45 rpm player to better serve the sharply divided musical tastes of patrons. The phonograph now installed in the game room features the playing of popular and semi-classical numbers while the instrument installed in the theatre's lobby caters to the taste of patrons desiring only classical selections. According to B. D. Bader, assistant manager of the theatre, there has been a sharp decrease in activity around the ping-pong and chess and checker tables, a feature of the theatre's game room.

## GE Device Eliminates TV Screen Markings

General Electric Company announced it has developed a device called a "harmoniker" which will eliminate herringbone markings in most cases on television screens. These markings are signals of high frequency from amateur radio stations. The harmoniker is an arrangement of four coils and condensers in a metal box. To eliminate the television screen markings, amateur radio operators who can construct the harmoniker at home should install the device between transmitters and antennae. GE said it does not plan to market the device commercially.

## Commodore Small Emerson Prexy. Ass't.

The Board of Directors of the Emerson Radio and Phonograph Corporation, announced the appointment this week of Commodore John D. Small, former Administrator of the Civilian Production Administration and more recently president of Maxson Food Systems, Inc., as executive assistant to Benjamin Abrams, president of Emerson. Abrams said that Commodore Small "in his new post will help co-ordinate and administer Emerson Radio's extensive and varied activities in the company's heavily accelerated television production program for the forthcoming year."

## Reg. NARBA Group Study Interference

Montreal—Interference caused by distant radio stations operating on the same frequencies as less powerful local stations was studied here at a meeting of the regional NARBA conference and brought strong expression of dissatisfaction from Cuba and Canada.

Aim of the conference was to determine equitable distribution of frequencies and their allotment to the interested countries. A delegate from Cuba, Antonio Marti Prieto, said his country wished to be protected against interference from foreign stations and he had no objection to equalizing frequencies" on condition that directional antennae were not employed in such a manner as to prevent the waves being directed towards a country where they would cause interference."

## Form TV Dealers Group

The formation of a National Television Dealers Association with headquarters at 402 Washington Building, Washington 5, D. C. has been announced. Incorporated under the laws of the state of Maryland, purposes of the association are to promote the best interests of retail TV dealers, to unite members of the TV retailing industry in all lawful measures for its common good, and to those ends engage in any or all proper trade associations. Edwin A. Dempsey is executive director.

## PRODUCTION PARADE

### Dist. Named For Polaroid Filter

Eight additional distributors have been appointed to handle the new DeLuxe Polaroid Television Filter, it was announced by Hinter Delatour, sales manager of Pioneer Scientific Corp., New York City, manufacturers of the new improved product. The new distributors are: R. P. McDavid & Co., Inc., Birmingham, Ala.; Kierulff & Co. and Leo J. Meyberg Co., Los Angeles, both to handle Los Angeles and San Diego areas; Leo J. Meyberg Co., San Francisco; Dulaney's, Oklahoma City, Okla.; Sidles Co., Omaha, Neb.; Adleta Co., Dallas, and Crumpacker Distributing Corp., Houston.

### New Carton For Sylvania Diodes

The new 1N34A and 1N58A germanium diodes recently announced by the Electronics Division of Sylvania Electric Products, Inc., will be marketed to Sylvania distributors in a new carton and counter merchandiser according to an announcement by George C. Connor, general sales manager. The improved individual crystal carton, he said, was adopted after considerable study of effective color combinations and methods of cartoning for individual crystals and ties in with Sylvania's new counter merchandiser carton for 25 units.

### Circle X Indoor Antenna

A revolutionary type indoor antenna was recently unveiled by the Circle "X" Antenna Corporation of Perth Amboy, N. J. The new antenna covers the complete TV band with a minimum adjustment. Circular in design, it incorporates many of the features of the company's outdoor Circle "X" Antenna. Retail price of the new model is \$24.

### Four New Garod TV Sets

Garod Electronics Corporation announces four new TV receivers, ranging in price from \$299.95 to \$495. Model 1900, is a 19-inch console with a 203 square inch direct view screen. Model 1344 has a 12½-inch screen housed in a mahogany cabinet and contains the new "Picture-Lock" tuner. The table model 1646 features a 140 square inch picture on a 16-inch screen, mahogany cabinet and "Picture-Lock" tuner. This model also comes in a blond mahogany cabinet.

### DuM TV Equip. For KEYL

TV Station KEYL, San Antonio, Tex., has signed up for DuMont telecasting equipment, according to an announcement by the Television Transmitter Division of Allen B. DuMont Laboratories, Inc. The new station will be on the air shortly, with testing scheduled to start in January.

## ENGINEERS— CONSULTANTS

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# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 47

NEW YORK, MONDAY, DECEMBER 12, 1949

TEN CENTS

## COLLEGE SPORTS GROUP ASKS TV BAN

### Coy, Sterling Favor Trial Of Phonevision

Washington Bureau of RADIO DAILY  
Washington — Although agreeing that the whole problem of phonevision "raises serious legal and policy questions," FCC Chairman Wayne Coy and Commissioner George Sterling favor the grant of Zenith radio's petition for a commercial test of the system in the Chicago area. A Commission majority last week decided to set the whole phonevision question for hearing next month. Coy said he believed the idea "represents a new approach" (Continued on Page 6)

### Name Weaver Chairman Of Heart Fund Committee

Sylvester L. Weaver, Jr., vee-pee in charge of TV for NBC, has been named chairman of the advisory committee of the American Heart Association's 1950 Campaign, A. W. Robertson, national chairman announced. The drive will begin next February and has \$6,000,000 goal to carry forward the fight against heart disease.

Other members of the advisory committee headed by Weaver named were: Everard Meade, v-p in charge of radio for Young & (Continued on Page 2)

### McCarthy Show Leading Coast Hooper Ratings

"Charlie McCarthy ranks first with a rating of 35.9, Jack Benny second with 34.9, and Walter Winchell third with 27, in the Pacific Hooper ratings for November.

Other programs in the first "fifteen" are: fourth, "Fibber McGee" (Continued on Page 6)

### TV Critic

Television is keeping school children in Clifton, N. J., away from their books at night, it was charged Friday by Charles M. Sheehan, principal of Public School No. 5. Sheehan pointed out that 40 per cent of the homes in the Clifton area are equipped with television receivers. Then he stated that marks of 40 per cent of students have dropped.

### Top Ten

The top ten radio news events of 1949 as selected by the network news chiefs are featured in today's RADIO DAILY on Page 2.

### Price Offered Post As Aide To Acheson

Byron Price, former director of the Office of Censorship and now assistant secretary general of United Nations, has been offered the position of Assistant Secretary of State for Public Affairs by President Truman, it was learned Friday. If Price accepts the appointment he will among other duties, have complete supervision over operations of the Voice of America, the State Department's shortwave radio service which headquarters in New York. George V. Allen, now Ambassador to Yugoslavia, formerly held the post.

### Robt. Kintner Sells 20% Of His ABC Web Stock

Washington Bureau of RADIO DAILY  
Washington — Robert Kintner, vice-president of ABC, sold nearly one fifth of his shares at the network's common stock during October, according to a report released Friday by the SEC. Kintner sold 2100 shares of the dollar par stock in four transactions between October 4 and 15, retaining 10,600 shares at the end of the month.

SEC also reported the sale of sizeable blocs of Philco \$3 common stock (Continued on Page 5)

## FCC Needs Greater Power, Court Hints In WGST Case

Washington Bureau of RADIO DAILY  
Washington—Prospects for a much sterner administration of the Communications Act by the FCC loomed yesterday as members of the Supreme Court indicated that the Commission has sought to accomplish by lenient means an end which can be accomplished only by harsh means. The case at issue was the legality of a Georgia State Court award to Southern Broadcasts, Inc.,

### Urges No Televising Of 1950 Football; Suggests NCAA Proscribe Video; Sees "Threat" To Finances

### Communications Role Stressed By Sarnoff

"In the struggle for peace, the electron—which is the heart-beat of radio—may prove mightier than than the atom," Brig. Gen. David Sarnoff, chairman of the board of RCA, said at ceremonies marking the first anniversary of the UN adoption of the Universal Declaration of Human Rights on Saturday.

Sarnoff, who received a UN citation for his contribution in the field of human rights, said that "radio" (Continued on Page 5)

### Former NAB Executive Joins Staff Of WHAS

Louisville — Harold Fair is the new program director of WHAS, Station Manager Victor Sholis has announced. He succeeds Peter R. Disney, who died last October.

Fair started in radio in 1927 with (Continued on Page 2)

### WDSU Plans Coverage Of Grid Classic On AM-TV

New Orleans—The Sugar Bowl grid classic on January 2 will be aired nationally over the full ABC network of 268 stations through (Continued on Page 2)

The TV committee of the Eastern College Athletic Conference Friday recommended that its members make no video commitments for the 1950 football season and urged that the National Collegiate Athletic Association "take prompt and definite action" on tele, which the committee said, is a "potential threat to the financial structure of intercollegiate athletics."

The ECAC lists 76 members of which 38, including Army and Navy, play football.

Ralph Furey, of Columbia, chair- (Continued on Page 7)

### Columbia Records Promotes 2 Execs.

Columbia Records, Inc., have appointed Jeff Wilson to be general sales manager and Ken McAllister as director of advertising and promotion, Paul Southard, v-p in charge of merchandising has announced.

Wilson has been manager of distribution and merchandising for the recording firm since January 25, (Continued on Page 6)

### Twenty-Two CBS Stations Set For 'Cisco Kid' Show

Toronto—The Wm. Wrigley Jr. Co. Ltd. will run a half-hour adventure series, The Cisco Kid, over 22 Canadian stations following a 13-week test over three stations. The national campaign will being early (Continued on Page 4)

### Reverse Procedure

Johnny Andrews, pianist and singer featured on WNBT, on Friday reversed the usual talent procedure of entering the video field by way of radio. He was signed to a five-year contract for a Saturday morning AM stint over WNBC. Andrews, who will continue on the "Easy Does It" video show over WNBT, thus enters radio via the video route.

(Continued on Page 5)



Vol. 49, No. 47 Monday, Dec. 12, 1949 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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Phone: Riverside 3518-9

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FINANCIAL (December 9)

Table with columns: High, Low, Close, Net Chg. Rows include ABC, Admiral Corp. (N), Am. Tel. & Tel., CBS A, CBS B, Philco, RCA Common, RCA 1st pfd, Stewart-Warner, Westinghouse, Westinghouse pfd, Zenith Radio, NEW YORK CURB EXCHANGE, Hazeltine Corp., Nat. Union Radio.

Table with columns: Bid, Asked. Rows include DuMont Lab., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit).

Former NAB Executive Joins Staff Of WHAS

(Continued from Page 1) KOIL, Omaha, and has worked at WBBM in Chicago, WBEN, Buffalo, and WHO, Des Moines. In 1947 he became director of the program department of NAB.

McTigue Joins WINS

John D. McTigue, former ABC official, has been named production manager of WINS. McTigue was with NBC before joining ABC in 1941 as publicity director. After a tour of duty with OWI, he returned to ABC as assistant manager of special events. In the year 1947-48, he was on the standing committee of broadcasters at the UN.

Top Ten News Events Selected By Networks

Press chiefs at the four major networks, in response to a RADIO DAILY query, last week compiled their interpretations of the top radio news stories thus far in 1949. Their selections follow:

ABC

By THOMAS VELOTTA

- Russia Gets The A-Bomb
Lifting of the Berlin Blockade
Chinese Communist Win
Formation of the North Atlantic Alliance
Tito's Break With Moscow
Devaluation of the British Pound
Conviction of 11 Communist leaders
Pickup in Business
Armed Forces Unification Fight
The Kathy Fiscus Tragedy

Mutual

By ABE SCHECHTER

- Russia's Atomic Explosion
Navy's Challenge of Defense Policies
Communists Sweep China
Devaluation of British Pound
U. S. Treason Trials
Labor Strikes For Pensions
Yugoslavia Breaks With The Kremlin
Air Crashes
The Struggle To Save Kathy Fiscus
American & National League Pennant Races

NBC

By WILLIAM BROOKS

- Russia's Atomic Explosion
Unification And Forrestal's Suicide
The Western Counter Attack in The Cold War
The Drive on Subversives
The "Five Percenters"
The Communists Take China
The Church Fights Back, Tito Defies The Kremlin
The Welfare State; Coal and Steel Strikes, Drive Against the Taft-Hartley Act, 1950 elections
Devaluation of Foreign Currencies
The "Veep" and His Bride

CBS

By ED CHESTER

- Russia's Atomic Explosion
Communist, and Hiss and Coplon, Trials
The Atlantic Pact
Devaluation of Non-Dollar currencies
Soviet Clashes with Vatican and Tito
Peace in Palestine
Labor's Moves for Pension Security
Unification Hearing and Forrestal Suicide
Washington's "Five Percenters"
The "Veep's" Romance

Name Weaver Chairman Of Heart Fund Committee

(Continued from Page 1) Rubicam, Inc.; Gael Sullivan, executive director of the Theater Owners of America; Louis Ruppel, editor-in-chief of Collier's; Willard F. Greenwald, research director of Philip Morris & Co., Ltd.; and motion picture actress Irene Dunne.

Others Included

Also included on the committee are: Dr. Robert P. Fischelis, secretary of the American Pharmaceutical Association; Mrs. Arthur "Bugs" Baer, chairman of the 1950 New York Heart Campaign; Henry Hoke, publisher, The Report of Direct Mail Advertising; Ted Cott, WINS program director; and John M. Paver, president of the National Outdoor Advertising Bureau, Inc.

Maurice Odquist, account executive of Kenyon & Eckhardt, Inc.; Samuel Lebensburger, Cappel, MacDonald & Company v-p; and Robert Gray, advertising sales promotion for the Standard Oil Company of New Jersey complete the committee.

WDSU Plans Coverage Of Grid Classic On AM-TV

(Continued from Page 1) WDSU and televised locally by WDSU-TV, Robert D. Sweezy, general manager of the stations has announced. Gillette will sponsor the ABC broadcast as well as the telecast.

Wisner At Mike

Commentator Harry Wisner will cover the play-by-play of the game which this year pits the Oklahoma Sooners against the Louisiana State Tigers. WDSU-TV will have its sports director, Mel Leavitt, to handle the mike chores.

Sweezy says the tee-vee station will carry all bowl-sponsored events with the exception of yachting and tennis.

ABC will also cover Sugar Bowl boxing and basketball as well as a portion of the Sportsmen's Dinner at Antoine's the night before the football game.

The coverage is the most extensive in the midwinter sports associations 16 years of sports promotion.



Pampered Persian

You're looking at a portrait of one of the most precious cats in the world—a pampered Persian—highly treasured by its owners. They wouldn't part with it for love or money.

Lots of radio advertisers feel just that way about W-I-T-H in Baltimore. Once they've discovered how this BIG independent produces such low-cost sales, they stick to W-I-T-H year in, year out. They won't part with W-I-T-H for love or money. W-I-T-H provides its BIG audience at amazing low cost. It delivers more listeners-per-dollar than any other station in town. It covers 92.3% of all the radio homes in the Baltimore trading area. And it does all this at real bargain rates!

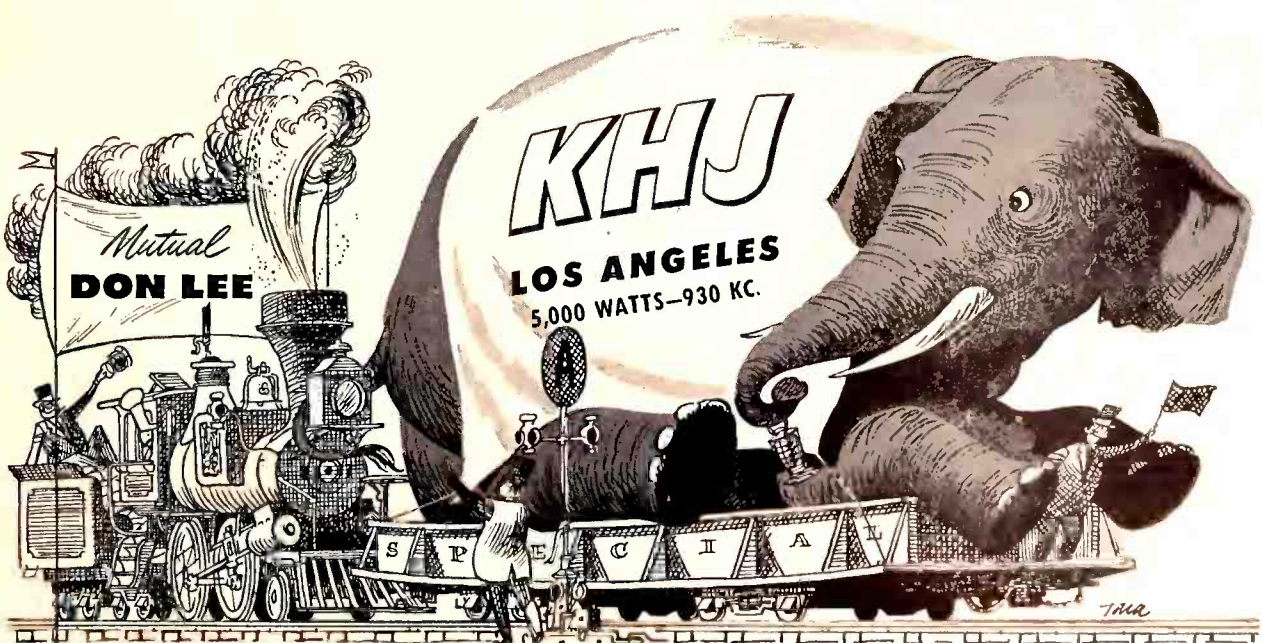
So if you're not already using W-I-T-H in Baltimore, call in your Headley-Reed man and get the full story today!

AM WITH FM logo with a stylized face and the text 'WITH Baltimore 3, Maryland TOM TINSLEY, President Represented by Headley-Reed'



**2** BIG BUYS—KFRC, San Francisco and KHJ, Los Angeles for the Most Economical, Complete Coverage of the 2 BIGGEST MARKETS IN THE WEST. KFRC and KHJ have had 25 years of successful selling and are Key Stations of Mutual-Don Lee... the Nation's Greatest Regional Network.

*Represented Nationally by JOHN BLAIR & CO.*



## CHICAGO

By HAL TATE

STANDARD OIL COMPANY of Indiana contracted to sponsor the Chicago Bear-Chicago Cardinal pro football game Sunday, Dec. 11, over both television and radio. The telecast was aired over WBKB while the radio broadcast was televised over a midwestern network of stations originating at WIND, Chicago. Joe Wilson handled all the WBKB show while Bert Wilson and Irv Kupcinet took care of the WIND originated broadcast. McCann-Erickson, Chicago, handles the Standard Oil account.

Radio features has moved to larger quarters at 35. E. Wacker Drive and now occupies practically the entire second floor.

One of the best talks ever given at a Chicago-Television Council meeting was delivered recently by Joseph Pasternak, promotion director of KSD and KSD-TV, St. Louis. He had the members in stitches with his glib remarks. Factually, Joe said St. Louis now has 75,000 TV sets. Biggest problem for KSD-TV, he said, was to sell sets in St. Louis since it's the only station in the market.

Under Frank McGiveran's direction, the 50,000 watt Labor station, WCFL, is rapidly gaining a reputation for its extensive sports coverage. WCFL originated the entire Chicago Cardinal pro football schedule to a special mid-west hook-up. Now they are the key station in a midwestern network broadcasting important Chicago Stag basketball games from the Chicago Stadium as well as key encounters played by the Notre Dame, Northwestern, De Paul and Loyola college basketball teams.

## Twenty-Two CBS Stations Set For 'Cisco Kid' Show

(Continued from Page 1)

in January and is being handled through the Toronto office of J. Walter Thompson Co. Ltd.

The transcribed series, produced by the Frederic W. Ziv Company, was originally tested on CKEY, Toronto, CFRA, Ottawa, and CFPL, London. During the test, Wrigley's placed heavy emphasis on promotional features aimed at the juvenile audience. The program, however, has been shown by a survey to appeal to all age groups.

**WBAL**  
means business  
in Baltimore



### Man About Manhattan...!

● ● ● WEEK-END CUFF NOTES: The networks are bidding for the services of David Lilienthal for a possible series on atomic energy. . . . CBS-TV may pop that wrestling-Abe Burrows combination opposite Milton Berle as early as the next couple of weeks. . . . "Criminologist at Large," originally planned as a starring vehicle for Paul Lukas by Roberts & Carr Productions, will go to Burgess Meredith instead now that Lukas is filming a picture in India. . . . Hedda Hopper being pitched for a daily video series. . . . The Theater Guild of the Air will offer "The Browning Version" on Dec. 18th with the original cast—Maurice Evans, Edna Best and Ron Randall. . . . Next CBS documentary will be on the subject of U. S. prisons as colleges for crime. . . . Those So. Calif. "beefers" to the FCC about crime on television would do well to tune in CBS-TV's "Mr. I. Magination." There's a show that appeals to kids and adults, has a good showmanship without any rough-house stuff—plus a good rating. . . . Lisa Kirk heading for the busiest stage in her career when she doubles into the Persian Room of the Plaza on the 29th plus TV guest shots and recording sessions. And then there's "Kiss Me Kate," you know. . . . Geo. Racey Jordon, former Air Force Major, who has been headlined for sensational allegations about atom bomb materials sent to Russia in '43, will face the "Meet the Press" panel Dec. 16th.

★ ★ ★ ★

● ● ● THEY SAID IT: I'm not publicity conscious. If you want to put my name in the paper—and it'll help you—why go right ahead and do it.—Phil Silvers. . . . One of the most painful descriptions of newspapermen I've ever heard: Underpaid and overprivileged.—Geo. Dixon. . . . The Warners are finding out that the Milton Berle picture, "Always Leave Them Laughing," is doing just as good a business on a Tuesday night as it does any other night, except week-ends.—Sidney Skolsky.

★ ★ ★ ★

● ● ● Mary Kay and Johnny Stearns, the NBC-TV headliners, always base their shows on actual happenings from either their own lives or from some incident involving people they know. Several weeks ago, a pal of Johnny's complained about a quarrel he had had with his missus. It was a petty and somewhat humorous argument about who should do the dishes after a group of his friends had been over for a poker session. The Stearns thought it would make an amusing situation for a show and, with the friends' consent, they began writing it just as it happened. The day before the show was to go on, they decided to toss out the script. It seems that the friend's wife had filed suit for divorce and was planning to use the show as exhibit A in illustration of the mental cruelty she had endured.

★ ★ ★ ★

● ● ● WHAT A MAN I'D BE IF: I had Ed Fitzgerald's savoir faire. . . . John Kieran's encyclopedic mind. . . . Played piano like Sonny Kendis. . . . Sang like Tony Martin. . . . Told stories a la Harry Hershfield. . . . Stayed as young as Ezra Stone sounds. . . . Could get as much out of the theater as John Mason Brown. . . . Wrote with the facile humor of S. J. Perelman. . . . And had the record royalties of Vaughn Monroe.

★ ★ ★ ★

● ● ● Leonard Lyons reports this conversation at the dinner celebrating the 50th ann'y of Harry Hershfield's entry into the newspaper biz. Alfred McCosker said: "Harry, I wish you could have heard the speech I made into my mirror when I was shaving this morning. It was really magnificent." Toastmaster Louis Nizer replied: "The reason a man thinks his speech is wonderful, when he makes it in front of a mirror, is that he is misled by the enthusiastic reception of the audience."

## AGENCIES

JOHN CHURCHILL, formerly research director of Broadcast Measurement Bureau, will join the media department of Benton & Bowles agency in an executive capacity on January 1. Prior to his association with BMB, Churchill was research director of Columbia Broadcasting System.

WALTER H. HAASE has been engaged to assistant vice-pee Richard Turnbull in the field of agency administration, mechanical production and personnel for the American Association of Advertising Agencies in New York. He was formerly assistant to the president of Equity Corporation, New York investment company.

HARRY L. MERRICK, 1st vice-president of Kal, Ehrlich and Merrick, Advertising, Inc., of Washington, D. C., has been elected president of the Kiwanis Club of Washington for the year 1950. He is also a director of the Washington Board of Trade.

JAQUES ZUCCAIRE is now on the Ted Bates & Co. art directors' staff. He was formerly with Lennen & Mitchell, Inc.

SCHOENFIELD, HUBER & GREEN, Chicago, have been appointed advertising agency for Arwell Inc., of Waukegan and the Garton Toy Co. of Sheboygan Wis. Plans for both clients include radio. The Arwell firm is composed of mid-western sanitation engineers specializing in the food and beverage industries. The Garton Toy Company makes toys, wheel goods, sleds and croquet sets.

JERALD H. MELUM has joined Monroe F. Dreher, Inc. in an executive capacity. He was formerly with Dancer-Fitzgerald-Sample, Inc.

REDDI-WHIP MARYLAND, INC. to Ruthrauff & Ryan of Baltimore for newspaper, radio, television, and trade paper advertising. The company processes Reddi-Whip topping in Maryland and Delaware.

HARRY CAMPBELL has joined Geer, DuBois, Inc., where he will be in charge of marketing and media. He was formerly with C. M. Basford Co.

MARIE MEIGHAN has been named space buyer of Dorland, Inc. She has been with Ted Bates Agency and William H. Weintraub.

ALLAN BROWN has joined the copy staff in the Chicago branch of Beaumont & Hohman, Inc. He was formerly with Hill, Blackett & Co.

HARRY W. CALVERT has been named executive v-p of Zimmer-Keller, Inc. of Detroit. Max Denomme, head of the accounting department, has been made assistant treasurer.

## PROMOTION

### TV Contest

WNBQ, Chicago NBC television station, has received more than 5,000 entries from television fans as a result of an audience quiz contest conducted on the Lincoln Park zoo's television show. On Sunday, December 4, 15 different animals were shown on the program with an offer of an "autographed photo" from Bushman, prize gorilla, to those viewers who correctly identified at least five of the animals. With over 5,000 entries received within three days of the show, Bushman is expected to get writer's cramp—in his feet. The zoo's prize gorilla will do his "autographing" by stamping his footprint on the photos.

### Laundry Tieup

No matter in what direction they look, be it indoors or outdoors, on the back of Brunswick Laundry slips or on posters adorning the fleet of 150 Brunswick Laundry trucks, Northern New Jersey housewives are constantly reminded that Station WBNX is "1380 on Everybody's Dial. This makes "1380" the magic listening number for thousands of housewives who are invited to listen Monday through Saturday at 1:45 p.m. to "Piano Stylists," Brunswick Laundry's own program. Promotion was arranged by A. Lewis King, WBNX, national sales representative.

### Offer New Orleans Trip

WGN, Chicago, on its "Dress Up Quiz" show, is offering a week's trip to the Mardi Gras in New Orleans with all expenses paid. Listeners who obtain blanks at the sponsor's store, Gordon's, located on the south-side, must complete following sentence in 50 words or less, "We should all give to the Purple Heart Cigarette Drive because . . ." Holland Engle and Jack Fuller are the co-emcees of the program.

### KFDM Booklet

KFDM in Beaumont, Texas, has published a booklet heralding a quarter of a century of broadcasting on the so called "Golden Coast" of Texas. The publication presents a comprehensive picture of the station's growth, its market area, facilities and programs. E. P. J. Shurick, of Free & Peters, Inc., is handling the promotion.

### Robt. Kintner Sells 20% Of His ABC Web Stock

(Continued from Page 1)

by officers of the company, with Lawrence Gubb selling 10,894 shares and giving away 36, to retain 14,461, while Russell Heberling sold 10,000 of the 21,470 listed to his account. James T. Buckley retained 11,160 shares after selling 3300 and giving away 170.

## FCC Needs Greater Power, Court Hints In WGST Case

(Continued from Page 1)

which had operated the station for the licensee until the FCC stepped in and held that the licensee had to operate the station and assume the full responsibilities of a licensee.

When a new contract was drawn up to permit the management firm to collect the 15 per cent of net billings called for even though it had no further responsibilities, the Commission held that with such a burden around its neck WGST would not be able to function properly in the public interest, and would be hampered in efforts to get into FM or TV. Unless the station broke off the new contract, the license would be taken up.

As the case was argued yesterday, Justices Frankfurter, Jackson and Burton all appeared to lean toward the theory that while the FCC had a right to revoke the license, the management firm had a right to recover under the terms of a contract which was legal under state law. To the contention that the contract became unenforceable if the FCC exercised its prerogatives and revoked

the station license, they indicated that this does not relieve the licensee of responsibility to perform under the terms of his contract.

Attorney Max Goldman for the FCC argued that even if the contract had carried a specific clause stating that liability under it should not be affected if the FCC holds that it cannot be performed the contract would be unenforceable. Frankfurter did not appear to agree with him.

Jackson made the point that if state courts could not make an award on the broken contract, parties contracting with broadcasters would have no tribunal to turn to in case fulfillment of the contract runs afoul of the communications act. The FCC cannot award damages, he pointed out.

Justice Black questioned counsel for SBI concerning the import of the Georgia decision, taking issue with that part of the decision which held that the FCC had no right, from the standpoint of the public interest, to forbid performance of the contract.

### Communications Role Stressed By Sarnoff

(Continued from Page 1)

speaks to a mass audience and delivers its message with a powerful impact. It can break through any blockade against the influx of facts and ideas."

In a statement on his concept of Freedom to Listen and Freedom to Look for which he was given the UN award, Sarnoff said that only free access to information flowing across all boundaries can make possible a world peace that rests upon mutual awareness of common goals, upon the accommodation and adjustments necessary to reach them, upon the conviction that all people want and require a peaceful world.

"In adding this principle to the long-established rights of a free press and free speech," he continued, "we are not projecting an abstract ideal. We are pointing to the use of the latest and greatest media of mass communications—radio and television—to help solve the crisis of our times."

The RCA chairman went on to say "we can foresee the day when television will enable us to look around the world from city to city and nation to nation, as easily as we now listen to global broadcasts. But this too, would be an empty dream unless the Freedom to Look is given assurance among our human rights."

The ceremonies from Carnegie Hall, New York, were telecast by NBC for two hours and 15 minutes, starting at 5:15 p.m. Following his speech, Sarnoff took part in a roundtable discussion on Freedom of Information with Brig. Gen. Carlos Romulo, president of the UN General Assembly and Dr. Gerritt Jan vanHeuven Goedhart, UN delegate

### Advertising Leaders Plan Action On Trade Shows

A new project to help manufacturers use trade shows efficiently and profitably was announced on Friday by M. L. Neison, manager of exhibits for the U. S. Steel Corporation and president of the Exhibitors Advisory Council.

Representatives from the Association of National Advertisers, the Exhibitors Advisory Council and the National Industrial Advertisers Association have formed a joint committee to improve the shows, Neison said. Detailed steps have not as yet been decided upon however, he continued, some of the efforts will be devoted to encouraging exhibit managers to develop and use adequate techniques for providing advertisers with "audience" or "visitor" counts.

### Pierce Leaving WGAR

Cleveland, Ohio—John F. Patt, WGAR vice-president and general manager on Friday announced the resignation of R. Morris Pierce, WGAR vice-president and chief engineer, also vice-president in charge of engineering at WJR, Detroit, and KMPC, Los Angeles. Patt said that Pierce has long expressed a desire to go into business for himself and recently accepted a large stock interest and the presidency of WDOK, a new station planning to operate in Cleveland soon.

Patt announced the appointment of Robert A. Fox as WGAR chief engineer effective January 1.

from the Netherlands. Benjamin Cohen, UN assistant secretary-general in charge of public information was moderator.

## COMING and GOING

HUBBELL ROBINSON, JR., vice-president of the Columbia network in charge of programs, is expected back today from Hollywood, where he had spent the past three weeks on network business.

BENEDICT GIMBEL, JR., president and general manager of WIP, Philadelphia, will be in Chicago Dec. 14 through Dec. 18, attending a meeting of the Mutual network's board of directors.

JOHN T. HOPKINS, manager and chief engineer of WJAX, Jacksonville affiliate of NBC, was in town from Florida last week for conferences with officials of the station relations department of the network.

EDGAR BERGEN, CHARLIE McCARTHY and the rest of the program troupe are in San Francisco. They broadcast their Columbia network program yesterday from the Marines Memorial Hall.

JAMES BAILEY, managing director of WAGA, Atlanta, Ga., was in town last week for conferences with station representatives, network executives and national sales officials of the Fort Industry Co.

HORACE HEIDT, whose program is a feature of the CBS schedule, went down to Camden, N. J., last Saturday and broadcast his show from the Camden Convention Hall.

BERT LOWN, station relations director of Associated Program Service, now visiting subscribers on the West Coast, soon will head for Portland, Ore., where on Wednesday and Thursday he'll attend the meeting of District 17, NAB.

JOHN GUEDEL, producer, and MRS. GUEDEL, are here from the West Coast.

### Trio Of Platter Spinners Join WMGM Staff Today

Ted Brown, Kenneth Roberts and Hal Tunis will join WMGM as platter spinners today.

Brown will be on an early morning program Monday through Saturday from 7:00 to 8:55 with the latest releases, novelty tunes and chatter. He has been heard on other New York stations and the networks in the past.

The Kenneth Roberts' Tops in Pops show will be on the same days from 2 to 3 in the afternoon. Popular concerts and recorded features will be used by Roberts. He will continue his network and TV programs in addition to his WMGM appearances.

Hal Tunis will follow Roberts from 3 to 4 p.m. each day with a touch of the nostalgic. Tunis has previously appeared on WOR, and WAAT and WVNJ in Newark.

The three will join other disc jockeys at WMGM, among whom are Ted Husing, Jack Eigen, Bee Kalmus and Leonard Feather.

### To Present Original Scripts

In a policy switch, Hallmark Playhouse will hereafter present original radio scripts by well known writers in the place of adaptations which heretofore held the spotlight. Edited by novelist James Hilton, first original to be presented is "Wedding Bells" which was written by Jean Holloway, a regular Hallmark adapter. Program will continue to use Hollywood "names" in leading roles.

# Columbia Records Promotes 2 Execs.

(Continued from Page 1)  
1949. In his new post, he will be in charge of chain store and export sales.

McAllister has served as manager of distribution and promotion for



McALLISTER

WILSON |

the company since January 25, 1949. He joined Columbia in 1941 as manager of popular record promotion and following service with the Navy from 1943 to 1946, returned as merchandise manager. In November 1947, McAllister was made co-ordinator for Columbia's LP record activities.

# McCarthy Show Leading Coast Hooper Ratings

(Continued from Page 1)  
and Molly, 23.9; fifth, "Radio Theater" with 20.9; Red Skelton sixth with 20.9; "People Are Funny" seventh with 20.7; Bing Crosby eighth with 20.6; Bob Hope ninth with 19.2; "My Friend Irma" tenth rated 18.8; "Inner Sanctum" eleventh, 17.4; Horace Heidt twelfth, 16.9; Burns and Allen thirteenth with 16.7; "Take It or Leave It" fourteenth with 16.5; and in spot fifteen, "Our Miss Brooks" with 16.5.

# Guedel, Linkletter Arrive

John Guedel, producer of "You Bet Your Life," "People Are Funny" and Art Linkletter's "House Party" together with his wife and Irvin and Mimi Atkins, arrived from the coast Friday and are at Savoy-Plaza. Linkletter planned here in time to appear on NBC's TV show "Leave It To The Girls" with Maggie McNellis.

Linkletter will do his show "People Are Funny" from NBC tomorrow and will also guest on Godfrey's daytime radio show Wednesday, that is, the non-cigarette portion anyway. (Linkletter Raleigh cigarettes).

\*\*\*\*\*  
 \* For Unique  
 \* **JINGLES**  
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# California Commentary

● ● ● Carlton E. Morse has set two more stage and screen names for the cast of Mutual's "I Love a Mystery." He signed Les Tremayne, currently on Broadway in "Detective Story," and Luis Van Rooten, who is featured in "Champion" for the "Million Dollar Curse," whodunit which will run for 15 broadcasts on the mystery program. Mercedes McCambridge also will star in the story to begin airing December 19. . . . Tommy Dorsey has come up with one of the most ambitious undertakings in his career. To inspire and develop young American musicians, he will launch a chain of music schools from coast to coast in association with other "name" leaders. The best musicians in key cities will teach complete "systems" or musical styles of famous instrumentalists. He's already invited Benny Goodman, Harry James, Jimmy Dorsey, Freddy Martin, Gene Krupa, Carmen Cavallaro, Charley Barnett and many others to join. . . . Now they're paying Radio and screen stars not to appear on television! Gene Autry, CBS cowboy star, receives \$500 per week from his sponsor (Wrigley) to stay away from video cameras. The sponsor feels video is not yet ripe for the star and is giving him additional compensation to make up for what he might be losing by not going on TV. . . . Raymond R. Morgan Agency, which packages "Queen for a Day," has offered Mack Sennett a radio program in which the old time comedy king would do a 15-minute weekly broadcast. Format is anecdotal.



● ● ● Curt Massey and Country Washburne, musical conductor on "Curt Massey Time," are collaborating on modernizing some old Texas folk songs which will be done in album form. . . . Jack Bailey, "Queen for a Day" emcee, makes his first camera tests this week for the movie based on the Mutual Cinderella show. . . . Ed Wynn's new sponsor, Camel Cigarettes, now becomes one of the strongest represented in the TV field. This is a big boost for Wynn who has gone all-out for TV. . . . Jack Meakins, musical director on the "The Great Gildersleeve," is getting offers for his situation comedy. "The Meakins," TV-ed locally. . . . United Productions of America's recent Animation Art Festival was such a success that execs of the Hollywood TV cartoon studio now are making plans to present the show at the Museum of Modern Art in New York shortly after the first of the year. . . . Reports persist that Mutual is scanning its vast number of affiliates to set up a 60-station basic network for clients curtailing budgets. . . . Allan Jones will make a few Hollywood radio and TV appearances during this month in discussions now being carried out by manager Eddie Sherman. First guest shot is slated for the Ed Wynn video program.



● ● ● An eastern shoe manufacturer has taken an option on Maestro Frank De Vol's "Music for the Mood" half-hour air show as a possible summer replacement program featuring De Vol as conductor-emcee of the all-music format. Century Artists Ltd. is now trying to settle network and time for broadcast. . . . "Life of Riley" video star Jackie Gleason and his manager, Bullets Durgom, have formed their own music publishing house, Material Songs, and the firm will handle original tunes of comic Gleason initially, including his "The Malted Milk" and "Juke Box" song satires.



● ● ● Benny Goodman has come up with a commercial Capitol record featuring the oldie, "Why Don't We Do This More Often" flipped with an instrumental "Egg Head." . . . Dolly Houston turns in a creditable vocal job on the top side. . . . ● Wait till you hear Dinah Shore's clever rendition of "Bibbiddy-Bob-biddy-Boo."

# Coy, Sterling Favor Trial Of Phonevision

(Continued from Page 1)  
to the method of meeting the many financial expenses of programming a television station and that a fair opportunity should be afforded for testing."

In a dissenting opinion he added that the Commission will be better able to determine the issues involved in the phonevision application after the experimental trial of the system than before. "If we have the opportunity to have experimentation we should welcome it," he said.

Although he would prefer to have the experimenting done on a UHF channel, Coy said in this case it had to be in the VHF region because there are not receivers for the higher bands. Said he:

"I would not agree to a grant of the petition if I thought that it would lead to the establishment of a new service before all the problems mentioned above were fully explored. However, I see no possibility of this happening. The authorization requested is experimental and hence can be cancelled at any time. Moreover, the period of authorization is for only three months. Finally, the authorization can in no way result in the public making any substantial investment in the system which would operate as a practical matter as a deterrent against discontinuing the experiment. Virtually the entire investment is to be made by the petitioner and even this is to be of a relatively modest nature.

"For the foregoing reasons, I would be in favor of a grant of the petition for a three-month period, making it clear to the applicant that no consideration would be given to the establishment of a service of the type contemplated without a public hearing at which all of the above issues would be fully explored."

# Downey To Be Honored

Morton Downey, radio and television singing star, will receive a special Award of Merit at the interfaith meeting of New York's Cinema Lodge of B'nai B'rith at the Hotel Astor, Tuesday evening, December 13th.

**THE MORGAN, THE MERRIER**  
 Morgan will get  
**YOU**  
 if you don't watch out!  
**HOW?**

Ask:  
**Adele Purcell**  
**10 Maple Drive**  
**New Hyde Park, N. Y.**  
 Telephone:  
**ELdorado 5-5040**

# TELEVISION DAILY

Section of RADIO DAILY, Monday, December 12, 1949 — TELEVISION DAILY is fully protected by register and copyright

## COLLEGE GROUP ASKS GRID TV BAN

### TELE TOPICS

**T**HE AIM of "Portrait Of America," the NBC handout said, is to join a "family in a typical evening at home" to "capture the true spirit" of its members "as they engage in ordinary, everyday activities." Last week's debut of the Chicago origination certainly succeeded in showing ordinary, everyday people in ordinary, everyday activities. In fact what was seen was so ordinary and so everyday that it was completely uninteresting. Television reflects reality, sure, but that reality must in itself be interesting or else it isn't worth reflecting. . . . Program opened with film clips of the Chicago "L" which narrator Norman Barry was riding to visit the program's typical family. Film took viewers up the front steps of the house and then video cameras took over from the living room. In this cluttered, tasteless parlor were a grandmother, two granddaughters, their husbands, a bachelor cousin and a ten-month-old baby girl. They talked about ordinary, everyday things, the baby squealed and every few minutes an "L" train roared by. There were some clips of their church and its basketball team and a couple of good shots of the baby, but that's all—nothing else happened. It was like a visit with pleasant but dull neighbors. . . . Ben Park, whose radio work acknowledges the value of drama in a documentary, is editorial supervisor of the show and Reinald Werrenrath, Jr., directs.

**C**ROSLLEY WILL DROP "Who Said That?" at the end of the month, but NBC will sustain the show, probably moving it to another time to make room for a stanza to buck Ed Wynn. . . . Oklahoma City's WKY-TV has inaugurated a novel station break designed to keep all concerned informed of the growing circulation. Announcement reads: "This is WKY-TV, Channel 4, welcoming the 2,753 new television set owners who have joined our audience since November 1." . . . Hank Ladd will emcee the Texaco show tomorrow nite, the first of two that vacationing Milton Berle will miss. Supporting him will be Bert Lahr, the Ink Spots, Gil Maison Dogs, Connie Sawyer and Mary Hatcher.

**R**ONSON, WE ARE TOLD, is selling so many lighters as a result of the "20 Questions" simulcast that they're considering keeping the show on TV beyond the current five-week holiday drive. . . . Despite rumors to the contrary, Philco will renew its dramatic series on NBC next month. . . . Chesebrough will add three more non-interconnected stations to its expanding "Greatest Fights" coverage Jan. 1—KGO-TV, San Francisco; KSTP-TV, Minneapolis, and WMCT, Memphis. Twenty-six week pacts were placed through Cayton agency.

### Heller, Of AFRA, Exec. Secy. Of TVA

First steps to implement organization of Television Authority were taken last week when the executive board of TVA, in its first meeting, elected George Heller, of Afra, national executive secretary. Chairman, vice chairman and treasurer will be chosen at the board's next meeting, this week.

After his election, Heller said, "We shall do our utmost to explore all possible methods of arriving at a peaceful solution of differences with the Screen Guilds."

#### Board Members Present

Board members present at the meeting included Dennis King, Margaret Webster, Mady Christians, Ezra Stone, Aline McMahon, Ben Grauer, Clayton Collyer, Conrad Thibault, Virginia Paine, Mildred Dunnock, Marc Daniels, John Kennedy, Winston O'Keefe, Frances Reid, Philip Coolidge, Paul McGrath, Thomas Calmus, Mary Patton, Philip Loeb.

Paula Purnell, Neil Hamilton Robert Spero, Philip Bourneuf, Nat Briggs, Henry S. Arthur, Beatrice Tompkins, Elissa Minet, Herbert Graf, Donald Dame, Jerry Baker, Dewey Barto, Margie Coates, Alex McKee, Alan Brunce, Vinton Hayworth, Staats Cotsworth, Carl Frank, and William P. Adams.

### Comm. Jones Asks Raibourn For NTSC-Meeting Minutes

*Washington Bureau of RADIO DAILY*  
Washington — Hinting broadly radio leaders have consciously tried to hoodwink the FCC on matters of color development and other TV progress, Commissioner Robert F. Jones on Friday asked Paul Raibourn, president of Paramount Television Productions, for "unexpurgated" minutes of meetings held by the extinct National Television Standards Committee just before it was represented at hearings before the FCC. Jones released an exchange of letters between himself and Raibourn, with Raibourn having written him Nov. 15 to assure of his willingness to testify before the FCC and declare himself on the important TV matters of current interest.

#### Statement By Raibourn

"I wish to advise you that while I have no new engineering data to

### Producers Merge

Hollywood — Membership of the Television Producers Association on Friday unanimously approved merger with ITPA. New York, into a new organization to be known as the National Society of Television Producers. Both groups will retain their physical organizations with autonomy on the local level and the Society will have jurisdiction on national affairs, it was said.

### AIEE Group Schedules Three-Day Tele Meet

A three-day joint session on TV will be sponsored by the New York section of the AIEE at the 116th annual meeting of the American Association for the Advancement of Science. Sessions will be held in the Hotel McAlpin, Dec. 28-30.

Initial session, on the technology, will be presided over by John V. L. Hogan. Others participating include F. A. Wankel, of NBC; R. M. Bowie, Sylvania, and T. T. Goldsmith, Du Mont.

W. L. Laurence, of the New York Times, will preside over a session on the impact of tele, with Sterling Fisher, NBC; Ricardo Muniz, Du Mont, and E. Finley Carter, Sylvania, among the speakers.

### ECAC Asks M'b's To Make No 1950 Commitments

(Continued from Page 1)

man of the committee, said the 38 schools sent out questionnaires to 30,000 alumni. About 7,500 have been returned with additional replies arriving daily in large quantities.

"While it will take considerable time for final compilation of the survey material," Furey said, "the committee made a preliminary sampling and on the basis of this information feels grave concern in regard to television's effect on intercollegiate football in this area."

The group urged that ECAC's "entire membership support the recommendations" at the NCAA annual meeting, Jan. 14.

Pointing out that ECAC members are in the area with the heaviest concentration of receivers, the report said that "a large majority" of the colleges "have been and will continue to be seriously affected by this new medium. While a minority of member institutions may not be immediately affected," it continued, "your Committee is primarily concerned with the future welfare of the majority of members of the Conference rather than with the present position of a favored few."

### Foster Esty Veepee In Charge Of Television

William Esty Company, Inc., has announced the election of Kendall Foster as vice-president in charge of television.

Ruth Jordan and Harold T. Bers, copy supervisors, have also been elected vice-presidents.

### Renew 'Fireside Theater'

Renewal of the contract for "Fireside Theater" on the NBC Television network (Tuesdays, 9:00 p.m. EST), was announced yesterday by NBC. The 52-week contract will take effect Jan. 3. Procter & Gamble Co. sponsors "Fireside Theater" for Ivory Soap, Crisco and Duz. Agency is Compton.

### WFIL-TV Signs "Q-Ball"

Philadelphia—To further interest of the game, the National Q-Ball Congress, through Philip Klein agency, has signed with WFIL-TV for 13 weekly programs showing competition in the indoor sport. There will be no direct commercials, but sponsor's phone number will be aired to promote installation of the machines in neighborhood centers.

## NEW BUSINESS

**WENR-TV, Chicago:** Home Federal Savings and Loan Association, Inc., through Advertising Division Inc., three spot announcements weekly for 13 weeks; Cigarette Corporation of America, through Sherwin Robert Rodgers & Associates, one spot announcement weekly for two weeks; Twinples Mfg. Co. through L. W. Ramsey Co., three spot announcements weekly for two weeks; United Airlines, through N. W. Ayer, one spot announcement weekly for 20 weeks; O'Conner and Goldberg (shoe stores), through Dade B. Epstein, Chicago, two spot announcements weekly for 39 weeks; United States Tobacco Co., through Kudner Agency, N. Y., one spot announcement weekly for 5 weeks; Wells Petroleum Co., through Guenther-Bradford agency, four spot announcements weekly for 13 weeks; Nielsen's Restaurant, through Guenther-Bradford, one 1-minute announcement for 13 weeks; Gerber & Co., one 1-minute announcement for 13 weeks; The Kroger Co., through Ralph H. Jones & Co., Cincinnati, have ordered sponsorship of a one-hour film entitled "Christmas Story." The telecast will be aired from 8:00 to 9:00 p.m. Saturday, December 24; The Hamilton Watch Co., through BBDO, has ordered two 5-minute programs on WENR-TV to be telecast from 10:15 to 10:20 p.m. on Thursdays, Dec. 8th and 15th.

**WEWS, Cleveland:** Red's Hobby-craft Shop 10-second spot, once weekly, direct contact. Harter S. Hoover Company (Back-Board Tennis) participation on "Dinner Platter," Monday through Friday. Kemmerling Motors (Ford Dealers) 20-second spots, four in all. Agency: Stern & Warren. Lindner-Davis, 20-second spot, once weekly. Agency: Fuller & Smith & Ross. J. Spang Baking Company—participation on "Uncle Jake's House," Mondays through Fridays. Agency: Gregory & House. Standard Brewing Company, 20-second spot, one time only. Agency: Gerst Advertising. Flexlet Corporation (Wrist Watch Bands), 20-second spot, once weekly. Agency: Edwin Frankenstein Co., N. Y.

### Levy Gets Appointment To Park Commission

Philadelphia—Isaac D. Levy, member of the board of directors of CBS and WCAU, has been appointed to the Philadelphia Fairmount Park Commission, the Philadelphia Board of Judges announced. Levy was named by the 21 jurists to fill the vacancy caused by the death of one of the commissioners. The commission operates the city's park and other park properties. Levy founded WCAU with his brother, Dr. Leon Levy. He retired from active management last August.

## ★ THE WEEK IN RADIO ★

Look For Record Spot Sales In 1950

By BILL SILAG

A total expenditure of \$676,000,000 in network, national spot sales local advertising and TV sales was forecast for 1950 with network sales declining, national spot sales holding firm, local sales increasing, and TV sales doubling. The heretofore big radio advertising spenders were reported as continuing their previous policies.

CBC's commercial program revenue was reported as having tripled in the past ten years to a \$2,217,129 expenditure in the last fiscal year. . . RCA declared \$10,000,000 in dividends and WJR, Detroit, announced a dividend of 20 cents per share. . . and the FCC filed a brief supporting the State of Georgia's appeal from a Georgia Supreme Court decision directing payment of 15 per cent of the gross of WGST to Southern Broadcast, Inc.

Toni Company and the Metropolitan Life Insurance Co. renewed sponsorship over CBS, respectively, of "Give and Take" and "Eric Severied and the News. . . metropolitan radio and TV stations went to bat for New York City's campaign to conserve water with countless public service spots and special programs highlighting the city's water shortage. . . and Kaiser-Fraser announced sponsorship of the first program utilizing the facilities of the Labor Liberal network, an FM web.

The Supreme Court refused to hear an appeal of the Arkansas tax case thereby crushing the industry's hope for early aid in licking the discriminatory tax. The tax has been labeled by the entire industry as setting a dangerous precedent.

Announcement that the FMA will merge with the NAB was made and the NAB's 15th District (west coast) urged that the present number of districts be maintained by the national association. And Lever Brothers, in a centralization move, set up New York offices.

Atwater Kent left an estate totaling more than \$9,000,000, Jay Heiten replaced Fred Haywood, who moved to WBAL, Baltimore to direct publicity, as news director for WNBC; and Lowell Thomas Jr. was slated to address Radio Executives Club.

Mutual renewed three shows, two under U. S. Tobacco Co. sponsorship, for 1950. Shows were "Martin Kane, Private Eye," and "Next Door" and Gabriel Heatter and the News. The latter is sponsored by Kremel.

A RADIO DAILY survey revealed a critical shortage of radio receivers in all markets, especially console sets. Shortage was attributed by manufacturers to the conversion of fabricating facilities to TV manufacturers and the generally gloomy economic forecasts of last summer which caused makers to cut down production.

NAB's 14th District members met in Salt Lake City, and employees of WINS, New York, protested to the FCC that Generoso Pope's plans for turning the high-powered indie

into a foreign language station would throw them out of work.

Standard Oil signed sponsorship papers to bankroll 10 weekly broadcasts by the Cleveland Symphony over WTAM, Cleveland. . . Atlantic Refining announced plans to pick up the tab for radio or TV coverage of 77 basketball games in four eastern cities. . . and Morris Novik completed a deal whereby Don Lee web will carry the recently announced A. F. of L. news program.

ABC announced formation of a special network covering TV markets throughout the nation. Fifty seven stations are being offered TV manufacturers to plug their product in cities now having video stations.

NAB, RMA, and BMB representatives met in New York to discuss the possibilities of forming an organization whose job it would be to provide accurate figures on radio and TV set manufacture and ownership. Manufacturers say that heavy AM shipments are now being made to non-video areas.

Agency and PR people, as well as 20 station representatives met in New York to formulate plans for radio-aid in raising a \$2,000,000 fund for the Boy Scouts.

Roger Baker was promoted to assistant to the president of WKBW, Buffalo. . . Frank Hoy was named president of the Maine Broadcasters Association. . . and Margaret Truman announced that her first New York concert appearance would take place over ABC's "Carnegie Hall" program on Dec. 20. The NAB revealed an FM-Lease Plan for Music and Special Events in a study mailed to members. Bill Fineshriner, Mutual VP, announced the introduction of Hollywood originated programs over Mutual, The Christian Churches council bought time over ABC for a 13-week series, and LP records (Columbia's) will be plugged in a two shot hour-long show over nine CBS stations.

Radio spots were reported selling TV receivers in a number of cities with, in many cases, manufacturer and dealer splitting the check and Radio and TV was credited with success of \$8,000,000 fund drive put on by Detroit's United Foundation.

### Smith Named Tech. Dir. Of Maine Broadcast'g Co.

Portland—Daniel H. Smith has been appointed technical director of the Maine Broadcasting System. Prior to recently joining these Maine stations he was with Western Electric and Graybar Electric in New York, in field engineering and broadcast sales engineering assignments. His addition to the MBS staff is related to the plans for Maine's first TV station to be located in Portland. Mr. Smith will have his office at the studios of WCSH, the key station of the Maine system, in Portland.

## COAST-TO-COAST

### Guest Speaker

Washington, D. C.—Mary Burnham, assistant irdirector of women's activities for WMAL and WMAL-TV, was the guest speaker at a Christmas tea given by the girls of the Youth Division of Metropolitan Memorial Methodist Church for their mothers on Sunday, December 11. Miss Burnham's talk on radio and TV was a part of the "Careers for Happiness" theme that has been pursued by the teen-age girls of the church.

### WKRT Santa Arrives

Cortland, N. Y. — Santa Claus landed on the roof of WKRT, the first week of December. A shower of hundreds of balloons gave the hint that Santa had arrived. The local Fire Department sent a fire truck with their new aerial ladder to help him off the roof. When he reached the ground, Santa was interviewed by Program Director Bob Michel and then the kids took over for the next half-hour telling him what they wanted for Xmas.

### WMAL Afternoon Music

Washington, D. C.—To assure a full afternoon of good music, WMAL is now programming an hour of classical music from 1 to 2 on Saturday afternoons preceding the weekly broadcast of the Metropolitan Opera. The program, titled "Overture," features recorded music, and is being programmed by Edith Balzer, music director.

### Special Xmas Feature

Worcester, Mass.—In co-operation with the City Welfare Department, the "Julie 'n' Johnny" show is presenting a daily "Orphan-A-Day" feature until Christmas week. Welfare Department supplies Julie with actual case histories of orphans whose care they supervise. Child asks for whatever he wants most for Xmas, and listeners call in to the studio to provide a gift for the orphan mentioned on show.

### WKBW Morning Man

Buffalo, N. Y.—Mike Mearian is taking over duties of morning man on WKBW. Mearian has had a long background in morning shows, having recently joined WKBW as a disc jockey.

### Named To School Board

Lewiston, Me.—Frank S. Hoy, owner and general manager of WLAM, has been appointed a member of the State Board of Education for this state by Gov. Frederick G. Payne. At a recent meeting of the new Board, Hoy was elected chairman.

### Sponsoring WCAX Shows

Burlington, Vt. — The Vermont Structural Steel Corp. and the Vermont Engineering and Supply Company has signed for sponsorship of Saturday home and away basketball games over WCAX.





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 48

NEW YORK, TUESDAY, DECEMBER 13, 1949

TEN CENTS

## DUMONT ASKS TAX BREAK FOR COLOR TV

### NARBA Conference Adjourns For 4-Mos.

Montreal—Delegates to the Third North American Regional Broadcasting Conference, who had been deliberating in Montreal for the past three months on topics affecting the general frequency allocations and broadcasting requirements pertinent to the Western Hemisphere, announced four-month recess in their talks.

The first week of April, 1950, was tentatively set for reconvening. While the locale was not announced, it has been agreed that the United States will be the country.

Main objective of the conference (Continued on Page 8)

### Four Women Veeps Appointed By Agency

Four women vice-presidents have been appointed by McCann-Erickson, Inc., the agency has announced. The four are the first women vice-presidents in the agency's 46-year history.

The new officers are: Mrs. Dorothy B. McCann, an executive producer in the radio-television department; Miss Florence Richards, an account executive; and Miss Alberta Hays and Miss Margot Sherman, copy group heads.

### Hudson Buying Spots On 800 Radio Stations

Detroit—The Hudson Motor Car Co. will use spot announcements on some 800 radio stations throughout the country to publicize the new Hudson Pacemaker. The company will also place ads in 2300 newspapers this week. Brooke, Smith, French & Dorrance, Inc. is the agency.

### Adams' Assist

Cedric Adams, WCCO commentator in New York for a visit with his sponsors wanted his commercials done right when he piped a program back to Minneapolis from the New Weston Hotel yesterday. The commercials were read by C. James Fleming, Jr., of Compton agency, for Crisco, and G. H. Johnson of Dancer-Fitzgerald-Sample for Drefl.

### Chuting Santa Signs Off During Mishap

Fort Lauderdale, Fla.—Santa Claus had lunch yesterday with staffers of WFTL and WGOR-FM while he explained the extenuating circumstances which threw the two stations off the air Saturday afternoon.

Santa was making a parachute jump from a plane over Stranaham Field as a part of Fort Lauderdale's Christmas merrymaking. He made the jump but a high wind altered his course. When he descended the parachute caught in high tension wires and held him dangling in mid-air until rescuers arrived.

Old Nick's accident knocked out the special events lines of both WFTL and WGOR. The last words heard during the broadcast was "he's near the ground now—wait, wait, he's tangling up in the wires."

Robert (Jumping Jack) Niles, 22-year-old parachute jumper, will leave Kris Kringle's role to another next year. In the meantime he's a heroic figure in the eyes of the Fort Lauderdale children.

### Eldon Park, 40, Dies; Crosley-WINS Official

Eldon Arthur Park, 40, vice-president of Crosley Broadcasting Corp. and general manager of WINS, died at 3:30 p.m. yesterday following a long illness. He is survived by his

(Continued on Page 2)

### Wants To Charge Off Equipment Costs More Quickly Than Now Allowed; Insists Expansion Necessary

### FCC Holds Hearing On Multiple Fax

A hearing on a petition by Hogan Laboratories, Inc. to amend FCC rules governing facsimile transmission was held before Commissioner Robert Jones in New York City yesterday.

The company requested that the regulations provide "that the transmission of facsimile does not impair the quality of the aural program be- (Continued on Page 8)

### V.I.P. Operators Plan Radio Script Exchange

The V.I.P. Trading Post, a new clearing house for local station programs and sales promotion ideas was established in New York this week as a division of V.I.P. Service, Inc., it was announced yesterday by Bill

(Continued on Page 2)

### Byron Price Declines State Department Post

Byron Price, who last Friday was offered the position as Assistant Secretary of State for Public Affairs, has refused the job for financial reasons, it has been learned. Price is currently assistant Secretary Gen-

(Continued on Page 6)

Washington Bureau of RADIO DAILY

Washington—Repeating his contention that color video is still well into the future, Dr. Allen B. DuMont yesterday told the Joint Committee on the Economic Report that business needs a better break from the tax collectors. He urged that businessmen be permitted to charge off their

(Continued on Page 7)

### Baseball's Attitude On Radio Discussed

Representatives of the major leagues and baseball high Commissioner Happy Chandler, now meeting in New York for the annual winter baseball conference, are expected to revise major league baseball's policies with regard to radio broadcasting, it was learned yesterday. The baseball magnates decision was in line with demands made last

(Continued on Page 6)

### Roosevelt Forms Agency As AM-TV Package Firm

Hyde Park, N. Y.—Elliott Roosevelt in association with Morgan Jones, New York City radio and television man, are forming a radio and television production firm. The business to be known as Roosevelt &

(Continued on Page 6)

## AMA Mulling Radio Drive On Health Insurance Issues

The American Medical Association, which last week voted to establish annual dues of \$25 for its 142,000 active members, is expected to launch an educational campaign in radio next year as a method of counteracting the government movement toward a health insurance program. RADIO DAILY learned yesterday.

Just what form the AMA broadcasts will take remains to be established. However, consideration is

being given to both the purchase of national radio network time and use of regional webs. These programs may be supplemented by localized broadcasts in key center cities.

The question of "ethical" use of commercial radio time has also been the subject of AMA committee discussions, it was reported. General feeling seems to be that whatever

(Continued on Page 6)

### Commendation

The City Council of Philadelphia last week adopted a resolution commending the Philadelphia Inquirer stations, WFIL, WFIL-FM and WFIL-TV for their safety campaign. Titled "Silly Willie Safety Campaign" the series of radio and TV programs were designed to educate the people in the best habits of traffic safety.



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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : : Business Manager

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Allen Kushner, Manager  
6425 Hollywood Blvd. Phone: Gladstone 8436

## WASHINGTON BUREAU

Andrew H. Older, Chief 6417 Dahlonega Rd.  
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## CHICAGO BUREAU

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612 N. Michigan Ave.

Phone: Superior 7-1044

## SOUTHWEST BUREAU

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Dallas, Texas

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## FINANCIAL

(December 12)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8 1/4	8	8 1/4	- 1/8
Admiral Corp.	19 1/4	18 3/4	18 5/8	+ 3/8
Am. Tel. & Tel.	148 3/4	148 3/8	148 5/8	+ 1/4
CBS A	27 3/4	27 3/4	27 3/4	+ 1/4
CBS B	27 3/4	27 3/4	27 3/4	+ 1/4
Philco	32 1/4	31	32 1/4	+ 1 3/8
RCA Common	13 1/4	13	13 1/4	+ 1/4
RCA 1st pfd.	74	73 1/2	73 5/8	+ 1/4
Stewart-Warner	12 1/4	12 1/8	12 1/8	- 1/4
Westinghouse	31 1/2	31	31 3/8	+ 1/8
Westinghouse pfd.	103	103	103	0
Zenith Radio	32 3/4	31 3/8	32 3/4	+ 1 1/2

## NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 3/4	16 1/2	16 1/2	- 1/4
Nat. Union Radio	2 5/8	2 1/2	2 5/8	0

## OVER THE COUNTER

	Bid	Asked
DuMont Lab.	14 3/8	15 3/8
Stromberg-Carlson	10 3/4	12
WCAO (Baltimore)	17	20
WJR (Detroit)	7 3/4	8

## Newscasting Innovation Planned In Miami

Miami — An innovation in TV newscasting will be established this Sunday when the Miami Herald and its radio affiliate, WQAM, sponsors a newscast over Florida's first television station.

Lee Ruwitch, WTVJ general manager, says the telecast will mark the first time that a radio station owned by a newspaper presents a news program over a competing TV station. It is also the first time in Florida, he said, that a newspaper and a radio station collaborated in presenting a video show.

The newscast, Televiews of the News, will be a weekly feature, he added.

## V.I.P. Operators Plan Radio Script Exchange

(Continued from Page 1)

Murphy, head of V.I.P. Service, Inc. Purpose of the Trading Post, according to Murphy, is to act as an exchange for local station managers requesting specific shows for a client. The idea, he said, stemmed from the organization's gift supplying service to give-away shows which resulted in numerous inquiries from the station managers for specific program and sales promotional ideas that had proven successful on other stations.

Murphy said that nearly all programs which V.I.P. will supply to stations are the brain children of local producers and writers. He said they would receive royalties on any shows sold through his service, such royalty to be based on a percentage of the weekly price of the show.

## Now Serving 100 Stations

V.I.P. is currently providing prizes to about one hundred stations for use on give-aways and Murphy says he has at least 200 other stations waiting for merchandise. Murphy stated that, contrary to the trend throughout the rest of the industry, his organization is finding it difficult to supply all stations requesting the merchandise service.

V.I.P. has also packaged five shows which are now being used on stations throughout the country. These include "Cinderella Holiday," "Cross Questions," "Country Store Quiz," "Cut and Take" and "Manhattan Holiday."

According to V.I.P., the "crying need" now is for good teen-age programs and a good early evening quarter or half-hour program appealing to men.

The V.I.P. package ideas will be mostly live and not transcribed. All programs will be exchanged on a non-talent basis with the exception of those angled for network sale.

## RCA Develops Kit To Alter Turntable

Camden—A kit of parts for radio stations to convert RCA model 70-C or 70-D turntables to play 45 rpm records will be available in January. RCA announced yesterday. The cost of the conversion parts will be about \$70. A special pick-up for the new records will also be in production by that time.

## Will Discuss TV Programs

A panel discussion of "Television Programming and Production" will feature Thursday night's meeting of the American Television Society at the Park Sheraton Hotel, E. P. H. James, chairman of the program committee, said yesterday. Jerry Danzig, director of television scripts at CBS, will act as moderator. Participating in the panel will be Henry White, president of World Video, Inc., Worthington Minor, CBS producer; Burke Crotty, executive producer of ABC; James Caddigan, program director of DuMont, and Charles B. Brown, of Masterson, Reddy and Nelson.

## All Star Cast Set For CBS Xmas Program

Jack Benny will head an all-star cast in an hour-long Mel Ferrer production of "The Man Who Came To Dinner" to be presented over CBS at 5 p.m. (EST) on Christmas Day sponsored by Hotpoint, Inc.

Benny, who will portray Sheridan Whiteside, will be assisted by John Garfield, Henry Fonda, Gregory Peck, Charles Boyer, Gene Kelly and Rosiland Russel.

The show is a holiday one-shot.

## Advertise Capehart Line

At Home with Lionel Barrymore, heard over WMGM each Tuesday, Thursday and Saturday from 7:15 to 7:30 p.m., will be sponsored by Frost Refrigerators, Inc. to advertise Capehart Television. The MGM transcribed program brings Lionel Barrymore to the mike with philosophical observations and reminiscences about famous people. Getschal & Richards, Inc. is the agency.

## Lamb Named Veep

Anthony H. Lamb has been appointed vice-president of the Weston Electrical Instrument Corporation of Newark, N. J., Earl R. Mellen, president, has announced. Lamb has been with Weston since 1934 and will assume responsibility for the operation of the Tagliabue Division.

## Eldon Park, 40, Dies; Crosley-WINS Official

(Continued from Page 1)

wife and two children; Richard 9, and Roger 2.

The deceased, a resident of Roslyn, L. I., will repose at Fairchild Funeral Home, Northern Blvd., Manhasset, L. I., tonight and until 2 p.m. tomorrow. Interment will take place Friday morning in Cincinnati.

## Born In Indiana

Park, a native of Bluffton, Ind., had been associated with the Crosley organization for 20 years, his entire business life. While still a student at the University of Cincinnati he accepted a position as assistant traffic manager for Crosley, and following graduation in 1933 he was successively program co-ordinator, network program supervisor, assistant sales manager, assistant general manager, program director, vice-president in charge of Crosley programs and general manager of WINS.

## Shopping Program On TV

Shop by Television, a weekly program with tips to shoppers and housewives over WMAL-TV in Baltimore, will become a half-hour feature today, Tuesday, December 13.

## Wrong bailiwick



Somehow this duck is all balled up. She shouldn't be messing around with those baby cockers—she's got herself in the wrong place.

How about your radio advertising in Baltimore? Is it placed right? If it's on W-I-T-H, you're all set for profitable sales!

Because W-I-T-H is the big bargain buy in this rich town. W-I-T-H delivers its big audience to you at the lowest cost-per-listener on any station in town. It covers 92.3% of all the radio homes in the Baltimore trading area.

So make sure your radio advertising is in the right bailiwick. Call in your Headley-Reed man and get the full W-I-T-H story today.



# W-I-T-H

BALTIMORE, MARYLAND

Tom Tinsley, President • Represented by Headley-Reed

Mr. Agency Executive:

Can you afford **NOT** to buy a radio show

1. which coast to coast **LISTENERS** received so enthusiastically that **THEY** offered to pay the talents costs of the entire program to continue enjoying it, and
2. which Schwerin says is the **BEST-LIKED** show of its type yet tested by his system (over 3000 shows)—even topping, among many others, one of the highest-rated commercial shows on the air ("People Are Funny"\*)??

**WE HAVE IT!!!**

phone

MUrray Hill 9-6199

or write

**Jack Barry Productions, Inc.**

104 EAST 40th STREET  
NEW YORK 16, N. Y.

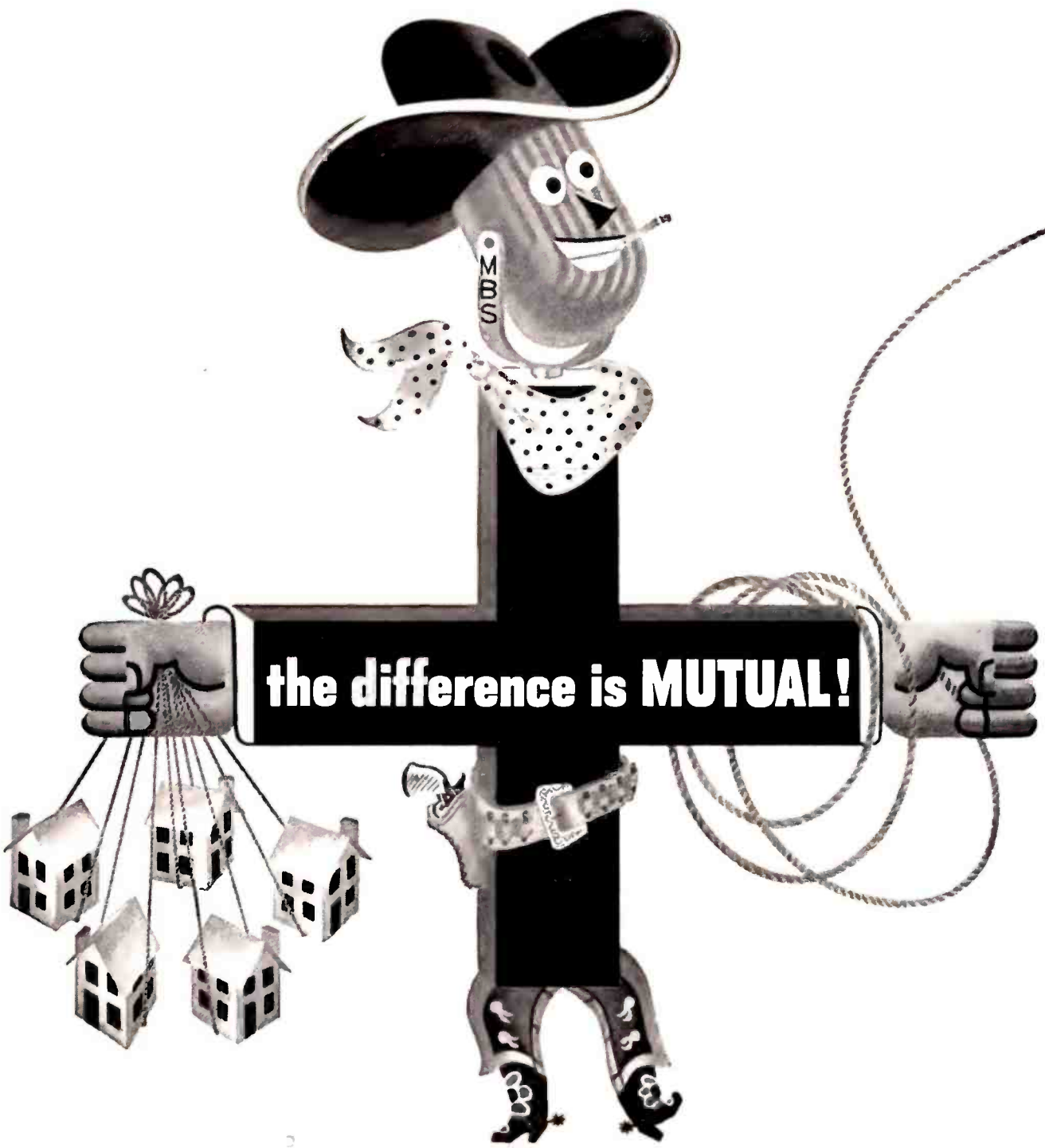
Currently Producing

"JUVENILE JURY"  
(General Foods)

"THE JOE DiMAGGIO SHOW"  
(M & M Limited)

(\*Sorry, John)

How to Get



# Every Sixth Radio Home . . . FREE



After serving as the "different" network for nearly 15 years, we now find that difference *branded*—in earthy, fiscal terms—by the authoritative Mr. A. C. Nielsen. His studies reveal that the price of five radio homes on other networks will get you six on Mutual. In terms of actual audience *millions*, this plus can shape a Rainier-size peak on your sales horizon.

One thing we like about the Nielsen "Homes per Dollar" Index is that it reports just that. It takes full note of ratings, but it keeps an equally clear eye on the *cost* of each rating. By dividing net time *and* talent costs into homes actually delivered, it comes up with data to warm the heart of any comptroller.

Another thing we like about the Index is the way it weighs all four networks — strictly by homes-per-dollar — during the latest winter-peak period of January-April, 1949:

Average Once-A-Week Commercial Program on	Radio Homes Delivered per Dollar of Actual Cost
All 4 Networks	336
Other 3 Networks	328
<b>MUTUAL</b>	<b>398</b>

Based on Total Audience data. Programs sponsored by religious organizations omitted.

Here is dollars-and-sensible proof of the matchless economy of network radio...the nation's only true mass medium. Here, too, is challenging evidence of how much more *your* radio program can accomplish on this "different" network.

**The Difference is MUTUAL!**



**REMEMBER THESE OTHER MUTUAL PLUS-DIFFERENCES:**

- Lowest Costs, Hookup by Hookup, of All Networks
- 500 Stations; 300 the Only Network Voice in Town
- Maximum Flexibility for Custom-Tailored Hookups
- 'Where-To-Buy-It' Cut-Ins Available at No Extra Cost

the **mutual** broadcasting system

## Baseball's Attitude On Radio Discussed

(Continued from Page 1)

year by the U. S. Department of Justice that certain aspects of the league's broadcast policy made them liable to litigation on the grounds that organized baseball was an interstate commerce.

A recent settlement between the Justice Department and Commissioner Chandler clarified what was, and what was not, interstate commerce insofar as baseball was concerned. Now, according to a spokesman for the Commissioner's office, it would be Chandler's difficult job to work out a realignment with the various clubs in both leagues.

In addition to the Justice Department's demands, there are territorial conflicts involved.

Commissioner Chandler lunched yesterday with league presidents' Harrige and Frick and the matter was discussed informally, however, it will probably not be until today or tomorrow that the problem is resolved in the closed meetings between league representatives at the Hotel Commodore.

## Byron Price Declines State Department Post

(Continued from Page 1)

eral of the United Nations at a reported \$20,000 per year base salary which is tax exempt plus additional allowances.

The State Department's New York publicity office said yesterday that they "had no idea" as to who would now be offered the post and stated that any forthcoming announcement would emanate from Washington headquarters. George V. Allen held the position prior to his appointment by President Truman as American Ambassador to Yugoslavia.

Among other things, the Assistant Secretary of State for Public Affairs is responsible for complete supervision of Voice of America operations.

## Roosevelt Forms Agency As AM-TV Package Firm

(Continued from Page 1)

Jones, Inc., will deal with plays, productions, scripts, transcriptions and other interests for radio, television and theaters.

The firm is also authorized in its certificate of incorporation to acquire, use and sell radio and TV stations and theaters. Ruth E. Hayes of New York City is listed as a director of the firm.

## Poppele To Speak

J. R. Poppele, v-p and chief engineer of WOR, will address the American Institute of Architects on Tuesday, December 13 at a luncheon held at 140 East 40th Street. Poppele's topic will be "Television and the Architect."



## Man About Manhattan . . . !

Some TV dealers who can't fill orders for Christmas delivery are telling their customers to withhold buying a set until after the holidays. They forecast price reductions and the advent of color. . . . Maurice Mitchell, director of Broadcast Advertising Bureau, denying rumors that he's had any job offers and says he's perfectly happy with his present chores. . . . Watch for a battle royal between Nielsen and Hooper for the radio-TV rating biz during 1950. . . . Is "The Clock" headed for the coast for celluloid treatment? . . . Starting Jan. 2nd, Mildred Fenton's "Look Photo-Crime" half-hour series will be heard over ABC five days a week. No cast set as yet. . . . Bob Tucker, of J. Walter Thompson, will add to his chores of casting the Kraft show with the new "Believe-it-or-Not" TV'er which comes back Jan. 4th to NBC. . . . Johnny Desmond's Ronson show switches from Mutual to ABC on Jan. 11th. Jean Carroll, rated by the Berle world as the best of the femme comics around, is due for her own teevee stanza in Jan. Tommy Rockwell is readying a variety package to headline her. . . . Jerry Wayne into the Baltimore Hippodrome on the 29th. . . . Lanny Ross appointed a delegate of AGMA for Television Authority.

★ ★ ★

Cedric Adams reports that a television actor was booked the other day to play the part of a convict and part of the show had to be photographed near a prison outside of New York City. The actor donned his convict suit (the striped variety), traveled clear across Manhattan and then took a ferry to the prison site. Nobody halted his car. Nobody tried to stop him. Pedestrians didn't even show any amazement when he stopped to ask directions. En route he waved to two cops. The cops waved back!

★ ★ ★

THAWTS WHILE THINKING: Can't think of a more consistent singer than the boy with the smile style—Jack Smith. . . . In contrast is Dick Haymes, who follows immediately on the same web. Once a great singer, Dick now runs the vocal gamut from excellent to mediocre and on the same stanza, too. . . . Ken Carpenter, a top announcer always, should be slowed down on the opening of the Amos 'n Andy stanza. With music behind him and his rapid delivery, you can't grasp all the cast names. . . . Hope Miller, a newcomer to "Leave It To The Girls" Sunday, proved as articulate as she is lovely and was a welcome addition to the regular panel.

★ ★ ★

Gene King, WCOP's program director, is doing a slow burn up in Boston over the current gag to introduce him as "Betsy King's father." However, his 'burn' is prob'ly a gag too, as Gene is plenty proud of the little Princess. She's developed into a top air favorite in Beantown and the Navy is throwing her a 9th birthday party aboard an aircraft carrier on the 17th. So you can't blame the old man if he's in the market for new vest buttons from time to time.

★ ★ ★

SMALL TALK: That sweet Macy advertising tie-up with Dennis James was knocked off by Willard Keele and Dave Tobet who're doing his press. . . . Carl Erbe and Chas. N. Maybruck have teamed up with a new public relations firm. . . . Jo Lyons off for a Puerto Rico vacation and the opening of the Hilton Hotel down there. . . . WHOM readying a series of transcriptions plugging safety in Italian, Polish and Spanish for the Nat'l Safety Council for free distribution throughout the country. . . . Bob Thompson now assistant to Dick Pack, WNEW publicity chief. . . . Irving Fields broadcasting with his trio over Mutual from the Weylin four times weekly.

## AMA Mulling Drive On Health Insurance

(Continued from Page 1)

is done must be on a level that will get public acceptance and above criticism. It has been known that the AMA has been sampling radio commentator references to their activities for sometime. The organization has obtained transcriptions of comments in a number of cities and through network news broadcasts.

## Mutual Web Plans Pension Documentaries

Mutual will present a special series of four radio documentaries concerned with pensions and their cost. Slated for presentation in January, the documentaries have been prepared by MBS' newsmen in key cities throughout the country in collaboration with executives of insurance companies, federal security officials and noted economists. No specific dates or time slots have yet been announced.

## 'Veep' To Be Guest

Alben W. Barkley, the "Veep," is scheduled to guest star on the Horace Heidt show Dec. 18, when Heidt's outstanding discoveries of the year compete over the CBS web for \$5,000 in prizes.

## Available!

Rhymaline Time, featuring emcee David Andrews, pianist Harry Jenks and KMBC-KFRM's celebrated Tune Chasers, is one of the Heart of America's favorite



morning broadcasts. Heard each weekday morning from 7:30 to 8:15, Rhymaline Time is a musical-comedy program that pulls more mail than any other current "Team" feature.

Satisfied sponsors have included, among others, Katz Drug Company, Land-Sharp Motors, Jones Store, and Continental Pharmaceutical Corp.

Contact us, or any Free & Peters "Colonel" for availabilities!

**KMBC**  
of Kansas City

**KFRM**  
for Rural Kansas

# TELEVISION DAILY

Section of RADIO DAILY, Tuesday, December 13, 1949—TELEVISION DAILY is fully protected by register and copyright

## DuMONT ASKS TAX AID FOR COLOR

### TELE TOPICS

**FOLLOWING THE DELIGHTFUL** Paul Whiteman show on ABC Sunday nites is an opus called "Hollywood House," which does nothing to hold the audience attracted by Pops. Sub-title for the Coast origination might well be "Never give the audience an even break." Most of the gags were antediluvian and the few switches were telegraphed from 'way back, while the two-fold piece de resistance was a squirting Coke machine and a seltzer bottle fight. These and other antics seemed to be material that even Berle has discarded. . . . Regulars involved in the stanza, which followed the delightful Paul Whiteman show, are Jim Backus, as the manager of the hostelry of the title; Dick Wesson, as a bellboy therein, and the Page Cavanaugh Trio. Guests this week were the singularly unappealing Joe Besser, Florence Bates, as a high society-type con gal, and Connie Haines, who happily was allowed to sing without taking part in the other activities. Of the lot, Wesson tried hardest and with the most success, but he too was defeated by the script. . . . Program is produced by Joe Bigelow and directed by George Cahan.

**THE TV UNIT** of New York City's WNYC is looking for a motion-picture director and a film-tele writer. Letters of application, giving experience, should be sent to unit chief Cliff Evans at 500 Park avenue. . . . It had to happen sooner or later dept.: During a closeup of singer Evelyn Lynn on WKY-TV, Oklahoma City, recently, a fly chose her nose for a landing strip and came in on the beam. Evelyn brushed it away, but the insect returned again and again. For several minutes poise and charm battled against the determined pest until a cameraman walked onto the set with a flyspray and ended the battle. . . . Detroit distributors polled by WXYZ-TV report a continuing shortage of receivers—9,243 were sold there last month to bring the Motor City's total to 137,765. . . . Carlton Morse has signed stylist Frances Hodges to an exclusive pact to design wardrobes for femme cast members of "One Man's Family."

**ONE OF THE MOST EXTENSIVE** spot campaigns on the air has been developed by Ruthrauff & Ryan for Dodge autos. Their talking animal films produced by Jerry Fairbanks are now regularly aired by 56 stations. . . . Bob Stevens, of CBS, is taking a breather from his chores as a director to devote more time to producing his two shows, "Suspense," and "Romance." One of Stevens' stories, "Bomber Command," is being adapted for "Suspense" by Halsted Welles.

### WXEL, 3rd In Cleve., To Debut Saturday

Cleveland — WXEL, this city's third station, will begin commercial operations Saturday with top officials of DuMont, RCA, Capehart-Farnsworth participating in dedication ceremonies and dinner along with local and state political leaders. Station has signed a primary affiliation contract with the DuMont web and will carry also ABC, Paramount and WPIX programming. Basic, evening hourly rate will be \$500 and spot rate \$60.

#### Owned By Herbert Mayer

Owner Herbert Mayer, president of Empire Coil Co., will serve as president of the outlet. Franklin Snyder is commercial manager; Russell Speirs, program director; Thomas Friedman, chief engineer, and Barbara Snyder, publicity.

Station has installed GE transmitter and film equipment and RCA studio cameras. Six-bay supertent-style antenna is atop a 437-foot tower adjacent to the transmitter building in Cuyahoga County, ten miles south of downtown Cleveland.

### Digges Takes CBS TV Post

Sam Cook Digges has been appointed manager of television for the Chicago office of CBS Radio Sales effective Jan. 3, Carl J. Burkland, general manager of CBS Radio Sales announced yesterday. Digges has been with the CBS sales organization since April, '49 and previously was associated with WMAL-WMAL-TV. He was active in a number of Washington advertising and philanthropic organizations before coming to New York last April.

## Telenews-INS Near Black Ink In Three-Way Newsreel Service

With new clients being added almost daily, the Telenews-INS three-way newsreel service is nearing the break-even point, a spokesman for the combined operation revealed yesterday.

The daily newsreel, the combine's most popular TV feature, is currently being aired by 37 stations in all parts of the country and is sponsored on 27 of these outlets. The weekly news roundup, using footage "salvaged" from the daily operation, is now on 23 stations, of which 13 have landed sponsors.

"This Week In Sports," a weekly

### Tibbett Opera Group Signs For CBS Series

CBS has signed with Lawrence Tibbett and Henry Souvaine for a program series by the Opera Television Theater, of which Tibbett is artistic director and Souvaine managing director.

Initial production, Bizet's "Carmen," will be aired Jan. 1, 5-6 p.m., EST, with Gladys Swarthout, Robert Merrill and Robert Rounseville in the lead roles and Tibbett serving as narrator.

Future plans call for presentation of operas in 60 to 90 minute periods with a repertory company of guest conductors and singers. Programs will originate from the CBS studios.

Boris Goldovsky, operatic director of the Berkshire Festival, will stage the group's preem. Walter Ducloux will be musical director and CBS designer Richard Rychtarik, formerly with the Metropolitan Opera, will do the sets.

### Dorland Ups Barnes

Howard G. Barnes, director of Dorland, Inc.'s radio and TV division and member of the Plans Board since he joined the agency in 1948, has been upped to vice-president in charge of radio and TV. New post is part of Dorland's expanded radio and TV activities.

For the past 10 months Barnes and other agency toppers have been carefully testing out degree of interest in video on part of their accounts and conclusion was such that agency is pulling out all stops on behalf of the medium. Some of Dorland's video-active clients include A. S. Beck, Helbros Watches, Ameritex Fabrics.

### Sees 'Break' Vital To Advance Of Polychrome

(Continued from Page 1)

equipment costs more rapidly than is now permitted, and suggested other tax changes. Some companies, Dr. DuMont told the Congressmen,

"are experimenting along the line of how bad a color picture they can get away with. But we don't go that far."



DuMONT

He said there should be no FCC authority for color TV until the picture is as clear and as well defined as the best black and white pic-

ture of today. He traced rise of the Allan B. DuMont Laboratories, from the start in 1931 with \$1,000, until today, when capitalization is about \$22 million. Sales this year are estimated to go to \$45,000,000, with \$80,000,000 predicted for next year, he said.

#### Sees Expansion Needed

Dr. DuMont made it plain that he did not see how such phenomenal growth would have been possible as the tax laws stand today. Observing that the plant expansion accomplished since the war is already outmoded, he said new expansion is already needed. He hopes to be able to finance it out of profits.

### Dep't Store Signs WNBT For Two-Hour Xmas Show

Largest department store venture into TV to date was claimed by WNBT yesterday when it announced that Abraham & Straus, Brooklyn store, had signed for a special two-hour program on Christmas Day.

Originating from St. Nicholas arena at a cost said to be in excess of \$10,000, program will feature a carnival format with animal, wild west, trapeze and trampoline acts, children's entertainers, sports celebs and St. Nick.

Pact was placed through Kicswetter, Wetterau & Baker, with Joseph Goodfellow representing the station.

### Milwaukee Tops 60,000

Milwaukee—Set sales again set a new record in the Milwaukee area during November with a 60,000 total, according to latest monthly survey of dealers and distributors.

## FCC Holds Hearing On Multiple Fax

(Continued from Page 1)

low 15,000 cycles per second," that "the facsimile subcarrier used to modulate the radio carrier shall be 25,000 cycles per second," and that facsimile stations be allowed to operate on unlimited time.

The standards now set up by the FCC requires that a facsimile does not degrade the sound below 10,000 cycles and limits broadcasts to one hour daily for facsimile stations and three hours for multiplex or systems sending facsimile and sound simultaneously.

John V. L. Hogan testified that his company now has a system available meeting these higher standards. He also said that it was now possible to broadcast T-V, A-M, and facsimile simultaneously. Commissioner Jones asked about the cost of converting present receivers to the new multiplex system and Hogan replied that it would cost about four or five dollars to convert existing sets and less for new ones.

No other petitions for an appearance were presented to the FCC, but William Halstead, an independent consulting engineer, was allowed to testify. He explained experiments conducted for the Rural Radio Network on a system involving the use of FM for both the facsimile and aural broadcasts. The Hogan system uses FM and AM.

Jones held the record open for ten days to allow both Hogan and Halstead to present further exhibits.

A series of experiments were conducted by the laboratories to display their system. The first involved sending facsimile within the room at the laboratories headquarters. The second test was sent from Columbia University through Major Armstrong's Alpine station, KE2XCC. One of the items was a congratulatory message from Columbia's Dean Ackerman.

Harry Plotkin, FCC counsel, John Willoughby, chief engineer for the Commission, and Cyril M. Braum, chief of the FM broadcast division for the FCC were also present.

Elliott Crooks, v-p in charge of broadcast facsimile for Hogan Laboratories, said after the hearing that the multiplex system has been tested and found successful. He added that one program of facsimile in New York would "break the dam" and start widespread use of facsimile in public places. The new system which does not require FM broadcasters to stop aural programs when sending facsimile, make it practical, Crooks said.

### Will Aid Foundation

Robert Q. Lewis, Abe Burrows, Herb Shriner, Janette Davis, and Art Waner's Orchestra will be featured in a special comedy, song and variety half-hour program over CBS Dec. 18, to aid the Arthritis and Rheumatism Foundation. Program will be directed by Norman Winter.

## 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 Peatman, Director. Survey Week of December 2-8, 1949

TITLE	PUBLISHER
A Dream Is A Wish Your Heart Makes.....	Walt Disney
A Dreamer's Holiday.....	Shapiro-Bernstein
A Thousand Violins.....	Paramount
Ain't She Sweet.....	Advanced
Bibbidi Bobbidi Boo.....	Walt Disney
Bye Bye Baby.....	J. J. Robbins & Sons
Crocodile Tears.....	Johnston-Montei
Dear Hearts And Gentle People.....	E. H. Morris
Don't Cry Joe.....	Harms
Envy.....	Encore
Happy Times.....	Harms
Hop Scotch Polka.....	Cromwell
Hush Little Darlin'.....	Michael
I Can Dream Can't I.....	Chappell
I Never See Maggie Alone.....	Bourne
I've Got A Lovely Bunch Of Coconuts.....	Cornell
Jealous Heart.....	Acuff & Rose
Last Mile Home.....	Leeds
Merry Christmas Polka.....	Alamo
Mule Train.....	Walt Disney
Old Master Painter.....	Robbins
River Seine.....	Remick
Room Full Of Roses.....	Hill & Range
Rudolph The Red-Nosed Reindeer.....	St. Nicholas
She Wore A Yellow Ribbon.....	Regent
Slipping Around.....	Peer
Stay Well.....	Chappell
That Lucky Old Sun.....	Robbins
You Told A Lie.....	Bourne
Younger Than Springtime.....	Chappell
You're Breaking My Heart.....	Mellin
Christmas Song.....	Burke & Van Heusen
Here Comes Santa Claus.....	Western Music
Let It Snow, Let It Snow, Let It Snow.....	E. H. Morris
Santa Is Comin' To Town.....	Feist
White Christmas.....	Berlin
Winter Wonderland.....	Bregman-Vocco-Conn
You're All I Want For Christmas.....	Porgie
Be The Good Lord Willing.....	Blossom
Charlie My Boy.....	Bourne
Daddy's Little Girl.....	Beacon
Enjoy Yourself.....	E. H. Morris
Farewell Amanda.....	Chappell
Festival Of Roses.....	Witmark
I Want To Wish You A Merry Christmas.....	Republic
If I Ever Love Again.....	Paxton
I'm In Love.....	United
In Santiago By The Sea.....	Life Music
Johnson Rag.....	Miller
Just For Fun.....	Paramount
Let's Harmonize.....	Santly-Joy
Merry Christmass Waliz.....	Advanced
My Street.....	Campbell
Someday You'll Want Me To Want You.....	Duchess
Souvenir.....	Beacon
Sweetest Words I Know.....	Life Music
Toot Toot Tootsie Goodbye.....	Feist
'Way Back Home.....	Bregman-Vocco-Conn
You're Always There.....	Bregman-Vocco-Conn

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## NARBA Conference Adjourns For 4-Mos.

(Continued from Page 1)

was to draft a new treaty to replace the Havana (1937) Agreement which expired in March, 1949. At the time of the 1937 agreement, the conference had to concern itself with the allocation of frequencies for a little more than 2,000 broadcasting stations. At the time of the Washington Conference in 1946, which extended the original Havana Agreement for a three-year period under an interim agreement, the number of broadcasting stations had risen considerably and today they total 2,964.

The countries concerned with the 107 frequencies are Canada, United States, Cuba, Mexico, Dominican Republic, Haiti, The Bahamas and Jamaica.

The recess will give the United States and Cuban delegations a chance to discuss the channel differences between the two countries and these discussions will get under way in Havana early in February. It is hoped that these meetings will produce a basis for final negotiations when the NARBA meeting is resumed in April.

## Motor Boat Show Plans N. Y. Spot Campaign

An extensive advertising campaign including radio has been mapped out to publicize the 40th National Motor Boat Show, H. A. Bruno & Associates announce. The show will be held at New York's Grand Central Palace from January 6 to 14.

Publicity will begin on Wednesday, December 14 and continue until the end of the show. Radio spots will be placed by the A. Lewis King Radio Advertising on approximately six New York stations beginning on January 2. A tentative list includes WNEW, WMCA, WBNX, WMGM, WINS, and WOV.

**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  
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WEVD  
117-119 W. 46 ST.  
HENRY GREENFIELD, Mg. Director N.Y. 19





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 49

NEW YORK, WEDNESDAY, DECEMBER 14, 1949

TEN CENTS

## CBC ANNOUNCES CANADIAN TELE PLANS

### Pope Counsel Replies To 'Language' Charge

Washington Bureau of *RADIO DAILY*  
Washington—"The FCC has been asked to take on a new function," attorneys for publisher Generoso Pope said yesterday—that of guaranteeing the jobs of employees of WINS. Attorney Marcus Cohn also quoted at length from utterances of former FCC chairman, James Lawrence Fly, on the value and propriety of foreign-language broadcasting. Pope, present licensee of WHOM, seeks to buy WINS from Crosley Broadcasting Corp.

Fly, as counsel to the WINS em-  
(Continued on Page 6)

### Lee Bland Will Head WCCO Program Dept.

Lee Bland, now assistant director of special events for CBS, has been appointed program manager for WCCO, 50,000-watt CBS-owned Minneapolis-St. Paul station, it has been announced by Wendell B. Campbell, WCCO general manager. Bland's appointment is effective Jan. 3.

Gene Wilkey continues as assistant general manager and assumes new duties as WCCO general sales manager. Bland will assume many of his programming duties.

With CBS since 1941, Bland was  
(Continued on Page 2)

### Two Stations Off Air As Result Of Accident

Albany, N. Y.—The crashing of a trailer-truck into a power line pole at Glenmont knocked WXXW off the air for two hours and WROW for 40 minutes, at the start of their broadcast day. The two stations have transmitters in the suburb.

### May Ban Bingo

Montreal — Broadcasting of Bingo and similar games of chance may come under the ban of the Canadian Broadcasting Corporation. It was announced that the governors will consider a resolution against such games at their next meeting. It will hear representations, both oral and written, at this meeting from all parties concerned.

### For Men Only

Greensboro, N. C. — Demonstrating the effectiveness of radio advertising and the fact that mere man enjoys the distinction of having his own shopping night, Gilbert M. Hutchinson, general manager of WBIG, and the Greensboro Merchants Association, combined in staging a "Men's Night Only" for Christmas shoppers.

The idea originated with Bob Jones, who conducts an early morning program, "Groans by Jones." It received the quick okay of General Manager Hutchinson and the approval of the Merchants Association.

Men shoppers took over the Greensboro department stores last Friday night. Women shoppers were barred and the stores even put on male clerks in the lingerie department for convenience of the customers.

"It was a great success," Hutchinson said. The Merchants Association has asked us to repeat it again next year."

### 14-Million In Billings Signed Up By CBS

CBS will realize more than \$14,050,000 in year-end sponsorship renewals and new business starting immediately after the first of the year, the web announced yesterday. CBS has renewed eight different sponsors for fifteen different programs for a total billing of \$10,250,000. In addition, the  
(Continued on Page 5)

### \$350,000 Pillsbury Contest Pays Publicity Dividends

The \$350,000 investment by Pillsbury Mills in its nationwide Grand National Recipe and Baking Contest paid off in goodwill, sales of the company's products and publicity, according to Robert Keith, Pillsbury's director of advertising and public relations. Top prize of \$50,000 went to Mrs. Ralph E. Smafield of Detroit at yesterday's closing luncheon at the Starlight Roof of New York's Waldorf-Astoria.

### \$4,500,000 Loans To Government Web Providing For Three Stations—Two In Montreal And One In Toronto

### President To Speak On Xmas Eve Program

Washington Bureau of *RADIO DAILY*  
Washington — President Truman will speak over the four major networks and many independent stations from Independence, Mo. on Christmas Eve. The speech will be part of the ceremonies attendant to the lighting of the nation's Christmas tree on the White House lawn.

The half-hour broadcast from 5 to 5:30 p.m. (EST) will include carols sung by the National Press Club, the music of the United States Marine Band, and a talk by Secretary of Interior Oscar Chapman.

### Record Nov. Business Reported By WGAR

Cleveland — Carl E. George, WGAR, veepee and sales head announced yesterday that November was the all-time biggest month from point of business in the 19-year-old  
(Continued on Page 2)

### Disc Jockey To Interview Baseball Stars In Flight

Steve Ellis of WMCA will take to the air literally today when he records three broadcasts with a group of stars in a flight over New  
(Continued on Page 4)

Montreal — Plans being finalized by CBC call for construction of two TV stations in Montreal—one English and one French—and one outlet in Toronto. First test programs are expected to be on the air next autumn, with regular programming slated to get under way by September  
(Continued on Page 7)

### Philco Earnings Rise During Past 3 Months

Philadelphia — Philco earnings in the last three months of 1949 are expected to be greater than the total earnings for the first nine months of the year, William Balderston, president, has announced.

Sales of \$150 million brought earnings equal to \$1.32 on common stock in the nine months ending September 30, the report showed. Net earnings  
(Continued on Page 6)

### WLIB Making Strong Bid For Negro Market In N. Y.

WLIB will add a number of new programs of interest to the Negro market, Harry Novik, general manager of the station announced yesterday.

The first of the shows will be a three-hour salute to Harlem which will be run this Saturday, December 17 in cooperation with the Pittsburgh  
(Continued on Page 6)

### Lindbergh On ABC

Col. Charles A. Lindbergh will be heard on ABC Saturday from 9:15-9:30 p.m., when he delivers an address, his second since the end of the war, at the dinner of the Aero Club in Washington, D. C. He will receive the 2nd annual Wilbur Wright Award for "distinguished service to aviation." Date is the anniversary of the Kitty Hawk flight.

In addition to a free trip to New  
(Continued on Page 5)



Vol. 49, No. 49 Wed., Dec. 14, 1949 10 Cts.

JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES

Allen Kushner, Manager

6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU

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

CHICAGO BUREAU

Hal Tate, Manager

612 N. Michigan Ave. Phone: Superior 7-1044

SOUTHWEST BUREAU

Paul Girard, Manager

Tower Petroleum Bldg., Dallas, Texas

Phone: Riverside 3518-9

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: ABC, High, Low, Close, Net Chg. Rows include Admiral Corp., Am. Tel. & Tel., CBS A, CBS B, Philco, RCA Common, Stewart-Warner, Westinghouse, Westinghouse pfd., Zenith Radio, Hazeltine Corp., Nat. Union Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include DuMont Lab., Stromberg-Carlson.

Insurance Co. Renews World News Roundup

"World News Round-Up," CBS co-op series, has been renewed for 52 weeks starting December 31 by the Metropolitan Life Insurance Co. over WCBS. Program is a Monday through Saturday early morning presentation with Ned Calmer reporting from New York and features round-the-world pickups. Young and Rubicam, Inc., is the agency.

Advertisement for KGW-TV, Portland, Oregon, affiliated with NBC. Includes logo and text: 'THIS IS KGW'S BANNER YEAR', 'KGW-TV', 'PORTLAND, OREGON', 'AFFILIATED WITH NBC', 'REPRESENTED NATIONALLY BY EDWARD PETRY CO., INC.'

★ COMING AND GOING ★

WENDELL CAMPBELL and TONY MOE have returned to WCCO, Minneapolis, following a short trip to New York for conferences with Columbia network executives.

KENDALL FOSTER, newly-elected vice-president in charge of television for the William Esty Co., has arrived by plane in Hollywood, where he will arrange the taking over of the Ed Wynn video show for Camels, client of the agency.

HARRY LA MERTHA, radio editor of the St. Louis Globe-Democrat, and JIM SPENCER, of the St. Louis Post-Dispatch, are en route back to Missouri none the worse for having exposed themselves to guest shots on the Arthur Godfrey show over CBS on Tuesday morning.

HILDA WATSON, office manager of the NBC public affairs and education department, on Dec. 22 will fly to England to spend 10 days of the Christmas season with her family.

WILLIAM THORPE, member of the sales department at WFBL, Syracuse, N. Y., and his bride are honeymooning in New York.

DAVE GARROWAY, comedian and master of ceremonies whose morning program is heard on NBC from Chicago, today will leave the Windy City for Philadelphia by way of New York. He'll broadcast today's program from Radio City and then will head for Philly, where he will receive an award from the Junior Advertising Club.

J. B. CONLEY, general manager of Westinghouse Radio Stations, Inc., who has been recuperating from a recent operation, is spending several weeks at Miami Beach with MRS. CONLEY and daughter, Nancy Jean.

CLIFFORD GOLDSMITH, writer of the "Aldrich Family" scripts for television, who spent the past few weeks in New York setting details for the program, has returned to Tucson, Ariz., from which point he will script the feature.

HARRY WISMER, American network sports-caster, on Sunday will be in Los Angeles, where he will broadcast the vital gridiron contest between the Los Angeles Rams and the Philadelphia Eagles for the National Professional Football Championship.

Lee Bland Will Head WCCO Program Dept.

(Continued from Page 1)

formerly associated with WCMI, Ashland, Ky.; WKRC and WCKY, Cincinnati; and WFMJ, Youngstown, Ohio. While at CBS, Bland worked closely with Norman Corwin and made a round-the-world trip with the writer-director-actor recording documentary material for use in the web series "One World." Bland edited more than 150 hours of broadcasts for this series.

In 1947, he became assistant director of the CBS documentary unit and was named to assist special events director later that year.

Burdick A. Testrail

Montreal—Burdick (Bert) A. Testrail, industrial and merchandising counsellor, died Saturday, December 10, at Toronto General Hospital after a prolonged illness.

Pioneer in radio in the early 1920's, Mr. Testrail became vice-president of the Rogers Majestic Corp., Ltd., in 1929, and at the same time president of the Canadian Radio Corporation, Ltd., distributing company for Rogers, DeForest, Majestic and Motorola radios and Norge and Apex electrical appliances.

A native of Kansas City, Mo., Mr. Testrail came to Canada in 1912 from the Babson Statistical Services in New York as advertising manager of the old R. S. Williams and Sons Co., Ltd., musical instrument distributors, in Toronto.

Enlisting in the first World War, he went overseas with the U. S. Army in 1917.

Stork News

Washington—Deborah Ann Brechner, born Friday, December 2, ought to be a star, if heredity has anything to do with it. Her father, Daniel, is an engineer at WWDC here; her uncle Joe is general manager of WGAY, Silver Spring, Md.; and another uncle Sidney Brechner, is an engineer at WJR, Detroit.

Record Nov. Business Reported By WGAR

(Continued from Page 1)

history of the station, one of the Richards group.

Included in new business for November was six-a-week ten-minute news broadcast for Shell Oil and heavy announcement schedule for Hudson Motors, Kaiser-Fraser, Dodge and P & G for Prell.

November renewals included six-a-week quarter-hour morning news for Metropolitan Life, six-a-week morning quarter-hour for Simonize and announcement schedule for following: Ajax Cleanser, Ward Baking, Halo Shampoo, Tenderleaf Tea, Blue Bonnet Margarine and Carr-Consolidated Biscuits.

George said the business outlook for 1950 is bright.

Station And Newspaper Raising Fund For Boy

Huntington, W. Va.—WHTN and the Huntington Publishing Co. have started a fund to provide a Merry Christmas for an 11-year-old youngster who is fighting a losing battle against incurable cancer.

With merchants, business men and other people of Huntington now offering their support for the boy, Frank Harris, and his widowed mother, the only question remaining is whether the boy will live until December 25.

The fund began on a broadcast of Lan Singer's Sport Round-up and reached \$200 within 15 minutes. More than \$1300 has now been raised. Other gifts include a free turkey and toys for the stricken youth.

Motorola Dividend

Motorola, Inc. will pay a 37½ cent quarterly dividend on common stock on January 16. The directors of the company also declared a special of 37½ cents payable on the same date. A 25 cent dividend was declared in previous quarters.



Fisherman's Luck

These twin beauties have just been hauled onto the dock after a big day of tuna fishing. Sometimes, when luck is running good, as many as fifty of these giant fish are captured in one day.

But time buyers don't have to depend on luck in picking radio stations—not in Baltimore, anyway. Here there is one big bargain buy. It's W-I-T-H, the BIG independent with the BIG audience.

W-I-T-H delivers more listeners-per-dollar than any other station in this rich city, the nation's sixth largest market. W-I-T-H covers 92.3% of all the radio homes in the Baltimore trading area.

So if you're looking for a station that produces low-cost sales in Baltimore, call in your Headley-Reed man and get the full W-I-T-H story today!

Advertisement for W-I-T-H radio station. Includes logo with a stylized face and text: 'AM W-I-T-H FM', 'Baltimore 3, Maryland', 'TOM TINSLEY, President', 'Represented by Headley-Reed'.

★ **AGENCY NEWSCAST** ★

**FRANK SMITH**, vice-president of Benton & Bowles, Inc., New York advertising agency, has been elected to the Board of Trustees of Packard Junior College. Packard is one of the oldest business schools in New York, having been founded in 1858. It became a junior college early this year. Smith is account executive on various Procter & Gamble brands handled by B. & B.

**DAVID T. SCHULTZ** has been elected a director of the Raytheon Manufacturing Co.

**WILLSTED & SCHACTER**, has been formed with offices at 280 Madison Ave. One of the partners, Fred Schacter, was formerly an account executive with Hirshon-Garfield, Inc. Martin Willsted was president of Ace Advertising Agency.

**ARTHUR C. NIELSEN**, president of A. C. Nielsen Company, has been elected a member of the Board of Trustees of the Wisconsin Alumni Research Foundation. The Foundation, founded in 1925, was formed primarily for the purpose of insuring soundness, in all respects, in the commercial development of a most important scientific discovery known as the Steenbock process—by which a great variety of products can be "charged" with Vitamin D by subjecting them to the rays of a certain type of lamp.

**FRANK DWYER**, general sales manager, Tennessee Valley Chemical Corp., has announced the appointment of Buchanan & Company advertising agency, New York, Chicago, Los Angeles and San Francisco, to handle the advertising for two new TEV products, TEV plastic starch and TEV Wick Deodorizer.

**Three Lever Programs Renewed On CBS Net**

Lever Brothers have renewed three CBS network programs for another 52-weeks, it has been announced.

Effective Jan 2, "Lux Radio Theater" has been renewed as have "My Friend Irma" and "Junior Miss." Effective dates for the latter two shows are, respectively, January 2 and 7.

J. Walter Thompson is the agency for "Lux Radio Theater," Foote, Cone, & Belding for "My Friend Irma," and Needham, Louis & Brorby for "Junior Miss."

**To Entertain Overseas**

American troops in Germany will be entertained during the holiday season by Jeanette MacDonald and Gene Raymond. The two have accepted Air Force invitations to fly to the continent on Sunday, December 18.

Raymond is recording his Amazing Mr. Malone program so that the ABC feature will continue during the three weeks he will be abroad.

**NATIONAL ANALYSTS, INC.**, Philadelphia marketing research firm, has added three research executives to its staff as part of a program to expand facilities for its clients.

They are: Cyril (Cy) Coggins, formerly vice president of Standard Outdoor Advertising, New York City, William H. Scott, 2nd, formerly assistant director of Market Research, Eastman Kodak Company, Rochester, N. Y., and Robert L. Taylor, formerly regional manager, Market Research Division, Dun & Bradstreet, Philadelphia.

**WALTER H. HAASE** has joined the executive staff of the American Association of Advertising Agencies in New York.

**EDWARD F. EVANS** has been named research director of J. D. Tarcher & Co., Inc. He was formerly director of research for ABC.

**THE BIB CORPORATION**, Lakeland, Florida, packers of Bib Orange Juice for Babies, has named Charles W. Hoyt Company, Inc. as their agency.

**NATE TUFTS** has joined the Hollywood office of BBD&O in an executive capacity. He was formerly a v-p of Ruthrauff & Ryan.

**EMILY ASHE BANKS** has resigned as publicity director of Town Hall and America's Town Meeting of the Air. She will announce her new plans later.

**CARL ERBE** and **CHARLES N. MAYBRUCK** have formed a public relations firm known as Erbe Maybruck Associates, Inc. at 595 Madison Ave., New York.

**KOA Silver Anniversary Planned For Tomorrow**

Denver—KOA will observe its silver anniversary tomorrow with special broadcasts throughout the day.

The station now owned and operated by NBC has two and one half hours of programs scheduled including a coast-to-coast NBC show. A morning broadcast of a birthday party in the studios will open the festivities.

A dedicatory broadcast from 9:30 to 10:30 p.m. (MST) will feature greetings from city, state and government officials, editors, NBC and RCA officials and others. The latter half of the show will be carried by the NBC network.

**Will Expand Production**

Seaboard Studios, Inc., producers of motion pictures, television commercials and photographic illustrations, will expand their facilities in the coming year. Orin Donaldson has joined the company as a photographic illustrator.



**Their Atomic Interview Was Radio-Active**

One of the biggest stories of the year broke Dec. 2 when Fulton Lewis, Jr. interviewed Major George R. Jordan, former air force Lease-Lend inspector at Great Falls, Mont. Major Jordan charged that Russia obtained atomic bomb secrets, plans and uranium from the U. S. in 1943 and 1944 through orders from high officials in the White House. Two investigations (by the House Committee on Un-American Activities, and the Joint Congressional Committee on Atomic Energy) were immediately started as a direct result of the broadcast.

Preceded by two months of checking of the story by Lewis and his staff (including prior reports to the FBI), the interview is one more example of the Fulton Lewis, Jr. role as a public servant, uncovering situations and getting them corrected. His program offers a ready-made audience, network prestige, local time cost with pro-rated talent cost. Though currently sponsored on more than 300 stations, there may be an opening in your locality.

Check your Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System**, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

## SOUTHWEST

**T**ED NABORS, program director of KTHT, MBS and TSN outlet in Houston, has again been appointed of radio publicity for the annual Goodfellows Christmas Drive. Feature of this year's radio campaign is a request for listeners to write a letter to Nabor's "Top-o-the-Morning" program on KTHT, telling their own opinion of "what it means to be a Goodfellow." Letters need not include donations, but past experience proves most will contain a contribution.

Harold Hough, director of WBAP-TV, Fort Worth, has announced the results of the latest tabulation of teevee sets in the Fort Worth-Dallas area, as a whopping 26,225 receivers. This figure is indicated by the number of names on the WBAP-TV free program mailing list to set owners and information from dealers and distributors in the area. Latest total is up 5,425 sets during the past month.

WOIA-TV program director, Justin R. Duncan, opened San Antonio's first live television program surprise package with the words "anything may happen tonite," and then proved his statement with the completely unrehearsed "Family Affair" which spotlighted WOAI-TV personnel. The informal WOAI-TV preview, which began regular programming on December 11th, drew a prompt telephone response that indicates an anxiously enthusiastic TV audience awaits the day when the regular schedule will get onto their screens.

Dick Perry, WOAI-TV production manager alternated with Duncan in the emcee post and all departments were represented in the "cast" that included Dallas Wyant, promotion manager, Hull Youngblood, film manager, Bud Vinson, ventriloquist, Eddie Hyman, sports director, Margaret Weinheimer, vocalist, Eugene Jenkins, engineering, and Betty Cochrane, secretary to WOAI-TV's greatest booster, Hugh A. L. Half, sometimes referred to as President of WOAI-TV.

## Disc Jockey To Interview Baseball Stars In Flight

(Continued from Page 1)

York City in behalf of the Christmas seal drive. While the flight is in progress, Ellis will interview the celebrities for later broadcast.

The show will be carried by Ellis on his Giant Jottings program over WMCA from 6:45 to 7:00 p.m. between now and Christmas. The flight is being conducted in cooperation with the New York Tuberculosis and Health Association, The New York Giants, The National Airlines and WMCA.

To be heard on the programs are Robert Merrill, bandleader Wingy Manone, Rex Barney and Ralph Branca of the Dodgers, Sid Gordon of the Giants, Primo Carnera, Carl Braun, Joe Falcaro, Lee Omo, and Lee Savold.



## Man About Manhattan . . . !

● ● ● **AROUND TOWN:** Helbros Watch Co., has picked up the tab on NBC's "Richard Diamond" series with Dick Powell. . . . Local Ford dealers have bought an hour on ABC-TV Christmas Eve plus an hour Christmas Day to present the British film, Chas. Dickens' "Christmas Carol." . . . His intimates insist that Fred Allen is quietly readying a television series for next season. . . . Xavier Cugat due in town next week to hire some new musicians for his March tour of Europe. . . . Look-alikes: Mel Allen and the Shah of Iran. . . . Jimmy Fidler building a TV show with format slanted toward the kiddie trade. . . . Roberta Quinlan being set for a recording deal with Decca. . . . Sir Stork winging toward the Chuck (WABD) Trantums. . . . When Gene Williams was asked "what happened to vaudeville's comeback," he cracked: "It only came back for revenge, so it's killing television." . . . Dorothy Lamour opening her own dress manufacturing outlets which will be affiliated with 20th Century Frocks, of L. A. . . . Jack Gillford's description of a conservative: A guy who can wait to see the film version of "So. Pacific" when it comes to television. . . . Allen Funt's Candid Camera gets a citation from the U. S. Camera mag for having been "the television show to make the most outstanding new contribution to photography in 1949."



● ● ● The alleged oracles with the muscular typewriters have been saying for a long time now that video will have to create its own talent. Maybe so, but from what we've observed, most of the really great work in TV is being done by lads who cut their eyeteeth on radio and took the newer medium in stride. John Tillman, WIPX's chief announcer and night program supervisor, is a case in point. This youthful TV pioneer, who's already got some 3000 TV hours under his belt, can look back on some 15 years in radio. In the course of his work now, John performs as an emcee, news commentator and straight spieler on some 25 stanzas a week. He'd be the first to admit the value of his training garnered in radio. Video has its own special requirements, of course, but don't minimize the importance of radio background.



● ● ● Roger Kay just dropped in at our desk and made our eyes pop with the most impressive presentation for a TV show that we've yet glimpsed. (When we first broke into this business, our editor cautioned us against ever calling anything 'the most'—but there's gotta be an exception sometime). At any rate, this presentation he whipped up for "The Cheater," starring Paul Lukas (whom he has under exclusive contract for radio and TV, incidentally) is the MOST BEAUTIFUL we've ever seen. The art work alone on its nine pages took 32 man-hours per page, just to give you a slight idea. Roger also dropped the information that he's very close to a sale on the package for both radio and TV—but not a simulcast. This Roger Kay has cut himself quite a swath in the few years he's been in this country. Born in Cairo in 1920, he lived most of his life in Paris. Arriving in this country in 1942, he allowed himself a few months to learn the language and then entered network radio via a job as director at ABC. Leaving the web he served for a while with the OWI as a director of French and Italian shows and in 1946 trotted off to H'wood where he dashed off the screenplay for "Desperate Holiday." Back to N. Y. in '49, he created, perfected and produced "For Angels Only," a widely-publicized and imitated hour-long TV show. In August he formed Roger Kay Enterprises with six packages ready for action, including the aforementioned Paul Lukas starrer and "Everything for Angela," with Mady Christians. Quite a record for a lad who had to learn the language less than 10 years ago—and we thought you'd be as impressed with it as we are.

## CHICAGO

By HAL TATE

**C**LAUDE KIRSCHNER will emcee the annual Off-the-Street Club party which will be televised by WENR-TV on December 24th. Kirschner, who is ring-master of ABC-TV's "Super Circus" show, will have among his guests Peggy Lee, Hildegarde, Dean Martin and Jerry Lewis, and a host of others. It will be a full hour show.

Nelson Bros. Furniture stores, one of Chicago's biggest radio advertisers, have extended the Tony Weitzell show into a nightly 10-minute series over WBBM. Weitzell is columnist for the Chicago Daily News. The George Hartman agency handles the Nelson Bros. account while Herby Bailey Associates handle the contract for Weitzell.

Jack Brinkley, head of the recording firm bearing his name, happy to see his youngster who is home from aviation school for the holidays.

Lucky Strike cigarettes reported just about ready to close a deal for Dave Garraway's TV show on NBC.

Ethel Smith, former "Hit Parader," and queen of the Hammond organ, opened her first cafe engagement at Chicago's Blackstone Hotel Dec. 9 for four weeks. Ethel interrupted preparations of her own TV show to accept the engagement. Her TV show will originate in New York and present plans call for a daily show of music and comedy talk featuring herself and a "booking agent." The latter would be a puppet character.

WBBM announcer Fahey Flynn acted as emcee of "Bond's Children's Christmas Party" from the lobby of the RKO-Palace Theater on December 10th. Santa Claus was "guest star."

The annual ABC-NBC Christmas party will be held Saturday morning December 17th at ABC's Civic Studio. The entire cast of ABC's "Super Circus," plus several vaudeville acts, will furnish the entertainment.

"Movies for Kids," new Saturday morning feature over WBKB, proved to be one of the greatest audience draws in recent years, according to John Mitchell, manager. Show is aired from 10:00 to 11:00 a.m. when no other TV station is on the air.

Johnny Desmond is starting a "G.I. Hit Parade" on the "Breakfast Club."

1906 **Henri** 1949  
CONFISEUR  
**FRENCH RESTAURANT**  
**LUNCHEON from \$2.00**  
**DINNER from \$3.00**  
COCKTAIL BAR  
*Famous French Candies*  
**15 East 52nd St.**  
**AIR CONDITIONED**

## Pillsbury Contest Pays Dividends In Publicity

(Continued from Page 1)  
York and a stay at the Waldorf. Pillsbury gave each finalist the GE stove they used on Monday.

Keith, who called the promotional contest a "resounding success," gave considerable credit to radio's promotion of the affair and his statement was underlined when, in the course of accepting their prizes, six of the

### Contest Veteran

*Mrs. Casimir F. Shubbie of Fort Worth, Texas, who was contestant No. 88 in the Pillsbury baking awards, is no newcomer in the field of radio contestants. Mrs. Shubbie won the "Miss Husb" award on the Ralph Edwards program in 1947 and collected \$22,700 in merchandise. Her baking entry yesterday was "Apple-Brittle Delight."*

nine top winners credited their entry in the contest to Galen Drake's plugs over his ABC show sponsored by Pillsbury.

Keith said that it has not yet been decided that the contest would be an annual affair but stated that it might be. He said that radio announcements of the competition brought on the greatest rush of grocery store tear-offs for contest rules in the history of the flour company.

Pillsbury sponsors, in addition to Galen Drake, the Art Linkletter show over ABC and Grand Central Station over CBS. Drake and Linkletter both move over to CBS under Pillsbury sponsorship shortly after the first of the year. The company has also signed Cedric Adams of WCCO for a five-minute five-a-week commentary over the full CBS web.

### Mrs. Roosevelt Participant

Participating in yesterday's luncheon were Eleanor Roosevelt, who presented the final winners with their prizes, Art Linkletter, Arthur Godfrey, John Gudel, Frank Stanton, Galen Drake, Mark Woods, Cedric Adams. Linkletter emceed the presentation of prizes which was carried over CBS-TV and Cedric Adams acted as toastmaster. Philip Pillsbury, president of Pillsbury Mills, was host.

Top prizes were: first place, \$50,000; second place, \$10,000; third place, \$4,000 and additional prizes of \$1,000 each to the five winners in separate baking fields.

Leo Burnett Co., Chicago, is Pillsbury's agency.

### Joins Press Department

Bob Thompson, formerly a member of the ABC press department, has been named assistant to WNEW's director of publicity and special events, Richard Pack. He served with the public relations section of the 7th Air Force in the Pacific during the war. Florence Eschmann, now secretary to Pack, is another new member of the WNEW department.

# XMAS PROMOTION

### Plan Xmas Party

Boston—A birthday party aboard the aircraft carrier Kearsarge in the Boston Navy Yard for the Hub's youngest disc jockey, Betsy King of WCOP, will help acquire toys for less fortunate children. The first 400 of Betsy's listeners who write in requesting tickets will be her guests when she celebrates her 9th birthday on December 17. In addition to the tickets, her guests are asked to bring a new toy, which the Navy will distribute to less fortunate youngsters at the Navy's annual Christmas party. The party to be held on the ship's hangar deck includes movies, music, and Christmas carols by the ship's band.

### Aiding TB Drive

In keeping with the tradition and spirit of Christmas giving, WWJ is "giving a day" to help prevent TB and Health Society Christmas Seal sale will be made on 24 shows and newscasts originating at WWJ on Wednesday, December 14th. Throughout the day, listeners will be reminded that they can show their Christmas spirit by buying Christmas Seals.

### Will Play Santa Claus

Carlton E. Morse, producer-author of Mutual's I Love a Mystery series, will be an international Santa Claus at a Christmas day party in Rome. Morse will carry a bag of toys for children at the Maria Beatrice Colony, an orphanage operated by the Foster Parents' Plan for War Children, Inc. The toys are only a token of a half-million gifts that listeners sent to his program and to Mutual's Bob Poole Show.

### Phoenix Businessmen Protest CBS Charge

Protesting against the dropping of KOY as a CBS affiliate in Phoenix for KOOL, owned by Gene Autry, civic leaders in Phoenix yesterday addressed an open letter to all CBS affiliates giving their version of the transaction. The letter bore several signatures including those of Nicholas Udall, mayor of Phoenix; L. C. Boies, sheriff of Maricopa County; Stephen C. Shadegg, president of S-K Research Laboratories and P. M. Roca, president of the Phoenix Community Council.

The letter reviewed the establishment of KOY twelve years ago by three Arizona men, Jack Williams, Al Johnson and John Hogg and commended them for their public service to the community. The station became a CBS outlet in 1937 and has remained as such until CBS "arbitrarily refused to renew its contract with KOY," the letter states.

It is charged that the network negotiated the transfer to KOOL

### Campaign For Record Players

WNEW's Martin Block is conducting a campaign on his Make Believe Ballroom for contributions to buy record players for the children's wards of 18 city hospitals. A total of 65 players will be needed to supply the hospitals. Record companies have donated over 1,100 record albums to be distributed to the hospitals with the players.

### Topeka Turnout

The arrival of Santa Claus in Topeka, Kansas this year attracted more than 6,000 people to the Union Pacific Railroad Depot through the efforts of WREN and the North Topeka Merchants' Association. Santa was publicised over WREN, by an airplane with loudspeakers and colorful signs. When he arrived on his North-Pole-Special train, Santa was greeted by the Mayor of Topeka and interviewed over WREN. A parade and another broadcast followed.

### Merchants Buy Time

A group of 28 independent merchants in Norfolk, Virginia are sponsoring a daily 30-minute program of Christmas music on WLOW. The merchants are featuring contests for best house Xmas decorations, best recipes, and best shopping hints.

### Xmas Sales On TV

Santa Claus is now selling cutlery and tableware via WFIL-TV on a Monday-through-Friday five-minute program in Philadelphia. Santa, who is WIFL's farm news commentator Howard Jones, also appears on other video shows for the station. Boys and girls who attend his weekly 5:15 p.m. show are given a stocking full of toys.

### Maloney Takes News Post With WCCO, Minneapolis

Minneapolis—WCCO, CBS outlet in Minneapolis-St. Paul, has named Wiley S. Maloney as director of news and special events, effective December 15. Sig Mickelson, director of public affairs and production manager for the station, has been in charge of news and special events for WCCO. He will become director of the division of discussion for CBS in New York on January 16.

Maloney was with UP for 13 years before joining the public relations department of Pillsbury Mills, Inc. in 1946.

through a "deal" with "a movie cowboy—radio entertainer who is not and never has been a resident of Phoenix or Arizona" and that "he has good friends who hold policy making positions with the Columbia network."

Officials of CBS in New York when advised of the letter had no comment to make. KOOL is owned by Gene Autry and is managed by Charles Garland.

## 14-Million In Billings Signed Up By CBS

(Continued from Page 1)

web has captured \$3,800,000 in new business.

CBS sponsorship renewals after the first of the year are: Procter & Gamble Co. for "Rosemary," "Big Sister," "Ma Perkins," "Young Dr. Malone," "Guiding Light" and "Brighter Day," Lever Brothers Company for "Junior Miss," "Lux Radio Theater," and "My Friend Irma;" B. T. Babbitt, Inc. for its 3 p.m. daytime serial; Toni Co. for "Give and Take;" Metropolitan Life Insurance Co. for "Eric Sevareid and the News;" Pillsbury Mills, Inc. for "Grand Central Station;" Wm. Wrigley Jr. Company for "Gene Autry" and Continental Baking Co. for "Grand Slam."

New business starting immediately after the first of the year shows Pillsbury Mills, Inc. sponsoring Art Linkletter's "House Party" and Cedric Adams starting Jan. 3; Wm. Wrigley Jr. Company assuming sponsorship of "Life With Luigi" starting January 10. Gillette Safety Razor Company on Jan. 2 will sponsor special one-time broadcasts of the Orange Bowl and Rose Bowl football games. Increased billings also will come from expansion to full network facilities of "Gangbusters" sponsored by General Foods Corp. and the B. T. Babbitt, Inc. serial.

CBS adds 100 stations on the Babbitt show, taking them away from NBC's Babbitt show accounting for \$500,000 in extra billings.

### Will Carry Documentary

A special documentary program scripted by Robert E. Sherwood and Ernest Kinoy and starring Eddie Albert will be presented by NBC in cooperation with the American Civil Liberties Union, Thursday, Dec. 15, at 12:05 to 12:30 a.m. Entitled "The Battle for the Bill of Rights," the special program will commemorate the 158th anniversary of the ratification of the Bill of Rights." The full NBC web will carry the show.

### Anti-Histimine Discussion

Dr. Perrin H. Long, associate physician at Baltimore's Johns Hopkins Hospital, will explain and evaluate "New Treatments For Colds" on Dec. 17 on CBS' "Adventures in Science" program. Subject matter for the program is tied-in with the introduction of the anti-histimine drugs to drug store counters. The common cold, according to Dr. Perrin, is one of the most costly, dangerous and annoying ailments, and is the cause of the loss of millions of work hours yearly.

### On WNEW Program

Sir Laurence Olivier will broadcast on BBC's Pleasure Parade over WNEW on Sunday, December 18 from 10:15 to 10:30 p.m. Gracie Fields will provide the vocal entertainment and Jean Simmons will be interviewed.

# Philco Earnings Rise During Past 3 Months

(Continued from Page 1)  
ings in the same period last year equaled \$4.23 on the common stock.

Balderston reported in a letter to stockholders that "the 1950 Philco television receivers have received universal recognition, as evidenced by the tremendous demand from distributors, dealers and the public." He said radio and phonograph models "have also met with exceptionally fine public assistance."

New television plant facilities were financed out of earnings from other years, Balderston said. The plants are now operating at record levels, he added.

# WLIB Making Strong Bid For Negro Market In N. Y.

(Continued from Page 1)  
Courier. Channing Tobias, Earl Brown and other prominent Negro leaders will appear on this broadcast which will emanate from the Hotel Teresa in Harlem. This program will be a one-shot affair to be heard from 7 to 10 a.m.

The "Y Hour" which will be run during the salute from 9 to 9:30 on its first broadcast, will be a weekly feature thereafter. Ralph Bunche, UN mediator in Palestine, will be guest speaker on the opening program. The "Y Hour" is being run in cooperation with the YMCA and YWCA of Harlem and features a chorus of 40 voices in addition to outstanding classical and light classical talent.

A Sunday morning series will present the New York editor of the Pittsburgh Courier, George Schuyler, beginning this Sunday at 9:30 a.m. He will discuss Negro life throughout the world on the co-op with the Pittsburgh Courier.

The Amsterdam News in New York City has also arranged a tie-in with WLIB, Novik said. The station will put mikes into the news room of the paper where the editor, Julius Adams, will preside over a discussion of news as it affects Negroes. The premiere will be on Saturday, December 24 from 9:45 to 10 a.m.

A women's program with Betty Granger heard each Thursday from 9 to 9:15 a.m. run in conjunction with the New York Age, was announced previously by WLIB.

## Stork News

Mr. and Mrs. Bill Kalan are the parents of their first child, Jonathan Russell, 7 pounds, born Dec. 11 at Doctors Hospital. Father is sales manager of Schwerin Research Corp.

\*\*\*\*\*  
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# California Commentary

By ALLEN KUSHNER

• • • "Name a Star" to start on KNBH, Hollywood, under Van De Kamp Bakeries Sponsorship. The program will fill the 7:55 to 8:00 p.m. time spot. The California Advertising Agency handled the deal.

## Hollywood

• • • Six participating sponsors already have signed contracts for "Chef Milani's Kitchen College" which is aired over KECA-TV on Fridays, from 6:45 to 7:30 p.m., PST for 13 weeks, it was announced by Bob Laws, ABC Western Division Sales Manager. Clients signed include: Western Stove Co., Culver City, Calif.; Thru the Brooks Advertising Agency; Freeman Certi-Fresh Foods, L. A., through the Bogerts, Hollywood; Hunts Foods, L. A., through Young & Rubicam, Hollywood; American Beauty Macaroni, L. A., through Dan B. Miner Agency, L. A.; Laura Scudder Monterey Park, Calif., through Davis Co., L. A. and The Wilson Packing Co., L. A., through Davis & Co. Agency, Los Angeles. . . . The Hancock Oil Co. of Calif., will sponsor "Strange Adventure" over KNBH for a period of 13 weeks beginning Sunday, January 1, 8:30 p.m. to 9:00 p.m. The program each week will consist of two 15-minute dramatic films. Ruthrauf and Ryan is the agency. . . . Mutual-Don Lee's "California Caravan" show (Sundays, 3:00-3:30 p.m.) will be entered for a possible award in the 14th American Exhibition of Educational Radio Programs to be held at Ohio State University, May 4-7, 1950. So high is listener acceptance of this program that it received the 1947 10th district P.T.A. award and producer Lou Holzer was invited by the L. A. Board of Education to lecture before numerous local high schools on the subject. . . . "Radio Techniques in the Advancement of History and Cultural Subjects." The broadcast series is based on authentic happenings in early California history. . . . The Whiz Vacuum Cleaner Company, L. A., will sponsor Tuesday, Wednesday and Thursday participations on KNX "George Fisher programs" for 13 weeks beginning Dec. 6th. Dick Donald Adv. Agency placed the order and Joe Marshall is the KNX account executive.



• • • Cinch Products, Inc., through the Elwood J. Robinson Adv. Agency, will sponsor two and half hours of the annual Tournament of Roses parade in Pasadena over KNBH Jan. 2. The TV cameras will go into operation at 9:15 a.m. Bud Cole will handle directorial chores for KNBH. . . . An energetic all-radio campaign has been launched on KFSD, San Diego, by the Hudson-Severin Co., San Diego, promoting Hudson Pacemaker and used cars; using spots and weekly half-hour musical show, sponsor is awarding free use of a new Hudson for a week-end, plus free accommodations at famous guest ranches, in listener-participation angle. Account was placed direct for 13 weeks. . . . Standard Brands, for Chase and Sanborn Coffee, will sponsor three weekly spot announcements on KNX for 52 weeks beginning Jan. 9th. Compton Advertising, N. Y. is the agency. . . . KDON, Monterey, California, has renewed and extended their contract for the continued use of the World Broadcasting System's Transcribed Library service. . . . Jack H. Little has joined the Don Lee network as news and special events man under Lee Mawhinney, chief of the Don Lee News Bureau. Little is moving from the Armed Forces Radio Service where as a civil service employee he produced the Hollywood Bowl series on platters for overseas use for the past two years.



• • • Newest addition to the announcing staff of KFSD, San Diego, NBC affiliate is Ed Baltimore, formerly of KOA, Denver. Baltimore assumes duties of Alvin Yantiss, now producer-writer assigned to direct "The World in Song," with KFSD's ten-piece studio orchestra, and also Produce station's Farm Bulletin Board. . . . KECA-TV's Richard J. Goggin, senior director, has been appointed technical adviser of TV and radio sequences in the 20th Century-Fox motion picture, "My Blue Heaven," now in production and co-starring Betty Grable and Don Dailey.

# Pope Counsel Replies To 'Language' Charge

(Continued from Page 1)

ploye group, told the FCC last week that foreign language broadcasting is of "questionable" value from the public interest standpoint.

Cohn said the petition filed by Fly for the committee of employees of WINS does not call for any action in terms of normal Commission procedure because it does not complain "of anything done, or omitted to be done, in contravention of provisions of law or of the Commission's rules and regulations."

## "These Particular Employees"

In essence, he said, the committee "requests the Commission to guarantee these particular employees—and not to others—their jobs . . . the objection ignores the fact that with the consummation of the assignment of license and the subsequent sale of WHOM, the total number of employees in the radio broadcasting business in New York will probably remain about the same."

He charged that "instead of frankly stating to the Commission that the only thing that concerns the committee is the fact that perhaps some of its—and only its—members might lose their jobs, there is an attempt made in the objection to castigate and ridicule the concept of foreign language programming. . . ."

"The committee attempts to abuse the Commission's processes, it attempts to use an inappropriate forum to accomplish self-serving results which are completely unrelated to the public interest," it was argued.

Pointing out that only a minority of the jobs of the members of the committee would be affected at all whether the station programmed entirely in English or entirely in other languages, Cohn submitted an affidavit from Pope that he had never discussed the matter of employment with any representative of the committee — although the committee statement said Pope had informed it the jobs would be gone.

## Quotes From WHOM Case

On the matter of foreign language broadcasting, Cohn quoted from the examiner's decision in the recent WHOM case, that "foreign language broadcasting is an important and effective means of promoting mutual understanding among the foreign-born and between them and the more firmly established American groups; thus Americanization of the foreign-born is greatly facilitated through foreign language broadcasting."

In addition, he quoted from several statements by Fly affirming his belief in the importance of foreign language broadcasting as an aid in the Americanization process. From an official statement by Fly in 1941 he quoted the following:

"It seems clear to me that any persons who are bringing pressure on stations to discontinue our foreign language programs are pursuing a short-sighted policy and should not be encouraged."

# TELEVISION DAILY

Section of RADIO DAILY, Wednesday, December 14, 1949—TELEVISION DAILY is fully protected by register and copyright

## VIDEO SETUP OF CBC COMPLETED

### TELE TOPICS

"SHOPPERS' MATINEE," the much-heralded DuMont web daytimer, is a potpourri of brief, inexpensive programs which remind us of the shows aired by WABD when the station tried all-day programming last year. Shows are set in various departments of a department store and tied together by Minnie Jo Curtis as an elevator operator who takes viewers from one floor to another. This gimmick probably looked swell on paper, but there is just too much of it; after a while those elevator rides seem interminable. During the first 75 minutes of the two-hour stanza, there was only one service seg that offered any information. This was a cooking lesson by Fannie Engel, who is undoubtedly competent, but devoid of personality. Muky's photography portion could be good but yesterday showed only a remarkably dead-panned boy blowing giant spheres with bubble gum. The photog's attire and the talking camera gimmick were just too, too precious. A "Swap Shop" conducted by Don Russell was merely talk.

THE REMAINDER of that part of the lineup we had time to see was comprised of musical segs featuring Susan Raye, Cass Franklin, Monica Moore and Gordon Dillworth. Of the four, only Miss Raye projected the necessary warmth. . . . Every so often the program is interrupted by chimes heralding a "store bulletin"—one minute of news fed to the web for airing by those outlets that have not sold the bulletin for a local commercial. (None of the spots we saw on WABD had been sold.) Copy on these spots should be improved to avoid repetition of one that ran something like this: "While Fannie Engel considers recipes for the kitchen, the United Nations continued. . ." Program is supervised by Duncan McDonald, written by Alvin Boretz and directed by Dick Sandwick, Jim Saunders and Pat Fay.

CHEVROLET REPORTED dropping "In-side USA" because of the show's heavy budget. . . . NBC building a new half hour show around Henry Morgan for debut around the first of the year. . . . Gainsborough Associates has one of the webs interested in "Maggi Goes To A Party," half hour stanza with Maggi McNellis. Show would originate each week from a party at the homes of various celebs to tie in with Maggi's new party games book. Remote costs said to be about \$800. . . . "A Couple Of Joes" returns to ABC Dec. 21, 8-8:30, and will be extended to a full hour soon after, with "Look Photocrime" probably being axed. Wendy Barrie will be moved to Thursday, 9 p.m., to replace the departing Boris Karloff stanza.

Plans Include One All-French Station In Montreal; Test Programs Expected On Air By Next Autumn; Predict Ten-Fold Jump In Receivers In One Year

(Continued from Page 1)

ber, 1951. As soon as the \$4,500,000 loan to the CBC passed by the House of Commons for the establishment of stations in Montreal and Toronto has received full approval, an RCA transmitter will be bought for Montreal at a cost of approximately \$204,000. A General Electric transmitter will be bought for Toronto at an installed price of \$184,000, J. J. McCann, Minister of National Revenues, stated in the House of Commons.

In a long statement on the government's policy, Dr. McCann said that negotiations were now being conducted with the City of Montreal officials for approval of a plan to build a transmitter atop Mount Royal. Final approval, he said, would have to be obtained from Quebec Government.

Plans are under way for the construction of studios on the site of the Radio-Canada Building in Montreal, with an extension on the sixth floor of the building for TV staff and services. Training of personnel and construction would start in the spring. After the transmitters were installed, there would be some test programs on a regular schedule.

The Minister warned that the initial loan of \$4,500,000 was only a beginning and that over the years tele was going to cost a lot of money, running as high as \$14,000,000.

"We believe that in Canada in the

first year there might be 2,250 receiving sets," he said. "In the next year we expect that will go 10 times as high, or 22,000 sets. By 1952-53 it will be probably 56,000 sets, by 1953-54, 111,000 and by 1954-55, 168,000.

"If we count on the revenue from those sources, they should bring in a revenue of \$3,600,000 and from commercial operation revenue, \$1,817,000. So that the total revenue in that period we estimate would be in the neighborhood of \$5,420,000. Our total expenditures would run as high as \$14,000,000 over the years. . . leaving a net capital cost in the neighborhood of \$10,000,000," Dr. McCann said.

#### Gains By U. S. Experience

Earlier, the Minister said that by waiting until this time to embark in the field of television, Canada was able to take advantage of the costly experience gained by the United States.

"In view of the high cost of television operations," said the Minister, it is felt that individuals or groups interested in establishing private stations in any city may wish to form an association for the purpose of applying for a license."

In Montreal, Dr. McCann reported, there were five television channels, of which two had been reserved for CBC. In Toronto there were three.

### TV's 'Greatest Need' New Bands: Poppele

The industry's "greatest need today is more channels to permit its expansion into a nation-wide competitive service," J. R. Poppele, vice-



POPPELE

president of WOR-TV and president of TBA, said yesterday in an address before the New York Chapter of the American Institute of Architects.

The 40 UHF channels proposed by the FCC, Poppele said, "are as yet unexplored from the standpoint of usefulness as a commercial service, and extensive field-testing must be done before we can have the answer to their practicality."

Turning to color, he said that none of the proposed systems can match the high quality of brilliance and clarity of today's monochrome and that it would be probably five years or more before color is introduced commercially.

Poppele urged the architects to plan now for video facilities "for multiple dwellings with the same careful consideration as that given to plumbing, heating, ventilation and other tenant services." These should include conduits for wiring and outlets for plug-in on a master antenna system. He added that the architect should also consider TV from the viewpoint of location in a living room or den.

### NBC Covers Plane Crash

NBC reopened its network one hour after regular sign-off Monday night to carry WNBW's (Washington) coverage of the Potomac crash of a commercial DC-3. Web went on the air at 12:30 a.m., EST, with on-the-spot pickup of rescue operations off Bolling Field.

The telecast, under the supervision of WNBW's Charles Colledge, included interviews with members of the Air Rescue Squad stationed at Bolling Field, airline officials and first-hand observers of the crash.

### Cleve. Set Sales Record

Cleveland—New monthly sales record—17,745 receivers—was set here last month, the Bureau of Business Research reported yesterday.

## Press-Time Paragraphs

### SAG Talks Begin; Will Resume In January

Having for its purpose the improving of working conditions and wages of actors in motion pictures produced for television exhibition, a meeting was held in New York yesterday by a Screen Actors Guild negotiating committee and representatives of the principal film producers in this area. Minimum wages were discussed, also payment for re-use of TV films, after which negotiations were adjourned until after the Christmas holidays.

### Premier Foods Buys Olsen Program

Premier Food Products Co., has signed with DuMont for across-the-board sponsorship of "Johnny Olsen's Rumpus Room" over WABD beginning Jan. 2. Audience participation daytimer features Johnny and Penny Olsen. Contract was placed through Peck agency.

### ITPA Meet To Discuss Merger With Coast

Membership meeting of Independent Television Producers Association will be held tonight, 8 p.m. at the Hotel Plaza to discuss merger with TPA, of Hollywood, which will be represented by prey Mal Boyd. Meeting will feature addresses by ITPA president Irvin Paul Sudds and Chris Witting, executive assistant to DuMont web chief Mortimer Loewi. There will also be a legal seminar conducted by James Lawrence Fly and William Durka.

## NEW BUSINESS

**WMAQ, Chicago:** The Shell Oil Co. ordered a 52-week renewal of John Holtman's news show, Mondays through Fridays. J. Walter Thompson Co. is the agency. Turner Bros. Clothing Co., Chicago, (men's retail clothing), renewed "Kup's Column of the Air" for an additional 13 weeks. Also announced was the sale of the five-minute six-a-week Clifton Utley newscast for 52 weeks to the Household Finance Corp., Chicago. Show is broadcast 7:55 a.m. daily except Sunday. LaVally, Inc., Chicago, is the agency, and the renewal by Armour & Co., Chicago, (meat products) of three days weekly of the Town and Farm program broadcast daily except Sunday at 6:15 a.m. Armour will sponsor the show Tuesdays, Thursdays and Saturdays. Foote, Cone and Belding, Chicago, is the agency.

New spot business includes: Procter and Gamble Company (Tide), through Benton & Bowles Inc., N. Y., 52-week renewal of four station breaks weekly; Chrysler Corp. (Dodge Division), through Ruthrauff & Ryan, Inc., four station breaks and five one-minute announcements weekly for eight weeks.

**WNBQ, Chicago:** The 13-week renewal of the five-a-week Weatherman TV show by the Standard Milling Co. for Ceresota Flour has been announced. The 10-minute program is seen Mondays through Thursdays at 10:00 p.m. and Fridays at 10:35 p.m. John W. Shaw, Advertising, Inc., Chicago, is the ad agency. WNBQ new spot business includes one station break weekly for 52 weeks for Pioneer Scientific Corporation (polaroid TV filters), through Cayton, Inc.; Flex-Let Corp. (watchbands) four station breaks, through Edwin L. Frankenstein; Ford Motor Co., five station breaks weekly for two weeks, through J. Walter Thompson Co., and Roberts, Johnson and Rand, division of International Shoe Co., St. Louis, one station break weekly for 13 weeks.

**WBAL, Baltimore:** Metropolitan Life Insurance Company, through Young and Rubicam, begins second year of news sponsorship with renewal of contract covering 8:00 to 8:10 a.m., Monday, Wednesday and Friday newscast. New contract runs for another 52 weeks. Consolidated Gas, Electric Light & Power Company, Baltimore, begins second year sponsorship of "Industry Looks at Baltimore Opportunity" Wednesday 7:30 to 7:40 p.m. The company has also renewed contract on "Weather Reports" Monday through Friday 7:05 to 7:10 a.m. Sherwood Brothers, Inc., Baltimore Fuel Oil Distributors, begin second year "On Wings of Song," Wednesdays, 7:45 to 8:00 p.m. Business placed through VanSant, Dugdale & Company, Baltimore. Hudson Motors, through Brooke, Smith, French & Dorrance, Inc., using spot campaign.

## COAST-TO-COAST

### "Know Your Schools"

**Worcester, Mass.—Station WTAG,** in cooperation with the State Employment Service, is presenting a program titled "Know Your Schools" to assist graduates entering the labor market in finding jobs for which they are best qualified. "Know Your Schools" explains steps taken to aid employers in hiring young men and women who have benefited by their school guidance and employment counseling programs.

### Promotion Campaign

**Trenton, N. J.—WTTM-NBC** has begun a series of promotional "courtesy" announcements in rhyme, with an eye to catching stronger listener-impressions of upcoming national and local shows. Averaging from four to eight lines in poem and jingle form, the rhymes are tagged with time and date of program being featured.

### Taking New Post

**Seattle, Wash.—Bob Rutter,** account executive at station KJR, has left the station to take over the management of the Northwest Chemical Co., located in Yakima, Washington.

### WLLH Broadcasting From Fla.

**Lowell, Mass. —** For the second consecutive year, the Lowell High School Football Team (state champions) has been invited to play down south at the "Gator" Bowl. Also for the second year, WLLH, Lowell and Lawrence, and WLLH-FM will broadcast the game with lines directly from Jacksonville, Fla.

### Child Problem Series

**Des Moines, Ia.—KRNT** has inaugurated an effective series of child guidance broadcasts, "Greater Horizons," airing every Monday night for 13 weeks. First quarter-hour is devoted to dramatizing an actual juvenile case taken from the files of the Child Guidance Department. The last half of the program is a discussion period, featuring college and university guidance experts and state authorities. Moderator is a well-known school official, and the program is directed and produced by Charles Miller.

### P. & G. To Sponsor Lorenzo Jones Program

Procter and Gamble will sponsor the Lorenzo Jones program over NBC beginning today. The daytime serial which is heard at 4:30 p.m. Monday-through-Friday, has been on the air for almost 13 years. It is produced by Frank and Anne Hummert and is administered by Air Features, Inc. Dancer-Fitzgerald-Sample, Inc., is the agency.

### Joins WSTV

**Stuebenville, O. — John Warren Hallam,** a graduate of Capitol Radio Engineering Institute of Washington, D. C., has joined the engineering staff of WSTV. Warren is a native of McDonald, Pa.

### "Needle Club" Sister

**Hartford, Conn.—A group of women** are organizing a club to be known as the "Hypo Club," which would be the female counterpart of the "Needle Club" heard over WDRC. The "Needle Club" is limited to male members of leading state and city public and political organizations. The organizers of the "Hypo Club" are now interviewing possible members to challenge the "Needle Club" in a radio debate.

### Nussbaum On WIRE

**Indianapolis, Ind.—WIRE** is airing a new five-minute program, Monday through Friday at 6:30 to 6:35 p.m., titled "The Things I Hear" with Lowell Nussbaum. Nussbaum is a Star columnist who writes about people, places and events in and around the Hoosier capital. He will use the same intimate style on the air that has made him a popular columnist here.

## PROMOTION

### Will Entertain Vets

**Walter Kiernan, WJZ** early morning and noontime gabber and newsmen, dons a Santa Claus suit Dec. 20 when he, leading an array of WJZ talent, plays host to a group of between 250 and 300 disabled veterans at a pre-Christmas Dinner at the Tavern On The Green. A half-hour portion of the proceedings will be broadcast, emceed by Herb Sheldon. Kiernan will distribute gifts among the ex-servicemen who will be brought to the party by the Fifty-Two Club, an organization of prominent businessmen who administer a special fund they have saved up for the ex-GIs. Additional feature of the party will be a floor show with music and group singing being led by Johnny Thompson.

### Spots On Cook Book

Spot announcements by movie stars are being offered to stations by the Disabled American Veterans Service Foundation to push the sale of the cook book, What Cooks in Hollywood. All profits from the sale of the book will go to the veterans organization and stations are being asked for their help. The book contains the favorite recipes of 106 stars. Jack Egan of New York is handling the promo.

## Solid!

It's a brand-new program... but audience reservations are booked *solid* for the next six weeks! That's the story of "Cinderella Weekend," KDKA's immensely popular participation program at 9:00 each morning. To reach home-makers in the big, rich Pittsburgh market-area (117 BMB daytime counties), use this new and amazingly successful vehicle! For details, check KDKA or Free & Peters.

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50,000 WATTS  
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# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 50

NEW YORK, THURSDAY, DECEMBER 15, 1949

TEN CENTS

## BASEBALL BROADCASTING HELD SECURE

### WWDC In Washington Sold To WOL Owners

*Washington Bureau of RADIO DAILY*  
Washington—Sale of the facilities of WWDC and WWDC-FM for \$125,000 by the Capital Broadcasting Company to the Peoples Broadcasting Corporation of Columbus, Ohio, has just been announced. Head of the latter company is Murray D. Lincoln, Ohio Farm Bureau head and possible Democratic opponent of Ohio's Senator Robert Taft next year.

Capital Broadcasting Co. recently purchased stations WOL and WOL-FM from the Cowles Broadcasting Co. This transaction has already received FCC approval.

If FCC approval is obtained for  
(Continued on Page 3)

### Two Football Classics Signed by Gillette On MBS

Gillette has been signed by Mutual to sponsor the annual East-West gridiron clash Dec. 31 over the full web facilities. East-West sponsorship by Gillette gives the razor company the full afternoon's programming starting at 2:30 p.m., EST, with back-to-back presentation of the Blue-Grey football game to be immediately followed by the East-West airing.

### Spot Campaign Planned For Eagle-Lion Movie

Spot campaigns in key center cities are planned by Eagle-Lion Pictures for their new production, "Guilty of Treason," produced by Edward Golden. First campaign will be on the Yankee Network in the Boston area beginning February 18th. Another is scheduled for Feb. 15 over WLW in the Cincinnati area.

### Water Is Topical

ABC affiliate WMPS, Memphis, called on many times to report local news over ABC's web-wide "Headline Edition," last Tuesday turned the tables when WMPS newscaster Larry Trexler interviewed, by beep-telephone, ABC newsmen Taylor Grant, John Dunn, Gordon Fraser and Jean Mason on how New Yorkers react to the current shortage.

### WNEW Gets OK For 50,000 Watts

Washington—The FCC yesterday okayed a boost to 50 kilowatts power for WNEW, New York, thereby giving New York City seven top-powered stations. The application has been pending for more than three years.

Sale of WNEW by the greater New York Broadcasting Corp. to a combination including the Providence, R. I., businessman, Ralph Cherry, is currently before the FCC for approval.

Several engineering conditions were attached to the grant.

### Mutual Web Board Meeting In Chicago

Formation of a Mutual TV network will be among the topics to be discussed at the MBS board of directors meeting which will be held today and tomorrow at the Ambassador Hotel in Chicago.

Highlighting the meeting will be President Frank White's report on the reorganization of the web's operations, new programming plans  
(Continued on Page 2)

### FCC Denies WJZ Request To Take KOB Off 770 Kc.

*Washington Bureau of RADIO DAILY*  
Washington—Because the status of KOB, Albuquerque, cannot be determined until the final disposition of the 770 and 1030 channels is worked out, the FCC yesterday denied the petition by WJZ, New  
(Continued on Page 2)

## TV Manufacturers Meet To Plan Service Schools

Chicago — Seventeen manufacturers of television sets, including both members of the Radio Manufacturers Association and non-members, met at the Palmer House here Tuesday to outline a series of meetings which the manufacturers would sponsor in TV cities throughout the country for stimulation of TV dealers so that they could do a more effective selling job and increase TV set sales. Twenty-one persons attended the

### Maj. League Leaders Express Opinions On Broadcasting At Conference Held In New York

### Public Hearing Set On Wired Radio Issue

The New York State Public Service Commission yesterday ordered hearings on complaints received about the daily broadcasts of advertising, news and music over the loudspeaker system in Grand Central Terminal. The Commission in a closed session said the first hearing will be held on Wednesday, December 21 at 10:30 a.m. at the New York offices located in the Woolworth Building.

The chairman of the Commission.  
(Continued on Page 3)

### Seeking Historical Data For Radio Pioneers Club

Following a meeting yesterday of the executive committee of the Radio Pioneers, president William S. Hedges announced that questionnaires would be put in the mail this week for the purpose of gathering  
(Continued on Page 3)

### Sales Factors Emphasized By RCA Victor Speaker

Buffalo—Four factors which may prove decisive in the business re-evaluations of 1950 were cited yesterday by Carl V. Haecker, mer-  
(Continued on Page 2)

Major league baseball's realignment of its radio-broadcast policy is not expected to effect the number of programming hours devoted to play-by-play game description over the airwaves, it was revealed yesterday at the major league's winter meeting now in progress at New York's  
(Continued on Page 3)

### Avery Named Prexy Of Radio Reps Group

Lewis H. Avery of Avery-Knodel, Inc. yesterday was elected president of the National Association of Radio Station Representatives at the organizations annual meeting in New York, according to T. F. Flannigan, managing director who was elected to succeed himself in that position. Avery had been treasurer for the past year.

Other officers elected include:  
(Continued on Page 2)

### Church-Station Operation May Get FCC Scrutiny

*Washington Bureau of RADIO DAILY*  
Washington—Raising a question as to the continued licensing of such stations as WWL, New Orleans, FCC hearing examiner J. D. Bond has proposed to deny the application of fundamentalist preacher.  
(Continued on Page 2)

### Demonstration

TV's power of demonstration, often pointed out as a boon to advertisers, was put to work for the Red Cross yesterday by George F. Putnam on his "Headline Clues" show over Du Mont. Putnam, while on the air, donated a pint of blood to the Red Cross Christmas Gift Of Life Campaign to demonstrate ease and painlessness of procedure,

(Continued on Page 7)



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MARVIN KIRSCH : : Business Manager

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FINANCIAL

(December 14)

NEW YORK STOCK EXCHANGE

Table with columns: Stock Name, High, Low, Close, Net Chg.

OVER THE COUNTER

Table with columns: Stock Name, Bid, Asked

Wedding Bells

Ann Cornish, director of recorded music for WQXR, was married on December 10 to Richard Weingart, chairman of the board of the General Register Corp. The couple will spend two months in London, Paris, Rome and Sicily. Mrs. Weingart is on a leave of absence from the station.



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Church-Station Operation May Get FCC Scrutiny

(Continued from Page 1)

Wendell Zimmerman, for a new station in Kansas City, Mo., but deferred approval of the competing application of the reorganized Church of Jesus Christ of Latter Day Saints. He explained that the operation of a broadcast station by a church is a matter the Commission will explore early next year in connection with Baptist church efforts to win authorization for a network of low-powered FM stations in the 88-92 m.c. Band.

WWL is licensed to Loyola University, a Catholic institution. Bond said the Constitutional question involved in such grants will be explored by the Commission, with the import of the eventual decision to extend beyond the mere question of grants of FM stations to the Baptist applicants.

The facilities sought are the 1380 band, with five kilowatts. The reorganized church would operate in Independence, Mo.

In the case of Zimmerman, a former associate of the hate-preacher, Gerald L. K. Smith, Bond found the applicant of dubious financial stability.

The application was the subject of bitter controversy in the Kansas City area, with representatives of responsible Negro and Jewish groups and other Protestant churchmen opposed to a grant to Zimmerman. There was considerable support for Zimmerman also, with the Commission assured that Zimmerman has recanted and should not be considered to share the racial and religious views of Smith.

Bond appeared to accept the recantation, and found that Zimmerman should not be disqualified on the ground of his racial or religious views, relying largely upon the fact that many of his accusers have not personally heard him voice such views and were not willing to hear him now or read from his writings.

Mutual Web Board Meeting In Chicago

(Continued from Page 1)

and new billings in prospect for the web for next year. The board will also discuss TV matters particularly the advisability of forming a Mutual web at this time.

In Chicago to attend the meeting are: President White, Theodore Streibert and Jack Poppele from New York; E. K. Antrim and Frank Schreiber from WGN, Chicago; Lewis Allen Weiss and Willett Brown from Don Lee, Los Angeles; Linus Travers and Tom O'Neill from Yankee Network, Boston; H. K. Carpenter, WHK, Cleveland and Ted Campeau, CKLW, Detroit.

Williams Joins WVNJ

Newark—Bill Williams, formerly a WOV and WNEW disc jockey, has been signed by WVNJ in Newark to conduct a daily three-hour record program.

FCC Denies WJZ Request To Take KOB Off 770 Kc.

(Continued from Page 1)

York, that the New Mexico station be removed from the 770 band. The question of a channel for KOB has been the subject of continued difficulty for a decade, but as the FCC pointed out yesterday, WJZ has itself recognized the impossibility of settling it satisfactorily without regard to the overall clear channel problem.

The Commission observed that under its rules the KOB special service authorization cannot be extended beyond March 1 of next year, so that the only matter decided yesterday was how KOB should operate until then.

No compelling reason was found for a temporary shift in the KOB channel.

Sales Factors Emphasized By RCA Victor Speaker

(Continued from Page 1)

chandise display manager of RCA Victor, before the Adcraft Forum of the Greater Buffalo Advertising Clubs.

Aggressive sales planning, aggressive advertising, aggressive window displays, and aggressive point-of-sale display were given as the ingredients for success by Haecker. Retailers who have adopted these

Avery Named Prexy Of Radio Reps Group

(Continued from Page 1)

vice-president, Richard Buckley of John Blair Co.; secretary, James Le Baron of Ra-Tel Representatives Inc.; and treasurer, Joseph Timlin of the Branham Co.

Frank Headley of Headley-Reed, last year's president was automatically elevated to the Board of Directors, and Joseph Weed of Weed Co. was newly elected to the board. Joseph Katz of Katz Agency, is serving third term as director.

Flannigan said that the group unanimously accepted the former treasurer's projected budget for 1950 and pointed out that this budget called for increased expenditures in promoting radio spot sales.

To Continue Adaptations

Hallmark Players will continue to use adaptations in addition to original scripts by well known writers. The use of the original scripts does not alter programming policy.

practices "will almost invariably emerge ahead of those who do not," he said.

Haecker presented each member of the audience with a capsule containing a summary of his talk to dramatize the four factors.

New Gnu



Mother Gnu poses for her first picture with her brand new baby girl. It was a big event in the Washington Zoo.

There's something new in the Baltimore radio market, too. It's about the big plus audience that W-I-T-H delivers.

You probably know that W-I-T-H produces more regular home listeners-per-dollar than any other station in town. Now a recent survey made under the supervision of the Johns Hopkins University shows that, in addition, 34.6% of all the radios playing in drug stores were tuned to W-I-T-H!

This means that a little money goes a long way on W-I-T-H. It means that from W-I-T-H you get real low-cost results. So call in your Headley-Reed man and get the whole story today.



W I T H

BALTIMORE, MARYLAND

Tom Tinsley, President - Represented by Headley-Reed

## Public Hearing Set On Wired Radio Issue

(Continued from Page 1)

Benjamin Feinberg, said "The Commission has received many complaints that the New York Central Railroad is compelling passengers waiting in its station to listen to certain commercial and other broadcasts. Passengers of course, have no choice in the use of a railroad terminal. They are forced to use it in order to get to their destination. They pay for the right to use the terminal. They are not there at the sufferance of the railroad."

"Full Consideration" To Be Given Feinberg continued "The suggestion that the railroad can take advantage of the enforced presence of its passengers to compel them against their will to listen to points of view which its management or lessee selects, whether regarding commercial products, political matters or current events, is one which the Commission feels should be most carefully studied and explored."

He added that "full consideration will be given to these questions and any others which relate to this practice."

The broadcasts which emanate from the north balcony of the terminal were begun on October 1. They are heard 17 hours a day from 7 a.m. to midnight.

The railroad has said that the money received through the broadcasts is helpful in carrying on station services. An estimated \$1,800 weekly is received from the lessee of the public address system, The Terminal Broadcasting Company. The company says organ selections and classical music occupy about 80 per cent of the broadcast time.

## Covers Hotel Opening

Miami—Scott Bishop, WIOD program director, was in Captain Eddie Rickenbacker's party which flew to San Juan, Puerto Rico December 9 for the opening of the new Caribe-Hilton Hotel. Bishop had tape recorder aboard the Eastern Air Lines Constellation which carried such notables as hotel owner Conrad Hilton, Gloria Swanson and her daughter Michelle Farmer, Alexis Smith, Craig Stevens, Robert Preston, Janis Carter, Leo Carrillo, Jon Hall and others. Bishop rounded out a half-hour of interviews and description of the three-day trip for play-back on his station Monday, December 12.

## Magnavox Sales Up

Fort Wayne, Ind. — Magnavox Company sales topped \$3 million during November, Richard A. O'Connor, president, told stockholders at a meeting on Tuesday. Sales in October were \$2.7 million and \$3,150,000 in November, he reported. O'Connor said sales in the quarter ending on September 30 were \$4.3 million and he indicated that December sales would equal those in November.

## Baseball Broadcasting Skeds Discussed At N. Y. Meeting

(Continued from Page 1)

Commodore Hotel. Ford Frick, president of the National League says that he understands the thinking of National League clubs on the policy realignment but does not expect to make an announcement regarding radio until later today or, possibly, tomorrow.

The American League's radio director, Al C. McEvoy, said yesterday that no announcements affecting his league would be made until after the first of the year since whatever is decided at the meeting must first be ratified by the league's eight clubs.

### Several Proposals Made

Discussing Tuesday's premature leak of Mutual's proposal to broadcast the "game of the day" to web affiliates in non baseball cities, league and club officials said that several such proposals had been advanced by networks but that no decision could be made without full agreement from all 16 clubs concerned and pointed out that "it will take some time to reach an agreement acceptable to all clubs." This opinion was concurred in by Abe Schechter, Mutual vee-pee in charge of news and special events. He said that the proposal was an involved one and that he regretted the premature disclosure of negotiations.

### Attendance Decline Explained

Questioned by RADIO DAILY, club owners and officials were unanimous in attributing the fall in last year's attendance to "normal business trends," and none would say that radio and TV baseball coverage had adversely affected baseball's box offices.

Most were emphatic in expressing the belief that radio had "played a considerable part" in building game attendance over recent years and said that television coverage "should further stimulate box office action." A few officials stated that it was really too soon to tell what effect video would have on the box offices.

### Frick Expresses Opinion

Ford Frick, expressing a "personal opinion," said that radio has, and TV should, stimulate interest in the game. Branch Rickey, Brooklyn Dodgers chief, said he believed that "TV can't hurt us and most probably will help us." Brooklyn was one of the few clubs which showed an increase in attendance last year.

The realignment of broadcast policy was brought on by a Justice Department ruling that no major league broadcast may be carried in a minor league town where a ball game actually is in progress. Other than this stipulation, the effect of the government agency ruling should be to lift all other bars on radio broadcasting of ball games.

In the past, no major league game could be aired in a minor league town without consent of the major and minor league clubs concerned. This was done to prevent broadcasts from hurting minor league game at-

tendance, but has been changed to prevent, through technicalities, charges that radio made the national game subject to anti-trust laws.

The reason for delay in announcing the new broadcast alignment is, by admission of both leagues, the fact that the subject is so involved that to date no one has known exactly how to solve the problem. The major leagues, of course, are anxious to protect the interests of their minor league properties.

Simply stated, the Justice Department ruling provides that a broadcast may be made from any ball game to any city in the nation, provided there is not a professional ball game in progress in that city at the time of the broadcast. A three and one half hour prohibited broadcast period was set in the case of single games and a five and one half hour period for double headers.

In other words, according to Frick, there is nothing to prevent the broadcast of a major league afternoon game if the local club is playing that night.

To further complicate matters for the leagues, the Washington ruling applies only to AM and FM transmission and not to video.

### Robinson Gets Award

Jackie Robinson, the Brooklyn second baseman who was recently signed by ABC for a sports program, yesterday received the George Washington Carver Memorial Award from Frank Gannett of the Gannett Newspapers and baseball Commissioner Happy Chandler. Following the ceremonies, which were televised last night on NBC's "Camel News Caravan," Robinson told RADIO DAILY that he "would like very much to make a permanent career of broadcasting provided I could tie it in with my boy's club activities." He pointed out that his years as a player were limited, and, seconded by Mrs. Robinson, said that he was "thrilled" with the ABC program which starts Jan. 22, 1950.

## Watch Company Buys NBC 'Detective' Series

"Richard Diamond, Private Detective," the sixth NBC-built program to be sold in recent months, has been purchased by the Helbros Watch Company for sponsorship in early March, 1950, it was revealed yesterday. Dick Powell is starred and, according to an NBC spokesman, will participate in one commercial each week.

Other NBC packages which have found sponsors recently include: "Dragnet" (Liggett & Meyers for Fatima), "Baby Snooks" (for Tums by Lewis-Howe Co.), "The Halls of Ivy" (Schlitz Brewing Co.), "Screen Directors Playhouse" (RCA-Victor), and "One Man's Family" (Miles Laboratories). Dorland Co. is the agency for Helbros.

## WWDC In Washington Sold To WOL Owners

(Continued from Page 1)

today's sale, the Peoples Broadcasting Corp., will operate on 1450 kilocycles using the call letters WOL with the total power of 250 watts and a 250 watt booster. Capital Broadcasting will retain its WWDC call letters and operate on 1260 kilocycles with 5,000 watts of power. Both FM stations will remain at their present dial positions.

### Also Owns WRFD

The Peoples Broadcasting Corp. also owns station WRFD in Worthington, Ohio, a suburb of Columbus. Negotiations were conducted on behalf of the Peoples Broadcasting Corp. by James R. Moore, general manager.

Capital was represented by Ben Strouse, vice-president and general manager, and Thomas N. Dowd of the law firm of Pierson and Ball, Washington. Howard Stark, New York, was the broker.

The sale raises a question about the future of WCFM, local cooperatively-owned FM station. WCFM is heavily in debt to the Ohio group, and it is not unlikely that with the shift of support to the newly-purchased outlet WCFM may turn in its license.

## Seeking Historical Data For Radio Pioneers Club

(Continued from Page 1)

authentic data on the early days of broadcasting. Questionnaires will go to some 400 members including 110 new members who have joined the past month, and they will be asked to set down "firsts" with which they were actually connected, also additional interesting and exact experiences during their pioneer radio days. Work will be headed by Charles Hodges, chairman of the Historical Recording Committee. Historical data will be printed in the membership roster book.

### Woods, Kaltenborn, Kobak Named

Hedges also announced that he had appointed H. V. Kaltenborn, Mark Woods and Edgar Kobak as nominating committee for the election of officers to be held in the spring at the annual banquet. Joseph Barnett was appointed chairman of the banquet committee.

Those present at the executive committee meeting were: Mr. Hedges, H. V. Kaltenborn, O. B. Hanson, Charles Hodges, Jos. Barnett, Charles Keller, A. L. Alexander, Dorothy Gordon and M. H. Shapiro (for Carl Haverlin).

## Will Cover Testimonial Dinner

WMGM will broadcast a part of a testimonial dinner in honor of Walter P. Reuther, president of the UAW and v-p of the CIO, on Friday, December 16 from 10 to 11 p.m. The chairman of the affair being held in the Grand Ballroom of the Hotel Astor will be Gov. Chester Bowles of Connecticut.



# JUNE CHRISTY

... joins the Thesaurus family!  
Featured with the Johnny Guarneri Quintet,  
a new idea in sophisticated rhythm.

# SAMMY KAYE

Showmanship and styling in the  
famed "Swing and Sway" manner  
With The Kaydets, the Kaye Glee  
Club, and other top vocalists

# TEX BENEKE

The Tex Beneke Show presents all the  
Glenn Miller favorites plus all the top tunes ...  
is not available through any other source.



# EARL WILD

... featured soloist with the  
Salon Concert Players. Rich  
interpretations of popular classics  
and standard favorites ... a  
perfect prestige show!



# ALLEN ROTH

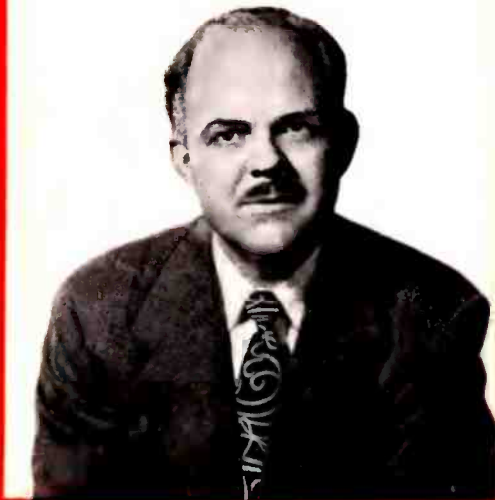
and his Symphony of Melody  
... with new 16-voice chorus!  
Everything from boogie to  
opera. Thrilling, dynamic  
arrangements!

# FRAN WARREN

"FRAN WARREN SINGS", dramatic  
voice and warm, intimate vocal style  
with matchless orchestral accompaniment.



These stars and shows too!



A Christmas visit with

**TED MALONE**

An inspiring special new production with orchestra and choir.

The Music of Manhattan  
Norman Cloutier  
and his Memorable Music  
Slim Bryant  
and his Wildcats  
Listen To Leibert

The Church in the Wildwood  
Festival of Waltzes  
Edwin Franko Goldman Band  
Golden Gate Quartet  
Jimmie Wakely:  
Ridin' the Range

... and many, many others!

**"CLAUDE THORNHILL**

**PRESENTS WIN A HOLIDAY"**

Claude's great music plus a new local-national contest idea! Your listeners name untitled melodies... win weekend in New York!



**YOURS** for easier,  
more saleable  
programming...

**IT'S BIG NEWS** for every local broadcaster!  
More big names, more big shows than ever before are coming your way in the new Thesaurus. We're drawing upon the whole glittering array of RCA Victor recording talent... plus other big name stars... building commercial radio programs, *designed to sell!* More economically, more effectively, more profitably!

Look at the advantages that *only* the new Thesaurus brings you:

1. Comprehensive programming... broader variety of artists and groups with continuing flow of fresh selections—all the top tunes!
2. Greater number of broadcast hours... features to fill your needs for every time segment, with sure sales appeal for local sponsors.
3. Steady supply of weekly continuity, special holiday and seasonal shows. Your scripting problems are taken over by our network-experienced writers.
4. Promotion that ensures commercial sales... sponsor-selling brochures and audience-building promotion kits with locally slanted advertising and publicity material.

If you want easier programming, more sponsors, bigger profits—RCA's *new era* in Thesaurus has what it takes! Inquire now!

a new era in

*Thesaurus*



recorded  
program  
services

Radio Corporation of America · RCA Victor Division  
120 E. 23rd St., New York 10, N. Y. · Chicago · Hollywood

## AGENCIES

**T**HE ADVERTISING COUNCIL has issued 1950 campaign guide for advertisers and media in advance of next year's Stop Accidents Campaign. The booklet contains examples of how radio and television stations and others can help to reduce accidents. Young & Rubicam's Chicago office prepared the guide for the council.

**TOM MALONEY**, partner of Newell-Emmett Company, will become an executive officer of Cecil & Presbrey, Inc. on January 3. Newell-Emmett is dissolving its partnership on December 31, and a new corporation, Cunningham & Walsh, Inc., will take over. Some of Maloney's associates at Newell-Emmett will join him in his new post.

**JOHN de BEVEO** has been named media director for the Ward Wheelock Company. He was formerly with BBD&O.

**QUENTIN I. SMITH** has been elected a v-p of Albert Frank-Guenther Law, Inc.

**G. HAROLD JOHANSON** has been appointed assistant production manager of Lynn Baker. He was formerly with Young & Rubicam.

**GREENMAN-SHERRILL FURNITURE CORPORATION** has appointed Victor A. Bennett Company.

**WADSWORTH H. MULLEN**, director of the Magazine Advertising Bureau, will speak before the Advertising and Selling Course conducted by the Advertising Club of New York, December 15. He will speak on the place of magazines in advertising.

**GEORGE AKINS**, president of Walsh Advertising Company, Limited, Montreal, announces a program of expansion in the agency's Toronto radio department, including plans for provision of complete television services immediately upon the advent of visual broadcasting in Canada. J. Everett Palmer has been appointed radio director for the Toronto office, bringing to the agency a 10-year background to the agency's radio experience, principally in the Maritime Provinces. He will also serve as co-director of the television department, in association with Charles D. Truman, who joined Walsh earlier this year, after more than 20 years' experience in agency, newspaper and show business, in Canada and the United States.

### WANTED

Active Investor with \$20,000.00 for half interest in Plastic Lipstick Stamp with Lipstick. Details for Business and immediate Sales plans completed. Tremendous potential. Principals only. Box 292, RADIO DAILY, 1501 Broadway, N. Y. C.



### Man About Manhattan...!

● ● ● **THE MORNING MAIL:** Alan Courtney, WGBS' (Miami) alert disc jock, takes his pen in hand today to applaud our recent stand on all this television hysteria and the foolishness of selling radio short. Alan, who's celebrating his 21st year in radio and who has introduced more ideas and innovations to the industry than you can shake a microphone at, delivers himself of this tirade: "Let me tell you something, kiddo. Radio hasn't even scratched the surface of its tremendous potential—especially in the vast numberless towns and cities of this country. Even New York can stand many 'hypos' in radio but the 'status quo' of frightened and showmanless 'showmen' dominate the scene. If radio dies, it won't be a 'natural' death. As Jack Gould so aptly put it in the Sunday Times, it'll be a spectacular case of committing hari kiri. Now's the time for all good radio men to get together and promote radio on an adult scale. Otherwise radio may have the unique distinction in history of having 'died of old age' before reaching maturity. Brother, what I wouldn't give to prove my beliefs with some progressive station. Who knows, maybe 1950 will find me running my own station."



● ● ● **Joe Franklin's WJZ 11:30 Sat ayem stanza**, "Joe Franklin's Record Shop," is being expanded to five nights a week from 11:35 to midnight starting Dec. 19th. And as a prelude to a pretty ambitious vaudeville show that he's planning to run as a two-a-day attraction in a legit house during 1950, Joe is readying his annual New Year's Eve Comedy Frolics skedded for Carnegie Hall. He's already lined up such attractions as Morey Amsterdam, Jack Carter, Myron Cohen, Diosa Costello, etc., for the holiday bill.



● ● ● **AROUND TOWN:** Wayne Coy, Chairman of the FCC, is slated to make an important pronouncement on TV at the annual Television Institute which will be held at the New Yorker Hotel Feb. 6-8. He'll speak on "Is the FCC Delaying Television Progress?". . . An ambitious press agent tried to plant a story that electronic waves were the cause of the water shortage in N'Yawk. He recommended that radio and TV suspend for two weeks in order to increase the rainfall. . . New Yorker mag credited with stirring up the resentment of New York Central commuters regarding the commercial sound systems in Grand Central station. . . In case you're wondering why Arturo Godfrey sometimes kiddingly refers to the Mariners Quartet as 3 Pops and a Poop—it's because while all four lads are married, Big Jim Lewis is the only one without child.



● ● ● **Aside to Allen Funt:** While we love Henny Youngman dearly, we'd like your show even more if you didn't go in for gueststars but stuck to your original format of pouncing on the unwary. In our book, your show is not only one of the most original ideas on the nets—it's also one of the best. If your agency or sponsors insist upon using gueststars—why it's simple. Just go out and get yourself a new bankroller, thass all.



● ● ● **"Judging from reports reaching us here in the Midwest,"** wires WJW's Walter Kay, "you folks in New York must be spending water like it was money!". . . Walter Kiernan, one of our favorite guys in the wit dep't, sez that a N. J. saloon keeper has a sign in his window advertising water as \$3.75 a fifth. "Prob'ly bottled in pond," observes Mr. K. . . And Cyril Armbrister (producer of 'Chandu the Magician') sez that New Yorkers who used to go to Niagara Falls for their honeymoon will now be going there for their water.

## NEW BUSINESS

**WNBC, New York:** The Loft Candy Corporation has signed a 52-week renewal for participations in the Mary Margaret McBride program on a Monday thru Friday basis. The order was placed through the Lawrence C. Gumbinner Advertising Agency, Inc. A 52-week contract for announcements in the Norman Brokenshire afternoon program has been signed by Standard Brands, Inc. The order, calling for announcements on Tuesdays, Wednesdays and Fridays, was placed through Compton Advertising, Inc. Colgate Palmolive Peet Company have signed for one-minute announcements on Norman Brokenshire's morning program to advertise Fab. The 52-week contract, calling for sponsorship on Mondays, Wednesdays and Fridays, was placed through William Esty Company. Procter & Gamble Co. has signed a 52-week contract renewing their sponsorship of a six-days-a-week station break schedule on WNBC. Benton & Bowles, Inc. is the agency. Arnold Bakers, Inc. has renewed sponsorship of the 5.00 p.m. station break on Mondays, Wednesdays and Fridays. The 13-week contract was placed through Benton & Bowles, Inc.

**WBAL-TV, Baltimore:** Consolidated Gas, Electric Light & Power Company, Baltimore, begins second year sponsorship of "Industry Looks at Baltimore Opportunity" Wednesday 7:00 to 7:10 p.m. SOS, through McCann-Erickson, has renewed 13-week, twice weekly spots, using "In the Kitchen With Mary Landis" as sales medium. Schindler Peanut Products, through Courtland D. Ferguson, Inc., Washington, buys Monday, Tuesday, Thursday, Friday spot campaign. Contract runs through June 2nd, 1950. General Automatic oil burners signed for an extensive spot campaign.

**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. 46 St.  
 HENRY GREENFIELD, Mg. Director N.Y. 10

# TELEVISION DAILY

Section of RADIO DAILY. Thursday, December 15, 1949—TELEVISION DAILY is fully protected by register and copyright

## N. Y. BASEBALL TEAMS SET FOR TV

### TELE TOPICS

HANK LADD didn't have very much to do Tuesday nite when he subbed for the vacationing Milton Berle on the Texaco show, but most of what he did offer was done well. Ladd's dead-panned resemblance to Gov. Dewey was a striking contrast to Berle's frantic antics and he was backed by a solid entertainment lineup that made the stanza top vaudeo. . . . Highlight of the show was a skit starring Bert Lahr as a mustached, bespectacled Viennese doctor. It was burlesque at its hilarious best and by far one of the funniest bits TV has shown. Opening spot was filled by the sensational Acromaniacs, one of the best acrobatic acts around. The charming Mary Hatcher, of "Texas, L'il Darlin'" sang a number from the show, closing with a brief duet with Ladd. The Ink Spots, Gil Mison's amusing animal act and juggler Stan Cavanaugh were all good. Only real letdown in the show was the closing skit with Connie Sawyer and Ladd, which was weak script-wise. Entire production, however, was most pleasant and producer Ed Cashman rates a bow for this one.

WE'VE RAVED before about "Actors Studio," and now we'd like to register a wholehearted rave for Ann Shepherd, who starred in "The Midway" on the CBS stanza Tuesday nite. Her performance was wonderfully exciting and completely credible all the way through. . . . Alvin Boretz, listed here yesterday as scripter of DuMont's "Shoppers Matinee," actually writes only the dramatic portion of the show. . . . Alan Handley, NBC producer, is trying to find a way to get a pygmy elephant to climb three flights of stairs. Handley is doing the AGS Christmas shindig on WNBT from St. Nicholas arena and the beast will be one of the acts. . . . Weekly 20-minute participating disc jockey show bows on WGN-TV, Chicago, Friday, featuring Rey Blanco and Ruthie Brand. Two bankrollers have already signed for time. . . . Tom Harmon will call the plays on KTTV's coverage of the UCLA home basketball schedule.

DICK KROLIK, publicist for Scherwin Research Corp., has been named TV service exec. for the firm and Bill Snyder has been named to a similar post for AM. They'll work to improve liaison and coordination between research, programming and sales. . . . Kingman T. Moore, NBC director, lectures at Town Hall today. His topic: "The Director Is An Artist." . . . New York's water shortage will be the theme of "Hands of Murder" on DuMont tomorrow nite. Set in the year 1952, play will involve black marketeers and bootleggers in H<sub>2</sub>O.

### Tele Mfrs. Planning To Hypo TV Dealers

(Continued from Page 1)

town meetings of radio technicians which were held under the auspices of the RMA in New York, Philadelphia, Chicago, Boston, Atlanta, Los Angeles and Washington. Meetings would be held where stations are now or where planned.

Sprague, who has served as chairman of the town meetings committee for the RMA, while absent at yesterday's meeting will probably be one of the key men in the committee set up comprising some fifteen set manufacturers who are both RMA members and non-members.

While this is not strictly an RMA group it is expected that Bond Geddes, executive vice-president of RMA, who was here for the Palmer House session, will have an active voice in the pattern for the proposed TV dealer confabs. R. C. Cosgrove, RMA president, was not here for the session. Browning Howard, head of the Philadelphia public relations firms bearing his name, was here as professional consultant to the group and will undoubtedly be active in the organizing of the dealer meetings. Included among the firms who were represented here at the meeting were: DuMont, RCA-Victor, Motorola, Stromberg-Carlson, Capehart, Zenith, Westinghouse, Philco, Admiral, Hallicrafters, Crosley and Wells-Gardner.

### New British Station Claimed To Be World's 'Most Powerful'

London—The world's most powerful video transmitter—that's what BBC calls its new station at Sutton Coldfield, near Birmingham, which begins regular program service Saturday.

Films aired during test operations by England's second station have been seen 150 miles away at Ripon, in Yorkshire. Images strong enough to be photographed off the tube are being received in Leeds—93 miles away—and in Liverpool, nearly 80 miles distant, engineers for the BBC said.

Wakefield, Yorks and Bristol, nearly 80 miles from the transmitter, all report good results, and BBC claims that the new outlet will eventually set a world record for long-distance transmission. London newspapers are playing up the tests, pointing out that no known station

### Grave Problem

George Lefferts, director of NBC's "Kraft Television Theater," recently encountered a unique casting problem when five character actors refused to play the lead in the show's "Nantucket Legend" aired last night. Role called for lead to deliver greater portion of his lines while standing in a grave he had dug for himself.

### WENR-TV Skeds Ad Men's Kids Party

Chicago — Second annual Christmas Party for The Off-The-Street Club, an organization for underprivileged youngsters subsidized by the American Federation of Advertising Men, will be aired by WENR-TV Dec. 24, 4:30 p.m., CST.

#### Show Toppers To Participate

Top names of show business will take part in the program for the youngsters, the majority of whom have never seen a motion picture, according to club director Col. August Mathieu.

Last year's party, aired by WBKB, brought donations for the club from viewers all over the Chicago area. One viewer, who refused to publicize his gift, sent in a check for \$1,000 "to be spent as the club sees best."

### Sponsors Signed On DuM, WPIX And WOR-TV

Despite rumors of a major baseball league ban on television circulated at the end of last season, the three New York teams have already signed for video coverage of the 1950 schedules.

The Brooklyn Dodgers, National League pennant winners, reflecting president Rickey's feelings that TV cannot hurt gate receipts, have signed a three year pact for scanning of all home games, night and day, over WOR-TV under sponsorship of F. & M. Schaefer Brewing Co. through BBD & O.

#### Night Games Important

Schaefer bankrolled the Dodgers over WCBS-TV last season but moved to WOR-TV because the CBS flagship could not carry all night games in their entirety last season because of network commercial commitments. Advent of the baseball season in April will mark the beginning of seven-day-a-week programming for WOR-TV, which will air the games via a special coaxial cable to be installed from Ebbets Field to the station's transmitter in North Bergen, N. J.

Red Barber and Connie Desmond will describe the games.

Chesterfield cigarettes will again bankroll the New York Giants games and is negotiating with WPIX, which carried the schedule last season. Ernie Harwell and Russ Hodges will be behind the mike. Newell-Emmet is the agency.

For the third successive year, Ballantine beer and ale will bankroll the champion New York Yankees home schedule over WABD, through J. Walter Thompson. Mel Allen probably will return as sportscaster.

WABD is the only station to control TV rights to the games it will carry. In the case of the Giants and Dodgers, the teams signed directly with the sponsors who in turn placed the games with the stations.

### Harding To Radio Sales; Had Been With WCCO

Alfred J. Harding, formerly sales manager of WCCO, Minneapolis-St. Paul station, has been appointed to the New York television sales staff of radio sales, radio and television stations representative as an account executive effective Jan. 3, it has been announced by George R. Dunham Jr., eastern sales manager of radio sales-television.

## PROMOTION

### WEEI Veterans Dine

Harold E. Fellows, general manager of WEEL, CBS owned-and-operated station in Boston, recently was host to the 15-Year Club at its Fourth Annual Dinner. Eighteen of the station's staff now constitute the membership of this group of radio veterans, and these eighteen lay claim to 367 years of service in an industry itself but 27 years old.

Two high-notes sparked the evening: the crowning of Ralph J. Mathewson, transmitter engineer, with the 25-year insignia (navy Blue Beret with numerals in white); and the presentation of a gold watch to Miss Florence Mitchell, Fellows' secretary, in honor of the 20 years service she now has completed.

Mathewson threw the switch that put WEEL on the air Sept. 29, 1924.

### KYW Coverage Brochure

KYW in Philadelphia has sent a unique promotional brochure to "time-buying gals and guys" and has even included a useful red bandana. A map shows the coverage provided with the station's new antenna system while a cardboard wrench urges sponsors to tighten their grip on the nation's third market. The promo item also points up KYW tie-ups with the Reading, Pa., fair and the Sesqui-Centennial Celebration of nearby Chester.

### Stars Going To Texas For Shamrock Bowl Game

Radio personalities Jack Benny, Phil Harris, Artie Auerbach, and Dinah Shore are slated to headline a giant entertainment program at the Shamrock Charity Bowl in Houston, Tex., prior to the Dec. 17 football game between the All American conference pro champions and an all star team made up of players from other teams in the conference. Proceeds will go to the Damon Runyon Cancer Fund, the National Kids Foundation and the Holly Hall of Houston.

### High School Series On WHLI

A new musical program, High Schools on Parade, will be broadcast on WHLI in Hempstead, Long Island, beginning next month as a series of all-student productions. Bands, orchestras and glee clubs from twelve public and parochial high schools on the Island will be heard on the Saturday afternoon programs. A student-announcer will handle the introductions and the president of the student body will speak.

AC - DC Transcription Players  
Tape, Wire, Disc Recorders  
Sales-Rentals-Service  
**MILLS RECORDING CO.**  
161 N. Michigan Ave.  
Chicago, Ill. De 2-4117

## WINDY CITY WORDAGE

By HAL TATE

● ● ● One of the early arrivals here for Mutual's quarterly board of directors meeting at the Ambassador was WIP's Ben Gimbel who visited his sister here before the meeting got under way today. . . . NBC singer

Chicago Jack Haskell will appear at the Marbro Theater Dec. 29 for a Decca recording party. . . . Art Jarret, formerly of Cincinnati, has joined the WGN-TV staff. . . . Holland Jewelers will sponsor "The Barber of Seville," over WBKB Sunday afternoon. Malcolm-Howard is the agency. . . . John Morrell & Co. opens up their big Los Angeles quarter-million dollar branch today. . . . The Chicago Television Council held its annual Xmas party at the Tavern Club yesterday. Heading the list of entertainers were Burr Tillstrom and Fran Allison representing "Kukla, Fran and Ollie," Ernie Simon, Russ Will, Cliff Norton and Nancy Wright.

☆ ☆ ☆ ☆

● ● ● ABC will devote its entire half-hour "Junior Junction" program December 24th to a special Christmas program given by the Chicago Public Schools. . . . Harry A. Bullis, chairman of the board of General Mills and Chester C. Davis, president of the Federal Reserve Bank of St. Louis, will be featured speakers at The Advertising Council's Directors meeting at the Blackstone Hotel today. First time it's being held in Chicago. . . . L. Martin Krautter, a vice president and director of Henri, Hurst & McDonald, Inc. since 1944, has resigned to open his own business as advertising and merchandising counsel. He'll call his firm L. Martin & Associates and will open offices at 134 N. La Salle St. on Jan. 3.

☆ ☆ ☆ ☆

● ● ● WWCA, new Gary, Indiana station held a formal opening of their studios and executive offices Monday night. There were cocktails, dinner and a special dedicatory program. Dee A. Coe, manager, and Todd Branson, program director, were chief hosts. . . . Henri, Hurst & McDonald will move their offices to the La Salle-Wacker Building on January 3rd. . . . You see it in movies but it actually happened. Bill Woodsmall, page boy at WBBM, so impressed station execs with his voice that he's been given his own show on the local CBS outlet. Program is called "The Singing Page Boy." . . . Congrats to WGN production manager Ed Kahn. His latest production is a baby girl, Sandra Lynn, who weighed in at 7½ pounds. Ed has two other youngsters—Denis, 9 and Judith, 5.

☆ ☆ ☆ ☆

● ● ● The National Video Corp. of Chicago used the films of the Notre Dame-Southern Methodist game, to demonstrate their new TV tube and to celebrate their 1st anniversary in business. . . . Libby Furniture and Safty-Gard Vaporizer have signed for commercial time on the new "Rey Blanco Show" on WGN-TV. Herb Lyon and Clayton Bergmann are producing the show together with WGN-TV personnel. . . . John Dolce, Square Dance Caller on the WLS National Barn Dance, had a new Capitol record released this week. "Red River Valley" and "Darling Nellie Gray" are the numbers. . . . "Shopping with the Missus" celebrates its 1000th broadcast on WBBM today. Emcee John Conway figures he's interviewed more housewives than any other announcer in town. . . . Don McNeill and his 16-year-old "Breakfast Club" are featured with a cover picture and illustrated article in the January issue of "Radio Mirror."

☆ ☆ ☆ ☆

## COAST-TO-COAST

### Starts 17th Year

Dos Moines, Ia.—One of the oldest single-sponsored local radio shows in the Middlewest, "The Sunday Funnies," recently celebrated its 16th anniversary on KRNT. The hour-long Sunday morning broadcast has been sponsored the entire time by the Colonial Baking Company. KRNT program director Charles Miller produces and directs the show, assisted by announcer Larr Davis, and both of them also are on the acting staff.

### Planning Entertainment

Denver, Col. — KLZ artists and staff members are planning entertainment for Longmont, Colorado Rotary Club, on Tuesday, December 27. KLZ public service director Mack Switzer; music director, Ar Gow; promotion manager, John Connors; and KLZ artist Peter Smythe are planning to make the trip.

### Music Of Today

Hollywood, Calif.—The composer Virgil Thomson, was the guest speaker on "Music of Today," December 11th at 3 p.m. over KFVB. The concert was devoted to music by Thomson and included Stabal Mater, for Soprano Solo, Heler Spann, soprano, and the Hollywood String Quartet; and Sonata Da Chiesa. Ingolf Dahl was conductor.

### Blood For Xmas

Stamford, Conn.—WSTC is urging gifts of a pint of blood for Christmas. Program director Ernest Hartman showed the way by giving blood to the local Red Cross blood bank and described the procedure for a special broadcast from St. Joseph Hospital.

### Teen-Age Program

Milwaukee, Wis. — Students of Washington will comprise the panel on Saturday, December 17th when WISN's program "Your Question, Please" is aired at 3:30 p.m. Gertrude Puelicher will be the moderator. Teen-age problems dealing with the use of the family car, dating, advice on radio careers and school athletics will be discussed. Aptitude tests and part-time work will also be included as subjects.

### WINX Fire Coverage

Washington, D. C.—WINX broadcast unique on-the-spot coverage of a fire in which one person was burned to death and another critically injured. Announcer Milton Grant spotted the fire in a house directly across the street from the WINX studios. He relayed the description of the fire to disc jockey Sam Brown, who aired the bulletins on his "Music Hall" while firemen were arriving. Morning man Jerry Strong assisted announcer Jack Rowzie in interviewing on the scene, and relaying information to Milton Grant through the window.





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 51

NEW YORK, FRIDAY, DECEMBER 16, 1949

TEN CENTS

## ADVERTISING LEADERS EXPRESS VIEWS

### New Radio Lab. Will Locate In Colo.

Washington Bureau of RADIO DAILY  
Washington—The National Bureau of Standards' \$4,500,000 new radio propagation laboratory will be located on a 210-acre tract just south of Boulder, Colorado, it was announced yesterday. The site has been approved by Secretary of Commerce Charles Sawyer, and it will become the new headquarters for the NBS work in radio propagation.

Construction of the new laboratory was okayed by Congress this year, and the actual building will probably get started in 1951. It is anticipated that from 200 to 300 technicians will be permanently stationed there—most of them probably being transferred from Washington.

### FMA Sees 'Dire Results' From Cuban Interference

Washington Bureau of RADIO DAILY  
Washington — Predicting dire results from Cuba's troublesome frequency demands, FMA said yesterday that—"vast segments of the American radio audience face perilous interference with its listening habits unless FM facilities are expanded in certain areas of the United States." Referring to Cuban de-

(Continued on Page 2)

### Premiere Of Picture Gets Full MBS Network

The two-theater world premiere of the movie Samson and Delilah will be broadcast by WOR-Mutual on Wednesday, December 21, from 8:00 to 8:30 p.m. (EST). Bill Slater will be stationed in the lobby of New York's Paramount Theater

(Continued on Page 2)

### Guest-Star

Mary Garden, operatic diva of yesteryear, best known for her roles with the Chicago Opera Company, predecessor of the present Chicago Civic Opera, will make one of her rare public appearances Dec. 24 when she is interviewed by Deems Taylor during second intermission of American network's broadcast of *Elisir d'Amore*.

### Bargain Buy

Fort Worth—259 berries and 50 cents paid off recently to Gerald Aldridge of Fort Worth when he received a television set for that "price" from Johnny Johnson Tire Company, Ft. Worth. The announcer reading the tire company's commercial over KFJZ, Ft. Worth, referred to a TV set that could be purchased for only 259 berries and 50 cents. Hearing the announcement, Aldridge swung into action. . . . having been waiting patiently for a Fort Worth announcer to make the same miscue ever since he heard about the lady paying 400 "potatoes" for a fur coat. Result: alter station and sponsor huddle—one TV set for Gerald Aldridge of Ft. Worth.

### Baseball Broadcast Gets Okay Of Frick

Radio broadcasting of National League baseball games will be wide open during the 1950 season, it was revealed exclusively yesterday to RADIO DAILY by Ford Frick, president of the National Baseball League.

Frick said that the National

(Continued on Page 3)

### 51 Students Entered In 'Democracy' Contest

Washington — Fifty - one high school students who won state contests in 48 states, the District of Columbia, Alaska and Puerto Rico,

(Continued on Page 5)

### ILGWU Would Buy WINS For 'Better Public Service'

Washington Bureau of RADIO DAILY  
Washington — Claiming that the public will be better served by a grant of the WINS facilities to the AFL's International Ladies Garment Workers Union, former FCC Chairman, James Lawrence Fly, yesterday asked the Commission to order an Avco-like procedure in connection with the proposed sale of the station by Crosley Radio to Generoso Pope. ILGWU currently is li-

### Directors Of Council Hear Speakers Stress Responsibilities Of Medium On Issues Of Public Service

### Don Lee Expanding Arizona Coverage

West Coast Bureau of RADIO DAILY  
Hollywood—In a planned move to improve its facilities and coverage in Arizona, Don Lee Broadcasting System announced affiliation with radio station KOY, Phoenix; KTUC, Tucson, and KSUN, Bisbee. These stations comprise Arizona Network and effective January 1 1950, will be full Mutual and Don Lee affiliates.

Change from present Don Lee

(Continued on Page 5)

### Godfrey Sweeps 1949 Poll Of Cleveland Plain Dealer

Cleveland—Arthur Godfrey won a clean sweep in Cleveland in three popularity fields, it was revealed in the release of the 1949 Cleveland Plain Dealer Radio Poll, the nation's oldest continuous consensus of fan

(Continued on Page 2)

### Two Networks Announce Christmas Bonus Plans

CBS and NBC have announced plans to Christmas gift all employees with bonuses this year. CBS will award each employee of a year or more's standing a bonus of one

(Continued on Page 3)

Chicago — A stepped-up program of public enlightenment by business in its advertising was urged yesterday by two business leaders speaking before a meeting of the Advertising Council's Board of Directors at the Blackstone Hotel. More than 250 mid-western industrialists attend-

(Continued on Page 3)

### Radio Receiver Sales Increase In Canada

Montreal — October radio sales held to the pattern of increases set earlier this year and for the ten months ending October 30 Canadians purchased 30 per cent more radios of all types and 70 per cent more record players than during the corresponding period of 1948.

These figures were revealed in statistical summaries of sales and inventories published by the Radio Manufacturers' Association of Can-

(Continued on Page 5)

### Radio Theater Leads In Two Nielsen Reports

National Nielsen-Ratings for the period Nov. 6-12, just released, show "Radio Theater," "Talent Scouts," and Jack Benny in positions 1-2-3 with respective ratings of 26.9 22.2 and 21.1. Other programs listed in

(Continued on Page 2)

### Distinction

Mrs. Wilson Stuhlman of Brooklyn received a surprise when she walked into the RCA Exhibition Hall in Radio City this week and was greeted by Perry Como. She was presented with a 45 rpm record player for being the three millionth person to visit the hall since it was opened in May, 1947. The hall is now a top Radio City attraction.

Offering to match the \$512,000  
(Continued on Page 5)



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JOHN W. ALICOATE : : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : : : Business Manager

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**WEST COAST OFFICES**

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6425 Hollywood Blvd. Phone: Gladstone 8436

**WASHINGTON BUREAU**

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**CHICAGO BUREAU**

Hal Tate, Manager.

612 N. Michigan Ave.

Phone: Superior 7-1044

**SOUTHWEST BUREAU**

Paul Girard, Manager

Tower Petroleum Bldg.,

Dallas, Texas

Phone: Riverside 3518-9

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.
ABC	9 1/8	8 3/8	8 7/8	+ 3/8
Admiral Corp.	18	17 3/8	17 3/4	- 1/8
Am. Tel. & Tel.	146 1/2	146 1/4	146 1/2	+ 1/4
CBS A	28 1/8	27 5/8	28 1/8	+ 3/8
CBS B	28	27 3/4	28	+ 1/4
Philco	32 5/8	32 1/4	32 3/8	- 1/8
RCA Common	12 3/4	12 1/2	12 3/8	- 1/8
RCA 1st pfd.	72 1/2	72 1/2	72 1/2	- 7/8
Stewart-Warner	12 3/8	12 1/4	12 1/4	- 1/8
Westinghouse	32	31 3/4	31 7/8	- 1/8
Westinghouse pfd.	102	102	102	.....
Zenith Radio	32 5/8	32	32	- 1/4

**NEW YORK CURB EXCHANGE**

Hazeltine Corp.	16 3/4	16 1/2	16 3/4	.....
Nat. Union Radio	2 5/8	2 1/2	2 5/8	+ 1/8

**OVER THE COUNTER**

	Bid	Asked
DuMont Lab.	14 5/8	15 3/8
Stromberg-Carlson	10 1/2	11 3/4

**Godfrey Sweeps 1949 Poll Of Cleveland Plain Dealer**

(Continued from Page 1)

opinion. Clevelanders selected Godfrey for most popular program, most popular personality and most popular variety show.

The three category sweep is the first such event in the twenty year history of the poll.

CBS, for whom Godfrey broadcasts, also placed a number of other "most populars" including: Lowell Thomas, most popular network newscaster; Eve Arden ("Our Miss Brooks"), most popular comedienne; Bing Crosby, most popular male singer; Dinah Shore, most popular female singer; "Lux Radio Theater," best dramatic show, and Symphonette, which was heard on CBS, best semi-classical music series.

★ **COMING AND GOING** ★

D. W. THORNBURGH, president and general manager of WCAU, Philadelphia, in town yesterday for conferences with officials of the Columbia network.

MICHAEL FONDE, engineer at WTTM, Trenton, N. J., is back on the job following a 14-day visit to his birthplace, the island of Malta in the Mediterranean.

MICHAEL MANNA, general manager of WHCU, Ithaca, N. Y., paid a call yesterday at the headquarters of CBS, with which the station is affiliated.

J. L. VAN VOLKENBURG, Columbia network vice-president and director of television operations, has arrived in Hollywood. He'll spend the next ten days in the film capital.

TED OBERFELDER, American network director of advertising and promotion, has returned from an extensive trip to Dallas, Houston and Miami.

MIKE DANN, trade editor at NBC, and his bride, have returned from their honeymoon in Nassau, Bahamas. Mrs. Dann is the former Joanne Himmel, of the network's "Tex and Jinx" program.

RAMON BONACHEA, Cuban government delegate to the NARBA conference in Montreal, stopped off in New York Wednesday en route to Havana. Senor Bonachea is also counsel for Goar Mestre's CMQ in Havana.

RAYMOND F. GUY, manager of radio and allocations in the engineering department of NBC, has returned from Montreal, scene of the recent NARBA conference.

HERMAN FAST, general manager of WKRC, Columbia network outlet in Cincinnati, a visitor yesterday at the offices of the web.

ROBERT QUINLAN, singing star of the Mohawk Knitting Mills video show on NBC-TV, is in town from Amsterdam, N. Y., with the Mohawk Mixed Choir. They'll be seen and heard tonight.

CHARLES COLLINGWOOD, Columbia network commentator, today will fly in from Key West, Fla., in time for the "People's Platform" television show.

GUIDO CANTELLI, guest conductor on the NBC Symphony program following the current Toscanini series, has arrived from Italy. He will be on the podium for four successive concerts starting Dec. 24.

FRANK MULLEN, television consultant, left for the West Coast Wednesday following conferences with executives of the Daily News, operators of WPIX.

JOHN GUEDEL, producer of "People Are Funny" on NBC; ART LINKLETTER, emcee, and IRVIN ATKINS, production manager, leave today for the West Coast following a week in New York.

**Radio Theater Leads In Two Nielsen Reports**

(Continued from Page 1)

the "Top Twenty" include: "My Friend Irma," 19.5; "Amos 'n Andy," 17.5; Charlie McCarthy, 17.5; Bob Hope, 17.4; "FBI in Peace and War," 17.1; "Mr. Keen," 16.8; Walter Winchell, 16.5.

Also: "Fibber McGee and Molly," 16.4; "Mr. Chameleon," 16.0; "Crime Photographer," 15.9; Bob Hawk, 15.9; "Mystery Theater," 15.8; "Inner Sanctum," 15.5; "Suspense," 15.4; Red Skelton, 15.4; "Day in the Life of Dennis Day," 15.2; and "Dr. Christian," 14.5.

**West Coast Ratings Listed**

Nielsen West Coast ratings for the October period showed "Radio Theater" first with 23.4; "People Are Funny" second with 23.3; Charlie McCarthy third with 21.5. Others in the Pacific Coast "Top Twenty" for the same period are: "Fibber McGee and Molly," 21.0; Red Skelton, 21.0; Judy Canova, 20.2; "Grand Ole Opry," 19.1; "The Whistler," 19.0; Bob Hope, 18.9; "Our Miss Brooks," 18.7; "Mr. District Attorney," 18.2; Dennis Day, 18.1; "Let George Do It," 17.6; Jack Benny, 17.5; Horace Heidt Show, 17.2; "Mystery Theater," 16.9; "My Friend Irma," 16.3; "Great Gildersleeve," 16.2; Bing Crosby, 16.2; Jimmy Durante, 15.6.

**Premiere Of Picture Gets Full MBS Network**

(Continued from Page 1)

while Arthur Van Horn will be at the Rivoli in Hollywood.

Cecil B. deMille, producer of the epic, will speak from Hollywood in addition to Gary Cooper, Bing Crosby, Alan Ladd, Angela Lansbury, Ray Milland, George Sanders and Barbara Stanwyck. Victor Mature, Samson in the film, will speak from the West Coast while Delilah of the

**FMA Sees 'Dire Results' From Cuban Interference**

(Continued from Page 1)

mands for dual use of hitherto protected frequencies, FMA said it may become "impossible for listeners to tune in one station without simultaneously picking up an interfering program broadcast by a Cuban station at the same place on the dial."

FMA said "the battle of the airwaves now poses a virtual life-or-death threat to the markets of hundreds of small AM stations in such states as Florida, Louisiana, Mississippi, Alabama, Georgia, South and North Carolina."

FMA urged AM broadcasters in these states—particularly in Florida because of its geographic proximity to Cuba—to plan now for one hundred per cent transition to FM, terming FM "the only means left to American broadcasters to recapture audiences that will be lost to them because of Cuban interference."

FMA further said the basis for the transition to FM in Florida is already established because although AM stations outnumber FM three to one in Florida, the FM stations already serve areas larger than those served by AM. AM coverage in Florida will continue to shrink, FMA asserted, as Cuba expands its AM outlets both in power as well as number. The degree of ease in which the transition can be made will depend largely on the extent of co-operation the broadcasters get from the set manufacturers, FMA added.

Broadcasters were warned that before they can effect such a transition, they must first obtain an iron-clad guarantee from the set manufacturers that they will produce reasonably priced, high quality FM receivers in sufficient numbers to meet public demand.

movie, Hedy Lamarr, will be heard from New York.



**Goodbye, Mr. Chip**

Chipmunks are not usually trained animals. But this one's owner built him a little house. When Mr. Chip gets through his day's foraging, he says goodbye and goes "home." Pretty unusual, eh?

There's something unusual, too, in the Baltimore radio market—a BIG independent station that delivers a BIG audience at amazingly low cost.

The station is W-I-T-H, and it regularly delivers more listeners-per-dollar than any other station in town. That means you can accomplish BIG results from very SMALL appropriations.

So if you're looking for low-cost sales in Baltimore, call in your Headley-Reed man and get the full W-I-T-H story today.

AM FM

**W-I-T-H**

**Baltimore 3, Maryland**

TOM TINSLEY, President  
Represented by Headley-Reed

## Public Enlightenment Vital, Adv. Men Told

(Continued from Page 1)

ed the all-day session at which Harry A. Bullis, chairman of the board of General Mills, Inc. and Chester C. Davis, president of the Federal Reserve Bank of St. Louis spoke. The meeting of the Council's board was the first ever held outside of New York.

Bullis, who is a member of the council's industries advisory committee, told the group that "the new vital task of advertising today is to help educate our people as to the ways in which we can maintain a strong and free United States of America." He said it was the obligation of the council to direct the energies of the country along "constructive channels."

### "Miracle Lubricant"

"Advertising is the miracle lubricant," he continued, "that has kept the wheels of our economy spinning free, opening new markets for goods, creating new production." The General Mills chairman said "that advertising has made great progress in winning the minds and hearts of men to a conception of what freedom means." Bullis cited this as the goal of business through the Advertising Council.

"Let us give the public facts and a proper program, and urge the people to use their freedom of choice in shaping our national policy," Bullis added.

Davis, a member of the council's public policy committee, observed that "our principal weakness today is not economic or military but ideological—not a matter of goods or guns, but of ideas." War bond sales promotion, the famine emergency drives, the task of explaining The American Heritage, spreading understanding of ERP and other matters of vital concern were given as examples by Davis, of the assistance which American industry gave through the Advertising Council.

Among other speakers at the session was Robert R. Mathews, v-p in charge of advertising for the American Express Company. He described the 1950 census as "the biggest research project in history," and he described the council's part in educating the public for the project.

Stuart Peabody, ass't. v-p of the Borden Company, gave a report of the American Economic System campaign. Roy Larsen, president of Time, Inc. spoke on the council's Better Schools Campaign.

### Transatlantic Discussion

British and American youth will talk things over in a transatlantic broadcast of The Youth Forum over WQXR on Saturday, December 24, from 10:15 to 11 a.m. Two high school students from England and two from New York will discuss "Is Youth Preparing for World Citizenship?" The same topic will be debated by French and American students on Saturday, December 31.

## ★ AGENCY NEWSCAST ★

**FRED FEAR & CO.**, Brooklyn, has named Peter Hilton, Inc. for Burton's pure vanilla extract, New England syrup, Chick-Chick and Presto easter egg dyes, and Doxsee clam products, effective January 1. Account executive is Harry R. Schreier. Radio, television, newspapers and trade papers will be used.

**RICHARD D. PALLIN** has been appointed director of advertising for the Gray Manufacturing Company in Hartford. Gray is now making projectors for television commercials and playback arms for radio transcriptions.

**TOPSIN ADVERTISING, INC.** has opened in Garden City, L. I. as an advertising agency and public relations service. Martin Forman, one-time OWI editor, is president.

**C. WYLIE CALDER** joins the Frederic W. Ziv Co. as an account executive, covering South Carolina and eastern Georgia, effective January 1, 1950. Calder will headquarter in Charleston, S. C. He has been manager of WHAN, Charleston, S. C.

**JAMES CHIRURG COMPANY** has been named by The Borden Company's chemical division effective January 2, 1950. The division manufactures Durite plastic molding compounds and resins; Casco, caecin and resin adhesives.

**L. MARTIN KRAUTTER** has formed his own agency, L. Martin Krautter & Associates in Chicago. He was v-p of Henri, Hurst & McDonald, Inc. previously.

**H. S. COLE** has been appointed manager of the drug products division of Procter & Gamble. He succeeds H. R. Hall, who has accepted a faculty post at Harvard.

**CHARLES STRAUSS** has joined the copy department of Federal Advertising Agency, Inc. He formerly was with Newell-Emmett.

**STANLEY H. TALBOTT** has been named v-p in charge of advertising and promotion of Joyce, Inc. in Pasadena, California. He was previously with N. W. Ayer & Son.

### Two Networks Announce Christmas Bonus Plans

(Continued from Page 1)

week's salary while NBC will give employees of the same time standing one-quarter of one month's salary.

ABC has not yet announced Christmas bonus plans, nor has Mutual. CBS has always given bonuses at Christmas-tide but last year by-passed employees who were working for the web under a union contract.

**THE ROBERTS TECHNICAL & TRADE SCHOOLS** of Manhattan and Brooklyn have appointed William Warren, Jackson & Delaney to handle its radio advertising. WJZ and WMGM are now being used.

**MARION HARPER, JR.**, president of McCann-Erickson, Inc., addressed the annual meeting of Esso Standard Oil Company's merchandising managers on Monday in the Hotel Statler. He discussed misconceptions of the functions of capitalism and profits and the opportunities open to creative American salesmen.

**LEWIS LARSON**, general manager of the Lloyd Manufacturing Company of Menominee, Michigan, announces the appointment of the Charles W. Hoyt Company, Inc., of New York, as its advertising agency. The appointment is effective immediately.

**NORMAN MALONE & ASSOCIATES**, of Akron, Ohio, has resigned the account of Milton Bradley Co., toy and game manufacturer, effective December 31.

**MRS. ETTA L. WANGER** has been appointed v-p of Spadea, Inc.

## Baseball Broadcast Gets Okay Of Frick

(Continued from Page 1)

League will permit all eight of its member clubs to make separate deals with radio broadcasting stations on a non-exclusive basis for airing their games to non-major league or non-baseball towns. Exclusive deals, he continued, were still possible for broadcasts in major league towns having teams affiliated with the National League.

Pointing out that there would be no other formal announcement of this policy, Frick said that National League Clubs would observe the last year's decision by the U. S. Department of Justice when entering into broadcast negotiations.

### Department's Decision

The Justice Department's decision states that no major league ball club may air its games in a minor league town while a professional ball game is being played there. It set an arbitrary prohibited broadcast period in the town where the game is being played of three and one-half hours in the case of a single game and five and one-half hours on double header days.


The Washington agency's decision will not affect video but applies to both AM and FM broadcasting.

• faces • facts • figures • wins •

faces • facts • figures • wins •

# AMERICANS, SPEAK UP!

10:45-11:00 P. M.  
MONDAY



A series of inspiring, informative talks by prominent Americans. These excellent public service programs are available for sponsorship on WINS. Variety says: "Commercial Possibilities Are Good."

wins • faces • facts • figures • wins •

**WINS**  
SOKW NEW YORK

CROSLY BROADCASTING CORPORATION

CHICAGO

By HAL TATE

NEW WORLD DISTRIBUTORS INC. distributors for DuM sets in this area, are sponsoring "Stop the Record," new daily TV show on WGN-TV. Frann Weigle, local disc jockey conducts the program which is a giveaway show. The program is a package produced by Rose Dunn and Stan Joel. Petesch, Hecht & O'Conner, Inc., handle the account.

Wilson Sporting Goods Co. and General Mills for 3rd consecutive year will co-sponsor the National Professional Football title game over ABC on Sunday, December 18. Harry Wismer will handle the play-by-play while "Red" Grange will do the color. Ewell Thurber, Inc., Chicago, handles the Wilson account while Knox-Reeves, Minneapolis, handles the General Mills account.

Ell Henry, ABC press chieftain, and Jim Duffy, of the network's press staff, huddling with Bob Froman all week. Latter is here from New York to do a piece on Don McNeill's "Breakfast Club" for Collier's Magazine.

It's all boys at NBC! Leonard O'Conner, Reinald Werrenrath and Ed Morrell all recently became the proud fathers of sons. O'Conner conducts the "News on the Spot" program over WMAQ, Werrenrath is NBC-TV field director, and Morrell is assistant engineer for WNBQ.

Hollywood's New  
COUNTRY CLUB  
HOTEL

• The Country Club Hotel occupies a magnificent location in the heart of the exclusive Wilshire residential district, . . . adjacent to Wilshire Country Club and overlooking the expanse of its gorgeous fairways and greens.

• Rates from \$6.00 up. Single Kitchenette Apartments Available by Week or Month.

COUNTRY CLUB  
HOTEL

445 North Kossmore Avenue (Vine St.)  
Hollywood 4, Calif.  
Telephone: HOLLYWOOD 9-2701



Man About Manhattan. . . !

● ● ● FRIDAYDREAMING: Active trading in American Broadcasting Company stock has revived the rumor that 20th Century-Fox is acquiring large blocks of the stock. Some months ago the movie outfit made a bid for the network and at that time it was said they were desirous of getting into television. . . . Rayve Shampoo account switching from Needham, Lewis & Brorby agency in Chi to J. Walter Thompson here. Switchover cued by Lever Bros. shift to N. Y. . . . Hildegard signed to record on the Capitol label. . . . Aside to Everett Crosby: Has Chesterfield granted you permission for Bing to make L.P. records yet? . . . Philip Morris is calling for a big budget TV'er. . . . Ralph Edwards took the 'consequences' when he almost collapsed from poisoning recently which just about ruined his N. Y. vacation. . . . Lanny Ross slated to sing at the Sales Execs luncheon today—which is pretty good casting since Lanny has always been quite a guy in the sales dep't for any sponsor that latched onto him. . . . Elaine Williams, the talented and lovely television star, is up for a mistress of ceremonies role in a new puppet show, "Eski Mo and Eski Joe," being readied by CBS. . . . Add eternal pessimists: The guy who spreads the rumor around that Guy Lombardo can't last.

★ ★ ★ ★  
Pome: "Mule Train" with its consistence,  
Is the bane  
Of my existence.

—Harold Stein

● ● ● Herb Polesie, who oughta know, was telling us the other noontime that it's much tougher to garner laughs in television than in radio. In radio, he points out, there's nothing between the comic and the studio audience, except maybe the script. However, in TV, the audience's attention is diverted by a number of things. First of all there are the three comedians, temporarily known as cameramen, whose slightest move captures the attention of the entire audience. (One cameraman Herb knows once took a great shot and then turned around for a bow). Then there's a new twist with the audience itself—people trying to exert influence to get seated somewhere near the cameras so they can be sure and wave to their pals at every opportunity. Someday, Herb hopes, television will build theatres exclusively for its own medium with camera placement such as to prevent audience interference or distraction. Herb may have something there at that. The Bennys; Allens, etc., are holding back from TV because they're afraid they won't get the same laughs that they're used to in radio.

★ ★ ★  
● ● ● The Arthrities and Rheumatism Foundation puts its current fund drive into high gear this Sunday with a star-studded variety show via CBS. Featured will be Robert Q. Lewis, Peter Donald, Abe Burrows, Art Waner's orchestra, Jeannette Davis and veteran actor Bramwell Fletcher.

★ ★ ★  
● ● ● Y & R have renewed the contract for scripter Priscilla Kent's "The Second Mrs. Burton," the CBS soap. Incidentally, Priscilla is debunking the popular (and well-founded) theory that soap operas aren't realistic. She just returned from a 3-month tour of Europe gathering material. In January, the setting for her radio serial will take place in the countries she visited.

★ ★ ★  
● ● ● OUR HATS OFF DEP'T: Hank Ladd's high grade subbing for M. Berle Tues. nite, which netted him a return shot next week. . . . The new "Easy Aces" video show via WABD Wed. at 7:45—another Ziv hit.

SAN FRANCISCO

By NOEL CORBETT

GEORGE VOIGT is conducting a TV poll through his Chronicle radio column. Two pitches drew 214 letters. Voigt got several surprises, one of which was that every letter contained intelligent criticisms, proving TV listeners take their TV seriously. Berle was in front four to one; Godfrey second and Philco Television Playhouse and Ed Wynn tied for fourth. Of the local shows, Ruby Hunter's "Tell the Admiral" was away out in front with Dude Martin second and sports in general third.

There are now over 20,000 TV sets in the Bay Area.

Marje King goes under the sponsorship of Folger's Coffee beginning February 13. Raymond Morgan agency handled the deal. Show is heard Monday through Friday 12:45 to 1 with guests and Lyle Bardo's orchestra. Miss King selects typical San Francisco personalities for her guests. One, this week, was Charles W. Friedrichs, Secretary-Manager of the SPCA, who urged people to adopt a pet from the Animal Shelter for Christmas.

Friedrichs, who was on NBC and KYA for several years with his "Uncle Charley's Pet Club," is auditioning a similar show for Grant Holcomb at KCBS.

J. G. (Gil) Paltridge is the new manager of KYA. Paltridge started here then moved South with KFI, later opening his own station, KGIL, at Sherman Oaks in the San Fernando Valley.

Send Birthday  
Greetings To—

- |                   |                 |
|-------------------|-----------------|
| December 16       |                 |
| Jessie Block      | Lucille Lortell |
| Dick Krane        | Arthur Padgett  |
| December 17       |                 |
| Dick Gilbert      | House Jameson   |
| Howard A. Miller  | Ray Noble       |
| Herbert Nelson    | 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       | Jeanne Harrison |
| Hal Gordon        | Joseph Littau   |
| Bob Prescott      |                 |
| December 21       |                 |
| Bea Churchill     | Xavier Cugat    |
| Andre Kostelanetz | Bob Strong      |
| December 22       |                 |
| Bob Guilbert      | Eunice Howard   |
| Deems Taylor      | Dorothy Lewis   |

## Radio Receiver Sales Increase In Canada

(Continued from Page 1)  
 ada. Some totals in the report, with comparative 1948 figures in brackets, follow:

October sales of radio receivers of all types, 78,680 (74,213); radio sales for ten months ending October 30, 539,693 (414,739); total record player sales for October, 3,394 (2,404); record player sales for ten months, 24,449 (14,686); October inventory of radios of all types, 133,190 (139,351); October inventory of radios priced at \$30 or less, 43,648 (16,947).

**Lower-Priced Most Popular**  
 The big increase in radio sales was in the cheapest price bracket, below \$30, of which 128,786 were sold compared with 44,558 in the same period of 1948.

It is also noted that the big increase in record players was in the lower priced models without amplifiers, of which 17,251 were sold, compared with 9,094 in the same period of 1948.

Ontario province continues the big market for radio receivers of all types. More than half (287,682 out of a country-wide total of 539,693) were marketed in Ontario, and the dollar value of Ontario sales in the 10-month period this year was \$21,803,973 out of a total of \$39,455,168 for the whole country.

## 51 Students Entered In 'Democracy' Contest

(Continued from Page 1)  
 were entered yesterday in the national finals of the Voice of Democracy Contest. The youngsters, victorious over 1,000,000 contestants in school, community and state judgments with their five-minute broadcast scripts on the subject, "I Speak for Democracy," will compete by transcription and recordings next week for the four national awards, \$500 college scholarships and trips to Washington to receive their awards.

Names of the 51 state winners have been announced by Robert K. Richards, chairman of the Voice of Democracy Committee, which is made up of representatives of three sponsors, NAB, RMA and the U. S. Junior Chamber of Commerce.

The U. S. Office of Education, Federal Security Agency, which endorse the contest, is also represented on the committee.

The 51 transcriptions selected will now be judged by the panel of distinguished Americans who make up the national board of judges. They are: Tom C. Clark, Associate Justice of the U. S. Supreme Court; Douglas Southall Freeman, noted southern editor and author; Andrew D. Holt, president of National Education Association; J. Edgar Hoover, director of the FBI; Edward R. Murrow, news commentator for CBS, and James Stewart, motion picture star, also chairman of the board of judges.

## ILGWU Would Buy WINS For 'Better Public Service'

(Continued from Page 1)  
 price for which Pope has contracted to buy the station, ILGWU promises the same type of programming now aired by WFDR, which has been a voice for the union's adult education and cultural activities.

The issue now presented is of supreme importance, Fly said—it is "whether the public interest will be better served by devoting this important facility to foreign language broadcasts directed to a particular segment of the listening public or by having a facility of this character continue to be utilized to render a very meritorious general service of all the public."

Even if ILGWU did not seek the station, Fly wrote, the FCC would have before it "a serious question as to whether such limited use of this particular powerful and important facility (as foreign-language broadcasting) is in the public interest."

Lawyers here were skeptical that once having abandoned the Avco procedure, whereby a comparative hearing on the merits of the two applicants would be required, the FCC will now invoke such procedure in this case.

**Cottone Also Files**  
 Yesterday, too, general counsel Benedict P. Cottone of the FCC filed exceptions to an initial decision last month by examiner Hugh Hutcheson in the Pilgrim Broadcasting case, in Boston. Hutcheson had delivered a sharp attack on the principle of foreign-language broadcasting in his decision.

Cottone wrote that, "The structure of our society is not so insecure that we must stamp out all adherence to foreign traditions or customs. Nor, it is hoped, are we so provincial as not to recognize that there may be much in the native culture of Americans of foreign extraction that de-

### "Holy Year" Program On ABC Web Sunday

The American network's "Hour of Faith," 11:30-noon on Sunday, Dec. 18, will be given over to a special program dramatizing the establishment of 1950 as "Holy Year" by Pope Pius. Victor recordings made in Rome will be aired. They will include the proclamation made by Pope Pius, rehearsals for the attendant ceremonies and a dramatization of the "Opening of the Door," which will take place on Christmas Day.

### Coast Guard Anniversary

Commemorating the 20th anniversary of the founding of the Coast Guard Academy in New London, Conn., CBS will present a special half-hour show emceed by Robert Q. Lewis on Dec. 20. Titled "Cadet Holiday" the program features Peggy Ann Garner, Earl Wrightson and Francey Lane, and the U. S. Coast Guard Band and Glee Club.

serves to be kept alive and from which our own culture might borrow with profit."

He said a knowledge of English is "virtually essential to normal active life in the United States, and it is hardly likely that a few hours of foreign language programs would have any substantial tendency to destroy the incentive to learn English. He added:

"Our American ideal, to which the examiner refers, envisages a land where all persons of whatever religion, race or national origin are free, so long as they do not harm others, to live as they see fit, maintaining the customs, traditions, interests and beliefs they think best. The suggestion in this initial decision that groups of foreign extraction should be denied access to their native language is clearly repugnant to that ideal."

At the same time Cottone found no reason to alter Hutcheson's conclusion that the program plans of Joseph A. Slimeme, the applicant with the plans for extensive foreign language operation, were not of sufficient merit to win him the construction permit in competition with other applicants.

## Don Lee Expanding Arizona Coverage

(Continued from Page 1)  
 Arizona outlets, KOOL, Phoenix; KCKY, Coolidge, KCNA, Tucson, will give Don Lee and Mutual considerably greater coverage and vastly improved facilities in Arizona, according to Pat Campbell, v-p in charge of station relations for Don Lee. Of special note is extension to Bissbee. This addition affords Don Lee a powerful front running virtual length of state and assures best possible coverage by any state grouping of stations. Station KOY has power of 5,000 watts days and 1,000 watts nights and operates on 550 kilocycles. Stations KTUC and Kusun, 250 watters, respectively, operate on 1400 and 1230 kilocycles.

### Barnes Making Speeches

Pat Barnes, WJZ, New York, gabbler, plans to spend some time on the road during the next few weeks. He has been scheduled to represent WJZ at the Bronxville, N. Y. Civic Forum where he will discuss "What We Can Do To Help Peace" on Dec. 19. On Dec. 21, he does a guest speaker shot before the N. Y. Kiwanis Club luncheon where we will talk about "Twenty Years In Radio" and on Jan. 18, he goes to Chicago to address station managers.

for profitable selling **INVESTIGATE**

<b>WDEL</b> WILMINGTON DELAWARE	<b>WGAL</b> LANCASTER PENNSYLVANIA
<b>WKBO</b> HARRISBURG PENNSYLVANIA	<b>WRAW</b> READING PENNSYLVANIA
<b>WORK</b> YORK PENNSYLVANIA	<b>WEST</b> EASTON PENNSYLVANIA
<b>WDEL-TV</b> WILMINGTON DELAWARE	<b>WGAL-TV</b> LANCASTER PENNSYLVANIA

and

STEINMAN STATIONS  
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 Chicago San Francisco New York Los Angeles

# AM-TV EQUIPMENT FM-FAX

Section of RADIO DAILY, Friday, Dec. 16, 1949

## GI's May Buy Million TV Sets—Raytheon

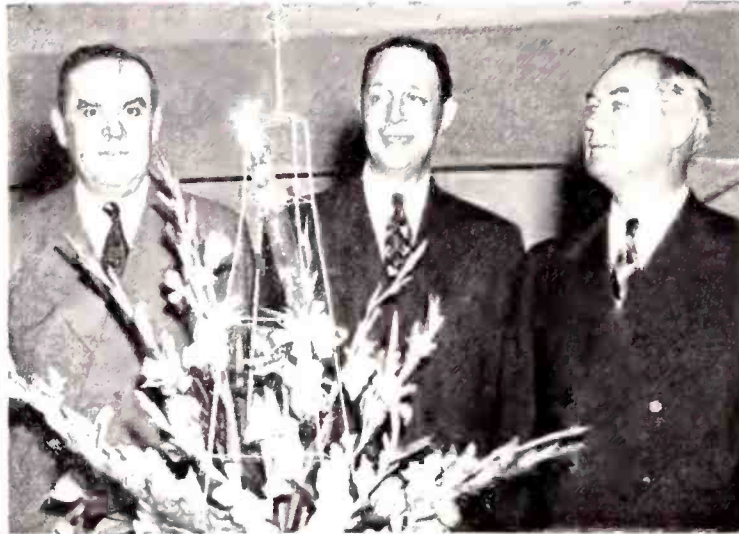
Provided a survey recently conducted by Raytheon Manufacturing Company is indicative of the entire country, approximately 1,100,000 TV sets will be purchased by World War II veterans alone during the first three months of 1950.

Raytheon, according to Charles Francis Adams, Jr., the company's president, polled 1,000 veterans in its plants in Waltham and Newton, Mass., to find out how many now own TV receivers and how many plan to buy sets with their G. I. insurance refunds during the first part of 1950.

Results of the poll showed that 27 per cent of the company's ex-G. I.'s now own TV sets and 14 per cent of the total plan to purchase sets with their insurance refunds. Thus, of the 73 per cent who do not own TV sets, approximately one-fifth plan to buy them with their insurance money. If like results hold true for all veterans of World War II in areas now served by television, it would indicate that an appreciable part of the TV manufacturing industry would be busy from Jan. 15 to April 15.

Assuming that some 16 million ex-G. I.'s will receive refunds from the Government and that half of them are within range of TV stations, and if Raytheon's poll applied to these 8 million veterans, it would indicate that they would buy 1,100,000 sets in the three-month period.

## Tele View of the Week



Hugh A. L. Halff, president and general manager of WOAI-TV, first television outlet in San Antonio, Tex., is shown with (left) Congressman Paul J. Kilday of Texas and (right) Mayor Jack White at formal inauguration of the new station on T-Day, Dec. 11.

## Philco Appoints Three To New Exec. Posts

Larry F. Hardy has been appointed president of the television and radio division of Philco Corp., it was announced this week by William Balderston, president of the corporation. Hardy will be in charge of all phases of Philco's TV and radio business. He first joined Philco in 1932, representing the corporation in Chicago and the Northwest Division, and then was made v-p and general manager of Simplex Radio Co., a Philco subsidiary.

Joseph H. Gilles, vice-president and a member of the board of directors of Philco, will assume full responsibility for all operations of the division and has been appointed vice-chairman of the division's executive committee. Gilles has served with Philco since 1929.

Frederick D. Ogilby, who previously served as manager of TV sales, has been appointed vice-president—sales of the TV and radio division of Philco. Ogilby will be responsible for the development of the new product lines, as well as head of the sales activities of the division. He has been with the corporation since 1931.

## 'Ruggedized' Radio Tubes Announced By Sylvania

Radio tubes which will withstand severe vibration and shock, have been specially designed to provide dependable communications service by Sylvania Electric Products, Inc., according to C. W. Shaw, general sales manager of the radio tube division. The "ruggedized" tubes, five of which have already been manufactured, are the first of approximately twenty types being designed. Electrical characteristics and circuit applications of these tubes are similar to corresponding standard types but physical design of tube structures has been modified to assure maximum dependable service life.

## To Manage Marketing Service Div. Of GE

L. K. Alexander has been appointed manager of the marketing services division in the General Electric Company's electronics department at Syracuse. Announcement of Alexander's appointment was made by E. H. Vogel, manager of marketing for the department. Alexander will have responsibility for market research activities of the department, will advise on distribution, production and inventory control, and will represent the manager of marketing in coordinating programs for product planning and service. He has been with GE since 1933.

## Circle-X Switches To Steatite

The Circle "X" Antenna Corp. announced that it has revised its center block construction by switching from a plastic center to a high frequency steatite center.

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## PRODUCTION PARADE

#### TV Table Holds Record Player

A table model TV set and a 45-rpm record-playing attachment may be combined on the same table through the styling of a new television receiver base announced by RCA Victor. The table comes with opposite sides in different finishes to match either RCA's gold-trimmed maroon TV table model (T-121) or the company's 10-inch special anniversary model with simulated wood grain finish, or Model 9-T-256. The record player is accommodated in the center of a shelf divided into three segments which makes room for twelve of the 45-rpm albums at either end.

#### Burlingame Associates Expands

Burlingame Associates and its affiliate, Brujac Electronic Corp. have moved to larger modern quarters at 103 Lafayette St., New York. New facilities include private and semi-private offices for executives and salesmen, complete accounting department, technical sales and customers service departments, conference and show room, stock and shipping room, and a fully equipped repair and service department, as well as a highly specialized mailing department. Burlingame Associates is one of the country's largest representatives for the distribution of electronics instruments.

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# TELEVISION DAILY

Section of RADIO DAILY, Friday, December 16, 1949 — TELEVISION DAILY is fully protected by register and copyright

## VIDEO DIRECTORS NAMED BY CBC

### TELE TOPICS

**A**T LEAST ONE NET has established the practice of refunding 75 per cent of rate in case of video failure and 25 per cent if only audio goes out, thus indicating that TV is 75 per cent visual. If more producers would recognize this fact, programming would be immeasurably improved. A case in point is "Easy Aces," which bowed on DuMont Wednesday night. Format of the show is so restrictive that it provides nothing to attract the eye even though it is on film and thus can embrace a much wider scope than live production. Briefly, it runs something like this: Jane and Goodman Ace are seen seated in a living room watching their TV receiver. Some old films which they are watching are inserted and they talk about them. The talk is very amusing, indeed, but all that is seen for most of the show are tired, dull film clips. Had a video failure occurred at any point during the show, or for the entire quarter-hour for that matter, viewers would have lost nothing whatsoever. As we said before, the Aces' conversation is very funny, but there's really no need to use tele to broadcast conversation. Ace is too good to be bound by such a narrow format; we'd like to see him do a situation-comedy show for TV along the lines of "Mr. Ace & Jane," one of the best AM series ever aired. . . . Produced by Ziv Television Programs, Inc., show is directed by Jeanne Harrison and written by Ace, George Foster, Mort Green and Jack Raymond.

**I**N AN INDUSTRY that abounds with complications, the station affiliation situation has never been known as a shining example of clarity. Multiple affiliation is the rule rather than the exception, and in virtually every one-station city, the outlet takes programs from all four webs. This has been especially grievous to everyone who has tried to clear station time for a network show. Now, however, ABC has come up with a switch that has brightened an otherwise dull day. The web announced yesterday that as of Dec. 17 it will have two-count 'em—two affiliates in Cleveland. The new affiliate will be WXEL which will carry those ABC shows that WEWS, the web's primary outlet, will be unable to air because of prior commitments. WXEL will be a primary DuMont outlet, while WEWS also has multiple affiliation.

**C**OOPERATING WITH New York's water conservation drive, DuM production chief Frank Bunetta yesterday armed two stage hands with buckets and sent them to the Hudson River to dig out enough water for use on tonight's "Hands Off Murder" stanza. Script for this week's edition of the mystery series is built around a murder committed as a result of bootlegging in water.

### Rates Still Going Up, Three Stas. Set Boost

Three more stations have issued new rate cards, revised upward, as part of the general industry rate increase prompted by the rapidly growing circulation. Latest to announce rate boosts are KTLA, Los Angeles; WTMJ-TV, Milwaukee, and WWJ-TV, Detroit.

The Detroit News outlet, managed by Harry Bannister, has increased its basic hourly rate from \$500 to \$600, effective Feb. 1. This is an increase of 20 per cent, while the number of receivers in the area, now 130,000, has gone up almost 100 per cent since June.

WTMJ-TV, owned by the Milwaukee Journal and headed by Walter Damm, has issued its sixth rate card although it has been on the air only two years. New card, effective Jan. 1, establishes a basic hourly rate of \$450, an increase of \$100 over the previous rate set Oct. 1.

The new KTLA card, announced by George Shupert, director of commercial operations for Paramount TV, is the station's first in a year. It boosts rates about 20 per cent—to \$600 per hour—while circulation has grown 500 per cent during the past year.

### FCC Okays Time Rate

Washington—The FCC yesterday approved a \$395 monthly charge for telephone lines within the city of Rochester for the connection of WHAM-TV to the NBC-television network.

## RCA-DuMont Patent Battle Enters Third Round In Court

Wilmington, Del. — The long-standing patent battle between RCA and DuMont entered the third round this week when DuMont challenged the validity of certain RCA patents in a declaratory judgment suit filed in Federal Court here.

The complaint denies infringement charges originally brought by RCA and alleges that the RCA patents are invalid "to the extent that they may have colorable relevancy" to equipment of the DuMont organization.

The battle between the two receiver manufacturers dates back to March 22, 1948, when RCA filed suit in Los Angeles against DuMont, Paramount Pictures, Television

### Cowan Eng'g Chief Of AT&T Long Lines

Frank A. Cowan, assistant to the general manager of the AT&T Long Lines Department, has been named head of engineering for the department, succeeding Horace H. Nance, who is retiring Dec. 31 after more than 39 years with the Bell System.

The Long Lines Department is the branch of AT&T responsible for TV networking, and Cowan has had broad experience in the engineering of both coaxial cable and radio relay systems.

Cowan started his career with the department in Atlanta soon after graduation from George Tech in 1919. He has been with AT&T ever since and during the war did liaison work between the communications industry and the armed forces.

### Bank Renews Newsreels

Boston — The National Shawmut Bank of Boston has signed a long-term exclusive contract with INS-Telenews, renewing sponsorship of the daily and weekly newsreels on both stations operating in this area.

The newsreels are carried by both WBZ-TV and WNAC-TV directly preceding network time, under the title of "The Shawmut Newsteller."

The Bank entered the TV field last year by placing the INS-Telenews daily and weekly newsreels with both stations for complete coverage of the area. The resultant gratifying increases in business prompted the bank to renew for three years.

### Mutrie And Seguin Set For Toronto And Montreal

Montreal—Fergus Mutrie of Toronto, and Aurele Seguin of Montreal yesterday were named directors of television for the CBC, the first appointments to be made in Canadian television on a full-time basis.

The appointments were announced in a press statement by Dr. Augustin Frigon, general manager of CBC, who said the two radio executives have been assigned to work full-time on development of CBC-TV in Montreal and Toronto.

Alphonse Oumet of Montreal, CBC assistant chief engineer, will continue to act as co-ordinator of television.

### Programs Next Summer

Dr. Frigon said Canada's first television programs will probably be on the air by midsummer of 1951. An earlier start would be impossible, he added, due to the time needed to build transmitters and studios in Montreal and Toronto and to gather and train a television staff.

Both Mutrie and Seguin have recently returned from Europe and the United States, where they made extensive studies of television systems.

Mutrie, Regina-born, is well known on the Pacific Coast in both music and agricultural circles. His father, J. T. Mutrie, has established at Vernon, B. C., one of the largest seed farms in Canada. The Montreal television director has been in radio for 16 years, occupying various positions with CBC in Ottawa, Quebec and Montreal.

### Statement By Dr. Frigon

In announcing the new appointments, Dr. Frigon said the CBC has "fairly extensive" plans on hand which will be implemented in the near future. He did not give any details.

### Congoleum Picks Up Tab On NBC's Garroway Show

Congoleum Nairn Co., floor covering firm, will sponsor "Garroway At Large" over the NBC web beginning early in February. Contract was placed through McCann-Erickson.

Sale gives NBC a 7-10:30 p.m. sell-out two nights a week — Sunday, when Garroway is aired at 10 p.m. EST, and Tuesday.

Originating in Chicago, program has been on the air since April as a sustainer. Price of the package is said to be about \$5,000.

PLUG TUNES

On Records and Transcriptions  
**TELL ME WHY**  
RYTVOC, Inc.  
1585 Broadway New York 19, N. Y.

"HUSH LITTLE DARLIN'"  
Recorded By  
Perry Como Eddy Howard  
Dick Haymes Curt Massey  
Kay Kyser Jerry Falligan  
MICHAEL MUSIC CO., Inc.  
1619 Broadway New York City  
Jerry Johnson Gen. Mgr.

You'll LUV this novelty!  
**IT MUST BE L U V**  
MANOR MUSIC COMPANY  
1619 Broadway New York City

Nothing Can Stop This!  
**"FOREVER WITH YOU"**  
by the writer of "My Happiness"  
FORSTER MUSIC PUB., INC.  
1619 Broadway, New York 19, N. Y.  
216 S. Wabash Avenue, Chicago 4, Ill.

A HIT is Born!  
**"BLUE FOR A BOY—  
PINK FOR A GIRL"**  
Vaughn Monroe on RCA-Victor  
Al Gallico Music Co. Inc.  
501 Madison Ave., New York, N. Y.

Revival of a Million Copy Hit!  
**"AM I WASTING  
MY TIME ON YOU"**  
STASNY MUSIC CORP.  
1619 Broadway New York City

THE OLD  
MASTER PAINTER

recorded by  
PHIL HARRIS RCA Victor  
RICHARD HAYES Mercury  
DICK HAYMES Decca  
SNOOKY LANSON London  
PEGGY LEE-MEL TORME, Capitol  
JACKIE PARIS National  
FRANK SINATRA Columbia  
with others to follow

ROBBINS MUSIC CORPORATION

WORDS AND MUSIC

By PINKY HERMAN

● ● ● TIN PAN ALLEY OOPS:—Bourne Music has two oldies which have bounced back into the musical limelight. . . . ditties are the rhythmic "Charlie My Boy" and "I Never See Maggie Alone." . . . ● J. J. Robbins & Sons come with a smash in "Bye Bye Baby," swaggy thingy penned by Leo Robin and Jules Styne for the hit musical, "Gentlemen Prefer Blondes," . . . with major platters by Frank Sinatra (Columbia) Guy Lombardo (Decca) Tony Martin (Victor) Art Lund (MGM) and Ray Anthony (Capitol) how can it miss? . . . ● That new platter series of musicals, "Your Melody Parade," emceed by Bob Warren with guests interviewed by Peter Roberts, is delightful listenin' these Sunday noons via NBC. . . . ● Handsome Bill Harrington starts a new series of telecasts Tuesday over WOR-TV . . . program will be beamed Tuesdays and Thursdays at 7:15 p.m. . . . ● Margaret Truman makes her Gotham concert debut Tuesday when she questrills on American Oil Company's "Carnegie Hall" ABCoast to Coaster. . . . ● Floyd Tillman, who penned "Slippin' Around" has given Peer International another potential hit parader in "I Gotta Have My Baby Back." . . . ● Roy Stevens' Ork opens at Dailey's Meadowbrook Jan. 6 for 11 weeks with beau coup air time. . . . ● Looks like Mutual is more than interested in Gerry Gross' TVehicle starring Bob Houston. . . . ● Happy Goday's first plug tune will be (I'm Gonna Paper My Walls) "With Your Love Letters" a torch penned by Teddy Powell and Bernie Wayne. . . .

★ ★ ★ ★

● ● ● With four major platters due to hit the music counters next week, Duchess Music's (There's Something About A) "Home Town Band" is sure-fire . . . waxings include Freddie Martin (Victor) Russ Morgan (Decca) Harmonaires (Columbia) and Art Mooney (MGM). . . . ● Sanford Bickart's narration on the Sunday NBTelecasts of Stromberg-Carlson's "Tropic Holiday," is first rate story-telling. . . . ● Back in 1932 Arthur Tracey zoomed into prominence as "The Street Singer" and his theme song, "Martha," likewise clicked . . . the number, written by L. Wolfe Gilbert and Moises Simons, has been taken out of the E. F. Marks archives and will be revived . . . look for this fine ballad to repeat. . . . ● Dennis James' TV series "Okay Mother" has caught on and currently culls over a thousand letters a week. . . . Program, sponsored by Sterling Drugs over the DuMont network, is the first sponsored daytime show to be beamed over a TV network. . . .

★ ★ ★ ★

● ● ● Frances Schillinger's book, "Joseph Schillinger," just published by Greenberg Publications, is a delightful memoir of the late musical genius, whose pupils include most of the country's top-ranking ork pilots, conductors and arrangers . . . entertaining, romantic and anecdotal, the author gives the inside story of modern musical Americana . . . it reveals interesting facts such as Glenn Miller's "Moonlight Serenade" and George Gershwin's "Mine" were developed from exercises they respectfully prepared during their studies with Schillinger. . . . tome is a MUST for everyone in the entertainment world. . . .

★ ★ ★ ★

● ● ● ON AND OFF THE RECORD:—Juanita Hall, of "South Pacific," has a solid bit of wax in her latest Victor record of "Blow Them Blues Away" reversed with "Scarlet Ribbons," . . . top side is easily her best effort with effective trumpet support by Billy Moten, who fills a horn like Billy Butterfield. . . . ● Columbia comes up with a surprise novelty biscuit in Polka King Walter Solek's fine effort on a novelty titled, "We Don't Make Any Money" (But We Have A Lot of Fun) . . . flip is "Everybody's Polka," . . . made to order for deejays and jukes. . . . ● When a Wilkes Barre, Pa. fellow wrote a protesting letter to MBS deejay Bob Poole, "because his office help dropped their work to listen to his programs," listeners to Poole (via WBAX) swamped James Monks with indignant phone calls . . . (Monks—who he? He, man who protested, dat who.). . . . Eddie 'Gin'

PLUG TUNES

Wedding Bells Will  
Soon Be Ringin'  
LAUREL MUSIC CO.  
1619 Broadway New York City

Bing Crosby, Gracie Fields,  
Sammy Kaye, Johnny Desmond,  
Jo Stafford, Doris Day  
Are All On  
**THE LAST MILE HOME**  
LEEDS MUSIC CORPORATION

Making Our Debut With A Hit!  
**"A NEW SHADE OF BLUES"**  
MAYPOLE MUSIC CO.  
22 E. 67th St. New York City  
Phone: REgent 7-4477

**I WISH I KNEW**  
Should step right out in front—  
Just recorded for RCA-VICTOR  
by DOLPH HEWITT  
ADAMS, VEE & ABBOTT, Inc.  
216 S. Wabash Ave. Chicago 4, Ill.

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YOU BLUE EYES?**  
Russ Morgan - Decca 24819  
Merrie Musette - Victor 25-1134  
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1619 Broadway New York, N. Y.

My Heart Goes With You

By Thomas G. Mesheh



JAMES MUSIC, Inc.

1650 Broadway Room 709 N. Y. C.

Brand New Novelty!  
**"If I Had A  
Million Dollars"**  
(I Would Give It All to You)

TONY PASTOR'S  
Sensational COLUMBIA Record  
#38577

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





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 52

NEW YORK, MONDAY, DECEMBER 19, 1949

TEN CENTS

## COSTS OF NATIONWIDE TV ESTIMATED

### Newscasts Rate High In Local WOR Survey

News broadcasts now attract more people than during World War II, a WOR survey of average ratings for major radio station news programs during the past eight years in New York has revealed. Pulse ratings for October and November from 1942 to 1949 were used as a basis by the WOR research department.

More people listen to more news on major New York stations than during the early part of the war, the average news program is heard by more families now than in any October and November in the past four

(Continued on Page 4)

### Miles Buys Two More; One On ABC, One MBS

Miles Laboratories, of Elkhart, Ind., through Wade Advertising Agency, has purchased two more network segments, one on ABC and the other on MBS, each to be heard five times weekly, Monday through Friday.

For Alka-Seltzer and One-A-Day Vitamins the company has signed for joint sponsorship of Edwin C. Hill's newscasts on the American

(Continued on Page 2)

### New Advertising Staff Of Lever Bros. Announced

Lever Brothers' advertising department organization, following the company's move to New York, has been announced by James A. Barnett, v-p in charge of advertising.

Michael J. Roche will continue as general advertising manager. David Ketner is brand advertising man-

(Continued on Page 2)

### Xmas Spirit

Alice O'Keefe, chief telephone operator at Benton & Bowles, read an account of Xmas preparations being made by patients at Goldwater Memorial Hospital on New York's Welfare Island in a metropolitan newspaper. In a matter of hours she and the other operators raised, via phone, a total of \$110 from the agency staff for the good cause.

### Thirst Quencher

Using the water shortage in New York as a means to attract attention to his station and its coverage in Louisiana, Willard L. Cobb, general manager of KALB, Alexandria, sent a bottle of water to thirsty New York time buyers and other agency executives. The shipment of bottled water was air expressed to Manhattan and the bottles distributed by the station's New York representatives, Weed and Company.

### Trustee In Bankruptcy Factor In FCC Ruling

Washington Bureau of RADIO DAILY  
Washington — Lawyers here saw the FCC decision of last week in the case of KWIK, Burbank, Calif., as of great possible meaning in the knotty Don Lee Broadcasting System case. Although the Commission ordered revocation of the KWIK license effective January 8, it said flatly that it sees no objection in principle to the assignment of a

(Continued on Page 8)

### Tobacco Company Buys "Dr. I.Q." On ABC Stations

P. Lorillard Co. has been signed by ABC to bankroll "Dr. I.Q." over 52 web stations effective January 4, it was announced on Friday. Program was purchased for 52-weeks in behalf of Embassy cigarettes.

"Dr. I.Q." has been on the air for

(Continued on Page 2)

### Faught Co. Releases Video Survey—Reports 1,000-Station System Will Cost \$1,740,352,500 Annually

### Special Campaign Set For DeMille Picture

A radio and television spot promotion campaign is being planned in behalf of Cecil B. DeMille's "Samson and Delilah" when it is introduced nationally next month.

The world premiere of the Bible epic will be held on December 21st in New York and Hollywood with Paramount sponsoring a broadcast of the festivities attendant to the first night over WOR and Mutual from

(Continued on Page 2)

### Alexander Comm. Head For Tele 'Town Meetings'

Washington Bureau of RADIO DAILY  
Washington — RMA announced Friday the formation of a new industry group to be composed of both RMA members and non-members companies, to develop further plans for educational "town meet-

(Continued on Page 4)

### Radio Weather Service Planned By Auto Club

Weather and traffic reports for motorists in the Metropolitan area will be broadcast this winter by nine radio stations and two TV outlets in cooperation with the Auto

(Continued on Page 2)

## New Labor Act Will Benefit Broadcasters, Says Doherty

Washington Bureau of RADIO DAILY  
Washington—In a statement designed to clarify industry questions regarding application of the new Fair Labor Standards Act, the NAB employer-employee relations director, Richard P. Doherty, said Friday that "largely through the initiative of NAB," broadcasters—stations and networks—"should save many thousands of dollars annually on overtime obligations." He pointed out

that a wide range of talent fees is excluded from overtime calculations, and that the new law also permits employment of minors in radio and television.

Doherty pointed out that "an amendment to Section 7(D) of the Fair Labor Standards Act of 1938 dealing with the calculation of the 'regular rate' of pay, specifically mentions that 'talent fees . . . paid

(Continued on Page 8)

The annual cost of a theoretical nationwide television system comprised of 1,000 stations and 200 satellite transmitters would be \$1,740,352,500, according to a study released today by The Faught Company, Inc., business consultants. On this basis, the report states, a total

(Continued on Page 7)

### Defends Radio Role In Harvard Speech

Cambridge, Mass. — "The things that are wrong with radio are direct reflections of certain defects in the American way of life," said H. V. Kaltenborn at a Harvard Law School Forum on Friday night. Norman Corwin, Quincy Howe, and James Fly also took part in the discussion which posed the question "What's wrong with American Radio?"

The commentator cited "too much

(Continued on Page 4)

### WSB Gives Fax Station To Southern University

Atlanta — WSB has presented a \$13,000 twin - scanner Faximile transmitter to Emory University. The university journalism head, Dr. R. B. Nixon, says the equipment will be used to demonstrate the

(Continued on Page 2)

### Rescue Service

Syracuse, N. Y.—A listener's tip, telephoned to radio WSYR, led State Police and National Guard officials to the wreckage of a missing P-47 fighter plane some 43 miles south of the city this week. The listener, whose farm is located a short distance from the patch of woods where the wreckage was found, heard WSYR tell of the missing plane.



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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES

Allen Kushner, Manager
6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU

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

CHICAGO BUREAU

Hal Teta, Manager,
612 N. Michigan Ave.
Phone: Superior 7-1044

SOUTHWEST BUREAU

Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverside 3518-8

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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, Phico, Phico pfd., RCA Common, 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, WCAO (Baltimore), WJR (Detroit).

Radio Weather Service Planned By Auto Club

(Continued from Page 1)

Club of New York, it was announced yesterday. The auto club has arranged to check road conditions with highway police, tunnel officials and others in the area and supply the bulletins to the broadcasters.

This year field reporters equipped with two-way radios will roam the area and supply special information. The system will function during the holidays and when weather conditions are bad.

The radio line-up includes WCBS, WNBC, WOR, WJZ, WNEW, WMCA, WQXR, WMGM, and WINS. The television stations are WABD and WPXI.

COMING AND GOING

H. V. KALTENBORN, commentator on NBC, is in Cambridge revisiting his Alma Mater, Harvard University. Yesterday he addressed the Free Enterprise Society on the subject, "Our Divided World"

MURRAY S. LEVINE, president and founder of the New York Committee on Atomic Information, tomorrow will leave for Florida to be interviewed on stations in Miami and Miami Beach.

FRANK NOVAK, creator of Goodyear's "Hook 'n' Ladder Follies" in 1945 and the present simulcast, "Main Street Follies," off by plane for Toledo, Ohio, where next Friday he'll supervise a full-hour program over Mutual sponsored by the Leader Department Stores.

DON SYLVIO, orchestra leader, is back from Chicago and has resumed his baton work at Bill Bertolotti's.

MARY C. WILSON, of the "Meet Mary" program on WTTM, Trenton, N. J., is back at the station following a two-week trip through the Scandinavian countries.

CHET HUNTLEY, West Coast newscaster for CBS, is back in Hollywood following a six-week tour of Europe.

KEN MURRAY, started on CBS-TV, has left for the West Coast to spend the Christmas holidays. He'll be back Dec. 29 in time to make final arrangements for his new video series, which is scheduled to make its bow Jan. 7.

A. F. MARTIN, JR., general manager of WKPT, affiliate of NBC in Kingsport, Tenn., was in conference yesterday with station relations executives of the web.

ARTHUR WHITNEY, staff writer for the Herb Sheldon show on ABC, off by plane for Miami, where he'll spend the week-end. He wrote the show ahead for this period.

STERLING FISHER, manager of the public affairs and education department at NBC, on Monday will be in Louisville, Ky., to attend the University of Louisville's conference on Home-Study-Education-By-Radio courses, which are conducted in conjunction with NBC programs.

Miles Buys Two More; One On ABC, One MBS

(Continued from Page 1)

network from 7-7:05 p.m., starting Jan. 2.

Additionally, the firm has bought on the Mutual network the last 15-minutes of the "Ladies Fair" program presided over by Tom Moore. The half-hour show is heard from 2-2:30 p.m. Approximately 410 Mutual stations will be used, starting on or about Feb. 6. The Miles product to be advertised on this program has not yet been chosen.

Special Campaign Set For DeMille's Picture

(Continued from Page 1)

8:00 to 8:30 p.m. WABD in New York will televise the opening of the picture.

The movie will be shown nationally after January 20 in more than 20 cities with radio spots and 30-second TV trailers being run in the areas. The agency handling the promotion is Buchanan & Co., Inc.

Jones Leaves Agency; Keck Takes His Post

Chicago—William E. Jones, director of radio and television at Henri, Hurst & McDonald, Inc., in Chicago, for the past six years, has resigned effective Dec. 31, to operate as an independent program package producer and consultant in radio and television with headquarters in Chicago.

His successor will be John Scott Keck who has been associated with NBC for several years. Keck, Recording Manager of NBC, also functions in several other capacities for the network, particularly as a radio director for several advertising agencies including many agency radio departments not prepared to meet the creative needs of their clients. He will officially begin heading up the radio and television department of HH&McD on Jan. 3.

New Advertising Staff Of Lever Bros. Announced

(Continued from Page 1)

ager for Surf, Lifebuoy and Swan while Paul Laidley, Jr. will be an assistant for these brands. George B. Smith will be brand advertising manager for Rinso, Spray and Breeze with William Scully as the assistant for the accounts. Howard Bloomquist is the brand advertising manager for Lux Toilet Soap, Lux Flakes and Silver Dust. Stephen Witham is assistant manager.

George T. Duram is media director and is assisted by John P. Doyle and Richard Dube. John R. Allen fills the new post of television manager.

The department is temporarily located at 80 Varick Street pending completion of the new Lever Building in New York.

WSB Gives Fax Station To Southern University

(Continued from Page 1)

medium to students and to experiment with the transmission of various type-faces. The presentation was made by John M. Outler, Jr., station general manager.

Tobacco Company Buys "Dr. I. Q." On ABC Stations

(Continued from Page 1)

11 years with Lew Valentine starred in the title role. Program time is 8 to 8:30 p.m., Wednesdays. Agency is Geyer, Newell & Ganger, Inc.

SESAC Plays Santa

SESAC, Inc. for the last month has been sending as a special Christmas gift to all of their subscribers, bonus releases to build up substantially the number of tunes in the SESAC Library. The last of these bonus shipments go out this week which will bring up every subscriber to more than 2,500 numbers at the present time.



They work for peanuts

Always a big attraction at the circus are the performing elephants. But they do a lot of hard work for their owners, too. And they do it all for peanuts.

Sounds like a story about W-I-T-H. It's a big attraction for listeners and advertisers in the rich Baltimore market. And W-I-T-H works for you like a Trojan—for peanuts!

Yes, for very little money you can do real big things on W-I-T-H. For W-I-T-H delivers more listeners-per-dollar than any other station in town.

So, if you want to make your advertising dollar go far in Baltimore, buy W-I-T-H. Your Headley-Reed man will gladly give you the whole story.

AM WITH FM Baltimore 3, Maryland TOM TINSLEY, President Represented by Headley-Reed

**Effective January 1, 1950**



**with**

**ALL THE HOTTEST HOOPERATED PROGRAMS**



**bringing**

you a Loyal Audience that  
annually spends more than  
**HALF A BILLION DOLLARS**  
in KOOL's retail area.



Key Station of the  
Radio Network of Arizona.

**KOOL, Phoenix**  
**KCKY, Coolidge**  
**KOPO, Tucson**

100% coverage of Arizona's  
richest area comprising 75%  
of the State's population.

5,000 WATTS DAY AND NIGHT 960 KCs

NATIONAL REPRESENTATIVES

George P. Hollingberry Co.

NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • ATLANTA

## Newscasts Rate High In Local WOR Survey

(Continued from Page 1)

years and the average rating for all 15-minute newscasts currently tops the average for comparable months in all the war years, according to the survey.

The survey made in the two-month period included only 15-minute newscasts aired by the four major New York stations and omitted commentators. Average ratings for quarter-hour newscasts were 19 per cent higher in 1949 than in 1942, the survey showed. Because of the increase in radio families, the research department said, ratings of 1946 were even lower when compared to those of 1949.

The survey showed WOR as "New York's most listened-to station for news" attracting 44 per cent of the total audience listening to major-station newscasts in New York.

## Alexander Comm. Head For Tele 'Town Meetings'

(Continued from Page 1)

ings" of television dealers. At a meeting in Chicago last week. Chairman George M. Gardner, of the RMA's set division, appointed representatives from nine leading companies to constitute a new planning committee for the proposed "town meetings" of television dealers.

A. T. Alexander, of Motorola, chairman of the RMA's service committee, was named chairman of the new committee. Companies to be represented on the committee by executives of the sales, advertising, accounting and service departments include the following: Admiral, DuMont, Emerson, General Electric, Motorola, Philco, RCA, Stromberg-Carlson and Zenith. Chairman Stanley H. Manson of the RMA's advertising committee, also will be a member.

Original plans for the television dealers' meetings, prepared by the RMA "town meetings" committee with the aid of Howard Browning, committee consultant, proposed TV distributor-dealer meetings in 60 principal cities for presentation of four 20-minute films on major subjects to assist dealers. The new industry committee will further study these plans toward development of a more definite program underwritten by set manufacturers in cooperation with distributors.

A meeting of the new planning committee within the next few weeks is planned.

## Texas Snow Storm

A flurry of Texas "snow" scattered in a publicity release from "San Antonio's Santa Claus Station." KITE temporarily blocks traffic on agency desks. The item gives the reader a view of Santa's activities on his way to San Antonio as covered by KITE, in addition to the simulated snow.



### Man About Manhattan . . .

● ● ● WEEK-END CUFF NOTES: Watch for a new commercial switch next spring when radio stations begin plugging their programs via TV. . . . FCC is already receiving squawks about New York having so many top-powered stations. (Complaints from station ops in N. J. and Conn.) . . . Kay Roberts no longer with Mildred Fenton and operating on her own now. (Aside from handling top personalities, Kay is also working with the Finnish government on a series of radio and TV shows depicting the life and times of the people of Finland.) . . . Radio Mirror's "What's New From Coast to Coast" col'm now being penned by Marie Haller. . . . Dick Linke left Sammy Kaye to go into the publicity biz on his own. . . . Aside to Cathy Mastice: Didja know that the Sheik Abdullah, Prime Minister of Kashmir, made the Music Hall one of his first stops here just to catch your warbling? . . . Ditto to Henry Morgan and Don Ameche: The Morgan the Merrier sounds like a natural for television. . . . According to Hert Stein, a virus is simply a common cold handled by MCA.

★ ★ ★ ★

● ● ● Nat Abramson, pioneer in booking cruise entertainment for 25 years or more, has fallen for his own bailyhoo, it seems, about those wonderful 17-day West Indies cruises handled the Holland Line. Nat hopped aboard the Nieuw Amsterdam Sat. nite with a fistful of top radio personalities, among them Georgie Price and Sid Gary, for a holiday jaunt down among those romantic moonlit isles, as the travel folders put it.

★ ★ ★ ★

● ● ● THE MORNING MAIL: "Dear Sid," writes "A Regular Reader." "Just want to get something off my chest that's been there for a long time. Nothing serious, mind you. Just that it gripes me when a good show turns a little bad when it latches onto a sponsor. I'm thinking specifically of 'Life With Luigi.' Used to be just about perfect from every angle, but with a sponsor just around the corner, what happens? In a word, the whole thing is jazzed up. Everybody tries to please more than ever—especially the audience. Poor Luigi can't so much as open his mouth, but the over-obliging audience is rolling in the aisles. Sounds phoney to me and detracts from the essential humor of the sketch. Another example is 'Duffy's Tavern.' As a sustainer, it was terrific because it was unpretentious. Came the sponsor, and all of a sudden we heard the 'Tavern' ushered in with a full-size orchestra. Again, everybody tried too hard. I'm not blaming the sponsor. If the show proved itself to be good enough to buy, I should think the sponsor would be content to see it continue along the same lines. Maybe the producer is to blame. With the extra dough, he thinks it's necessary to glamorize the show with more brass, more oomph, more audience-response. In a word, it seems to me that when a program is in the sustainer stage, emphasis is on originality and workman-like showmanship. Sponsored, it becomes forced into the conventional glittery showcase, which is too bad. Thanks for listening."

★ ★ ★ ★

● ● ● The U. S. Coast Guard will present an all-star variety Christmas show on CBS (10:30 p.m.) tomorrow nite, with Robert Q. Lewis as emcee. Other stars who will appear are Peggy Ann Garner, Earl Wrightson and Francey Lane. The 29-piece Coast Guard Academy band and the Cadet Glee Club will be featured under the direction of Warrant Officer George H. Jenks. Program also marks the 20th ann'y of the founding of the present site of the Coast Guard Academy located in New London, Conn. Show will be produced by Geo. F. Foley, Jr., and directed by James Lister.

## Defends Radio Role In Harvard Speech

(Continued from Page 1)

material emphasis, too little time to do things well, too much concern with easy popularity and quick results" as examples of the defects. However, Kaltenborn said there are many more good things on the air than people realize.

"The war did a lot to help radio grow up," he continued. "It was faced with serious responsibilities and measured up to them. Radio did a patriotic job, a conscientious job, and sometimes a distinguished job."

"Much of the current criticism of radio programs is ineffective because it lacks discrimination or is totally unfair," he pointed out. Kaltenborn asked why people shouldn't be more discriminating in choosing what they wanted to hear rather than turning their set on at any time.

As for FCC regulation of stations, Kaltenborn said "I would always rather have a regulatory body do too little than too much." He added that under radio law "radio stations have a definite obligation to the public."

Television has taken the place of radio as the "whipping boy" and people are less critical of radio now, Kaltenborn said. As for the future of radio, he commented that "radio is considered by many as a dying or an obsolescent medium. Personally, I don't agree."

Kaltenborn spent two days at his alma mater and in addition to the discussion, addressed The Free Enterprise Society at Harvard on Thursday evening.



KALTENBORN

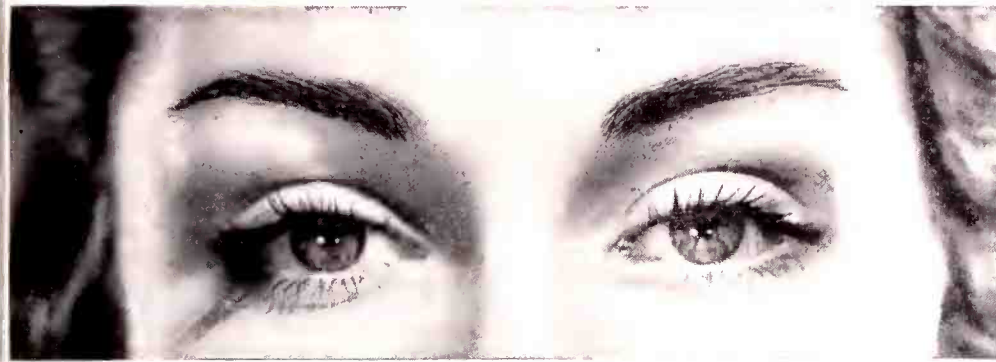
## Derr Gets New Post In CBS Sports Dept.

John Derr has been named associate director of sports for CBS effective Jan. 1., Davidson Taylor CBS vee-pee, announced on Wednesday. Derr has been assistant to CBS sports director Red Barber since April, 1947.

Derr's newly created position calls for his giving up broadcast camera direction for which he was previously responsible but he will continue supervisory work with all kinds of radio and TV sports programs.

Taylor said that Derr's appointment "is another result of the recent integration of CBS radio and TV public affairs" and pointed out that the web's activities in these fields called for a full time administrator to handle the increased operational duties.

# How will they look to YOU a few years from now?



**Your wife's eyes:** What will you read in hers when she asks whether you can afford that modest cottage that's for sale?



**Your boy's eyes:** What will you see in his eyes the day he asks whether you can afford to send him to college?



**Your own eyes:** What will the mirror tell you about them when it's time to retire, and take things easier?

**There's no better time** than right now to sit back and think what *you* will see in your family's eyes a few years from now.

Whether they glow with happiness or turn aside with disappointment depends, to a very large extent, upon what you do *now*.

So plan *now* for that home you plan to buy eventually . . . set aside money *now* for his college education . . . plan *now* for the day you can retire.

Decide now to put part of your salary, week after week, year after year in U. S. Savings Bonds, so

that you will have the money for the *important* things you and your family want.

**Insure your future** by signing up on the Payroll Savings Plan where you work, or the Bond-A-Month Plan where you have a checking account. Chances are you won't miss the money now, but you certainly will a few short years from now if you haven't got it!!

**P. S.** Remember, too, that every \$3 you invest now in U. S. Savings Bonds returns \$4 to you in just ten short years.

## Automatic saving is sure saving — U.S. SAVINGS BONDS



THIS SPACE CONTRIBUTED BY RADIO DAILY

## AGENCIES

**MARFREE ADVERTISING CORPORATION** has just been engaged by the following companies as radio advertising agency; Dean Ross Piano Course, New York City; The House of Goddard, Chicago; Midway Radio, Kearney, Neb.; Foto Magic Co., Chicago; Salvit Corporation, Jersey City, N. J.; Galgano Distributors, Chicago, and Mercury Life and Health Co., San Antonio, Texas. Account executive for House of Goddard, Galgano is Alvin Eicoff of the Marfree Chicago office. The account executive of the other accounts is Barnett Friedenberg of the New York office.

**ANTARA PRODUCTS** of General Aniline & Film Corporation, have appointed R. T. O'Connell Company to handle the advertising of their bulk detergents, Carbonyl Iron Powders and Chat.

**PRECISION FILM LABORATORIES, INC.** New York, have appointed J. M. Hickerson Inc. to handle advertising and publicity, effective January 1, 1950.

**WNEB, WORCESTER, MASS.**, is now represented by The Bolling Company, Inc., New York, Chicago, Hollywood and San Francisco. WNEB, a full-time independent, has been on the air since December 16, 1946.

**NEIL O'BRIEN** is joining the Radio-television commercial division of the copy department, Kenyon & Eckhardt, Inc. For the last six years, he has been an independent movie writer and producer and, prior to that, was associated with Ruthrauff & Ryan in their radio commercial and production departments.

**GEORGE A. VOLZ**, account executive, has been elected a vice-president of Gardner Advertising Company, St. Louis, by Gardner's board of directors. Announcement of the election was made by Elmer G. Marshutz, president of Gardner.

**HENRI, HURST & McDONALD, INC.**, Chicago, on January 3 will officially open new offices in the La-Salle-Wacker Building at 121 West Wacker Drive. The agency will occupy the entire 24th, 34th and 35th floors.

**THE DIAMOND MOTTO CO.**, Lexington, Ky., has appointed Associated Advertising Agency Inc., Dixie Terminal Bldg., Cincinnati, Ohio, as advertising counsel. "P.I." radio and television and mail order magazines will be used.

\*\*\*\*\*  
 For Jingle-Cartoon  
**TV SPOTS**  
 Call  
**KISSINGER PRODUCTIONS**  
 JU 6-5572 1650 B'way, N. Y. C.

## ★ THE WEEK IN RADIO ★

### Baseball In Spotlight . . .

By BILL SILAG

**MAJOR** league baseball's realignment of broadcast policy will not affect broadcast of major league games except to prohibit airing of major league games in minor league towns only while professional ball games are in progress in those towns. Actually, the new policy, arrived at in conference with a U. S. Department of Justice decision, will probably increase the number of hours devoted to baseball play-by-play descriptions via the airwaves. The Justice Department decision affects both AM and FM but not TV.

The National League's decision to let individual clubs in the league make their own deals for transmitting major league games in minor league towns, knocked into a cocked hat "exclusive" proposals which had been advanced to organized baseball by major networks. Mutual is known to have offered such a proposal and other webs were also said to have been negotiating.

David Sarnoff, RCA chairman of the board, stressed radio's role in the "struggle for peace" in a speech before the UN and Byron Price, ex-chief of the Office of War Censorship, turned down President Truman's offer of an assistant secretary in the State Department.

Robert Kintner, ABC vee-pee, unloaded 20 per cent of his ABC stock, a total of 12,000 shares. . . . Pat Weaver, NBC vee-pee in charge of TV, was named chairman of the advisory committee of the American Heart Association's 1950 Campaign. . . . Harold Fair was appointed program director of WHAS, Louisville. . . . and Charlie McCarthy led Pacific Coast Hooperatings with 35.9.

The Supreme Court indicated that the FCC needed more power in its (the Court's) discussion of the WGST case and prospects were said to be for a much sterner administration of the Communications Act. Meanwhile, during the week, the FCC heard arguments on a petition by Hogan Laboratories, Inc. to amend FCC rules governing facsimile transmission and refused a WJZ, New York, request to remove KOB, Albuquerque, from the 770 kc. band. The Commission also decided to set a complete photovision hearing for next month.

Twenty-two CBC stations contracted with the Wm. Wrigley Jr. Co. Ltd. to air a 13-week test of the "Cisco Kid." . . . Hudson Motor Car Co. signed for spot plugs for the new Hudson Pacemaker over 800 stations. . . . V.I.P., Inc. announced a radio package exchange, sans talent, for local stations. . . . and Elliott Roosevelt and Morgan Jones formed an AM-TV package firm in New York. McCann-Erickson, Inc. appointed four women vee-pees in one fell swoop. . . . Columbia Records, Inc. named Jeff Wilson to be general sales manager and Ken McAllister as director of advertising. . . . and Eldon Park, Crosley vice-president, died. The ILGWU appealed to the FCC

for permission to buy WINS, New York, in the interest of "better public service. Generoso Pope had asked the Commission for permission to convert the 50,000 watt indie to a foreign language station and to change Generoso owned WHOM to an English language operation. Pope's offer of \$512,000 for WINS was matched by the garment workers.

CBS signed up more than \$14,000,000 in year-end renewals and new programming to commence immediately following Jan. 1. . . . Philco announced that earnings in the last three months of the year are expected to surpass total earnings for the first nine months. . . . and the \$350,000 Pillsbury promotion of its Grand National Recipe contest was adjudged a "tremendous success."

President Truman was scheduled to address the nation over major webs on Xmas Eve. . . . Lee Bland was appointed WCCO, Minneapolis-St. Paul, program chief. . . . and Lewis H. Avery was elected prexy of the National Association of Radio Station Representatives while T. F. Flannigan was chosen to succeed himself as managing director of the spot sales organization.

The Capital Broadcasting Co., recent purchasers of WOL and WOL-FM, sold WWDC and WWDC-FM to the Peoples Broadcasting Co. of Columbus, Ohio, for a reported \$125,000 subject to the approval of the FCC, and Mutual's board of directors met in Chicago to discuss, among other things, the formation of a TV network.

The Advertising Council's Board of Directors, also meeting in Chicago, urged a stepped-up program of public enlightenment by business. . . . Don Lee picked up KOY, Phoenix; KTUC, Tucson; and KSNB, Bisbee, Ariz., all of which were recently refused affiliation franchise renewal by CBS. . . . and NBC and CBS announced plans for Xmas bonuses to all employees of a year's standing.

Arthur Godfrey swept the Cleveland Plain Dealer's radio popularity poll with three firsts. . . . "Lux Radio Theater" was in top spot in national and Pacific Coast latest Nielsen Ratings. . . . Gillette signed to sponsor back-to-back football bowl games over MBS on New Year's Eve day. . . . and WLIB, New York, made a strong bid for Negro audience with scheduling of new, especially directed programs.

### Wrong Identification

Walter Kiernan, ABC and WJZ newsman, humorist and early morning disc jockey was erroneously identified in a display photo released by an ABC affiliate as Boris Karloff. Karloff's picture caption was also wrongly identified but he missed being labeled as Kiernan. Kiernan's comment was "and I thought that was a good picture of me."

## The Mailbag

### Sorry, Mr. Strouse

"Misleading heading on your WWDC story Dec. 15th issue has caused us considerable embarrassment. Story itself is correct, heading incorrect. WWDC's physical facilities sold to Peoples Broadcasting Co. who will use WOL call letter if FCC permits. WWDC will operate with 5,000-watts on 1260, WOL's former spot, our having recently purchased WOL facilities from Cowles. In other words Cowles is out of Washington picture, WWDC increases to 5,000-watts and Peoples probably with WOL call letters takes over 1450."

Ben Strouse,  
 General Manager, WWD  
 Washington, D. C.

### Congratulatory Messages Received By KOA, Denver

Congratulatory messages on KOA's 25th anniversary broadcast on Thursday, December 15, kept the station on the air for one-hour-and-a-half past its sign-off time. Announcer Starr Yelland was set to wind up the day's broadcasting at 11:55 p.m. when the deluge started. Phone calls from 24 states came in before the station finally called a halt at 1:30 a.m.

#### Canada Included

The KOA switchboard was holding six calls during the peak hour as Yelland continued his show. Three cities in Canada and states from coast to coast sent their congratulations.

The first call from Texas came in collect and Yelland told the man he didn't have the authority to accept it. Another, from Cuero, Texas, followed immediately. This one was paid for and the man apologized on behalf of the Lone Star state, saying that Texans had enough money to pay for their own calls.

### Ohio 'U' FM Station Gets FCC Approval

Columbus, Ohio—The operation of a 14-kw FM station at Ohio State University has been approved by the FCC, it was announced by Robert C. Higgy, director of WOSU, the university's 5-kw AM voice. The station will operate on a frequency of 89.7 megacycles and will duplicate the AM station's programs. Higgy says an extension of the sign-off time from the present 6:15 p.m. close to 7:30 p.m. is contemplated in January.

# 30

SECONDS COMM'L  
 SPECIALIST

Adv. Mgr. to buy time,  
 write comm'l's for mail  
 & phone response.

Box #293  
 RADIO DAILY  
 1501 Broadway, N.Y.C.

# TELEVISION DAILY

Section of RADIO DAILY, Monday, December 19, 1949 — TELEVISION DAILY is fully protected by register and copyright

## COSTS OF NATIONWIDE TV STUDIED

### TELE TOPICS

**SIX DISTINGUISHED GENTLEMEN**, all with responsible positions in the field, spoke very frankly about programming and production at the ATS meet last week. What they had to say is not new. Each of them has expressed the same ideas many times in the past and similar thoughts have been put into print by virtually every reviewer in the business. But the problems they discussed are so important that they should be constantly repeated until they are eliminated. In essence, the six speakers agreed that a good script is the heart of a program and without this solid foundation all production techniques and tricks have no value. They said also that the writer who can turn out a good video script is a rare specimen and that there is a shortage also of other truly creative personnel. The speakers, all especially qualified, were: Tony Miner and Jerry Danzig, of CBS; Charles Brown, of Masterson, Reddy and Nelson; Jim Caddigan, of DuMont; Burke Crotty, of ABC, and Henry White, of World Video.

**MINER, PRODUCER OF "Studio One"** and "The Goldbergs," said that script and the preparation that goes into it constitute the fundamental production problem. "The script itself will impose what you use or don't use" in the way of production effects, he said, adding that TV writing is perhaps the most difficult of all. . . . White, president of the package house that produces the Peabody Award winner, "Actors Studio," said, "We're absolutely at the bottom of the barrel for writers." There is a constant search for new writers going on, he said, and if they are not found, TV will make the same mistakes as radio and the movies. White introduced what was to become a recurrent note in the discussion when he said that TV must develop inexpensive program formulas or else it would "run out of sponsors." The industry, he added, must attract those advertisers with budgets in the million dollar or under class.

**CROTTY SAID THAT** the major problem today is a "lack of imagination," citing the innumerable carbon copies of every successful show. There are too many "mechanics" in the field, he said, and not enough creative directors, defining a "mechanic" as one who can direct cameras but not people. . . . To help beat the script problem, Caddigan said, DuM has created teams of writers and directors working together on a show. Pointing to his web's daytime shows, he said that good programming has been developed at a reasonable, saleable cost. . . . Brown urged that creative men be paid more and given more importance instead of being moved to exec. jobs.

### Analysis By Faught Co. Puts Annual Cost For 1000-Station System At \$1,740,352,500; Sees Box-Office TV As Supplementary Service

(Continued from Page 1)

of \$80 billion in new business would be necessary to pay the TV bill, calculated on the percentage of total dollars spent on advertising in 1948 —2.1 per cent.

The 101-page report, written by Dr. Millard C. Faught, does not hold that TV will substantially reduce ad budgets for other media in the long run. "If television really justifies itself as an advertising medium," it states, "it should so add to the total national income as to stimulate more new advertising dollars than it will steal from other media."

#### Conclusions Itemized

Other conclusions in the study include:

(1) "The inexorable laws of profit and loss, rather than potential usefulness will set the iron curtains of limitations on television's future if it follows the pattern of radio.

(2) "Only a small portion of TV's total potentialities will be realized if the economics of advertising must alone shoulder the heavy costs involved.

(3) "In the desperate effort to overcome these costs, compromises in programming and elsewhere will force television to reach a level of inadequate mediocrity, as compared to its potentialities.

(4) "The FCC may ultimately force the telecasting industry to provide rural area coverage as a public service obligation in return for li-

censes in the more profitable metropolitan centers.

(5) "As part of the 'cost compromising' radio stations and television stations will combine and operate as combination radio-video stations.

(6) "The pressure will steadily intensify to find other sources of revenue to help advertising bring television to its ultimate fruition."

Faught contends that a system of box-office TV, "besides building bigger audiences and thus heightening TV's advertising uses," has several advantages. Such a supplementary system, he said:

#### Says Hollywood Would Benefit

"Would enable Hollywood to increase its own box office take from the movies by one million dollars per day, plus another half million per day of income to the television transmitting stations and the telephone companies.

"Would make possible '\$25,000,000 gates' for such sports spectaculars as the World Series, the Rose Bowl, the Kentucky Derby, etc.

"Would offer a potential new solution to the 'tuition crisis' in our colleges and universities by taking up where the correspondence school's leave off in selling almost every kind of education via television.

"And possibly even bring church services to folks who can't seem to get up and dressed early enough on Sunday morning."

## October Tube Sales Up 100%; Large-Picture Trend Strong

Washington Bureau of RADIO DAILY  
Washington — October sales of cathode-ray tubes for TV receivers increased more than 100 per cent over the sales average for the third quarter of 1949. RMA revealed on Friday.

October report marks a change from quarterly to monthly compilations of TV picture tube sales by the RMA tube division. October sales of television receiver-type cathode-ray tubes totalled 456,375 units valued at \$11,719,674, compared with a third quarter monthly average of 216,274 units valued at \$5,718,150, or increases of 111 and 105 per cent, respectively.

The trend toward larger picture screens was further emphasized as it was reported that more than 48 per cent of tubes sold to equipment

manufacturers were 12 through 13.9 inches in size; tubes nine through 11.9 inches accounted for 30.8 per cent of the total and tubes above 14 inches for 17 per cent. Tubes smaller than six inches and six-through-8.9 inches amounted to only 3.4 per cent. Projection-type cathode-ray tubes represented .02 per cent of October sales.

TV receiver-type cathode-ray tube sales totalled 2,585,585 units and \$73,959,136 during the first 10 months of this year with 2,423,589 units and \$69,352,495 representing sales to set manufacturers in the period. Sales of all other types of cathode-ray tubes, including oscillographs, camera pick-up, etc., amounted to 5,880 units valued at \$318,509 in October, according to RMA.

## Magnavox In Plunge To Air Holiday Film

Magnavox will make its initial use of TV time on Christmas when it sponsors a 30-minute filmed version of Dickens' "A Christmas Carol" on 22 stations across the country. Campaign is being handled by the Maxon agency.

Produced by Mike Stokay and Bernie Ebert and filmed at the Jerry Fairbanks studios in Hollywood, program features Vincent Price as narrator, and Taylor Holmes as Scrooge, with a cast of eighteen.

In nearly all of the 22 cities, the film will be carried on Christmas Day in the afternoon or evening.

## Kine Repeat Planned Of Thanksgiving Show

Chicago—The Elgin American Division of the Illinois Watch Case Company will sponsor a kinescope recording of their all-star one and a half-hour Thanksgiving Day show over 14 NBC television stations. The show will be aired this week over a non-interconnected web.

Program, which was aired live originally, features Milton Berle, the Ritz Brothers, Frances Langford, Phil Regan and emcee George Jessel. Max Liebman produced the program.

Gene Hoge, NBC midwest sales manager, announced the unique deal here. Agency is Weiss & Geller.

## BBD&O Named Agency For Luckies TV Account

American Tobacco Co. announced Friday that N. W. Ayer & Son has withdrawn as agency for Lucky Strike TV advertising and that the account has been switched to BBD&O, which handles all other media for the brand. As previously reported in RADIO DAILY, BBD&O's first show for Luckies will be an hour-long dramatic series with Robert Montgomery.

## Morse Joins WOIC

Washington Appointment of Joseph C. Morse as art director of WOIC was announced yesterday by program manager James S. McMurry. Morse formerly was with Creative Arts, a commercial art studio. The Washington Daily News, and the State Department.

# Labor Act To Benefit Industry—Doherty

(Continued from Page 1)

to performers, including announcers, on radio and television programs, are excluded from the average hourly earnings upon which overtime is based.

### Overtime Exclusions Listed

"Section 7(D) as amended, also excludes from overtime calculations such forms of compensation as: (1) sums paid as gifts at Christmas time, or on other special occasions, as a reward for service; (2) payments for periods when no work is performed due to vacations, holidays, sickness, etc.; (3) payments made pursuant to a bona fide profit-sharing plan; (4) contributions made by employers to certain types of health and welfare funds; (5) extra compensation provided by a premium rate for work outside of an employee's regular working hours and for work on holidays or on the sixth and/or seventh day of the work week.

"This process of specifically defining the terms, 'talent fees' and 'performers' is already under way. It is expected that the final definitions of the terms which will be handed down by the Wage and Hour Administration before the law becomes effective on January 25, 1950, will satisfactorily apply to the majority of broadcasters' overtime problems in so far as talent fees are concerned. If this objective is accomplished, it will be the first time since 1938 that broadcasters will have had a realistic application of wage-hour regulations to these overtime problems.

"The Wage and Hour Administrator recently has issued tentative regulations which also afford substantially broader exemption coverage for broadcast personnel. Under these proposed yardsticks, the administrator would regard sports-casting, master of ceremonies work, man-on-the-street interviewing, farm, fashion and home economics broadcasting, special events broadcasting and similar types of announcing, as professional work. This is especially true where the element of 'ad lib' or creative broadcasting is involved.

"Also affecting some broadcasters, especially in rural areas, will be the new 75 cents per hour minimum which becomes effective on January 25, 1950. After this date, all non-exempt employees must be compensated at a rate not less than this statutory minimum. Furthermore, all non-exempt employees must continue to be paid overtime after 40 hours per week, at the rate of time and one half the regular rate of pay.

### Includes Part-Time Employees

"This applies to all radio station personnel including part-time employees. The only exception involves messengers, learners and handicapped employees. But in regard to these classifications, they may be paid less than the statutory minimum only on receipt of a special

# California Commentary

By ALLEN KUSHNER

● ● ● Jack Bailey opens 1950 headlining three shows, "Comedy of Errors," which opens Christmas Eve on Mutual; a teevee version of "Queen for a Day," beginning a test run on Los Angeles' KTSL, January 5th, and his live-a-week Mutual "Queen" show.

## Hollywood

... Within two weeks CBS will audition an air-show created by Cy Howard and Parke Levy titled the Professor and Mrs. O'Reilly, starring Hans Conreid and Gloria Gordon. Howard will produce and Levy will direct and edit. . . . John Brown has been signed as a regular on the Fanny Brice show, playing Mr. Weemish. . . . Curt Massey, CBS singing star, may have his own teevee show shortly after the first of the year. He auditioned this week with Country Washburne's orchestra for one of the country's largest auto companies. . . . Carlton E. Morse's "One Man's Family" has been picked up for an additional stanza on NBC marking the 70th renewal of contract option since the ailer made its debut on the network 17½ years ago. Show is heard on the west coast every Sunday at 12 noon. . . . Jimmy Wakely plays the Coliseum, Fort Worth, New Year's Eve and on Jan. 1 will appear at the Sportsatorium at Dallas. Wakely will then leave on an Eastern good-will tour for Capital records during which he will appear at record stores and on disc jockey shows. . . . Frank DeVol and his orchestra will make a coast-to-coast vaude and concert tour next summer, playing Chicago, Boston, Philadelphia, Baltimore, etc. teeing off in Dallas in July. . . . Tommy Dorsey has gone back to New York to make records for RCA Victor and transcriptions for Standard before taking his annual Christmas vacation. His TV plans are very hush-hush. . . . Burl Ives is cutting a series of transcriptions for the January March of Dimes Campaign. . . . Teddy Hart is shopping for a big-name comedy femme to play opposite him in the domestic comedies television series he will produce.

☆ ☆ ☆ ☆

● ● ● J. Carrol Naish, star of "Life With Luigi" is vacationing in Palm Springs while "Annie Get Your Gun," MGM picture is closed down due to the illness of Betty Hutton. Naish comes in to Hollywood on Tuesday when "Luigi" airs over CBS. . . . Bill Boyd "Hopalong Cassidy" and NBC have signed a television deal which saw a million dollars change hands, from NBC's coffers into Boyd's pocket. . . . Jack Carson, appearing in a benefit at Oakland, Calif., raised \$28,000 for the Elks Charity Funds. . . . Despite seeming inactivity, there is great commotion behind the scenes between BS and Lum and Abner anent the latter pair's future in television. It now looks as through the rural comics will be first of Hollywood's major radio contingent to break over the traces and go TV in a big way. . . . Peter Potter's annual Popularity Poll is in full sway, and will continue throughout the month. Each year at this time, Pete asks his listeners to select the top band of the year, the most promising band, the top male vocalist, the top female vocalist, the top vocal group, and the top song.

☆ ☆ ☆ ☆

● ● ● One of the biggest teevee contracts yet drawn up has been signed, sealed and delivered for two motion picture stars. The contract calls for characterizations in 364 television films. 52 a year for seven years. The stars are Duncan Renaldo and Leo Carrillo. Philip N. Krasne, motion picture producer of the Cisco Kid films for United Artists and John Simm of the Frederic Ziv Co., controlling the radio rights to the Cisco Kid stories, extended the contracts to Renaldo, who plays the role of the Cisco Kid, and to Carrillo, who plays the role of side-kick Pancho, on the screen.

certificate from the administrator or some other duly qualified authority. "NAB is currently preparing a guide manual for all members, covering the application of the new wage-hour provisions, and the new

professional regulations of the administrator, to the common prevailing problems of broadcasters. This guide manual will be made available to NAB members during the month of January."

# Trustee In Bankruptcy Factor In FCC Ruling

(Continued from Page 1)

broadcast license to a trustee in bankruptcy.

In the Don Lee case the FCC must decide whether it can permit the licenses of several stations to be held by trustees. The question is one which has not yet been settled, and it may be that the Commission will find important differences between a trustee in bankruptcy and the trustees in the Don Lee case. In that case the trustees are administering the properties on behalf of the controlling stockholder, who is presently held to be incompetent to assume the responsibilities of a licensee.

The action against KWIK was taken on the ground that important changes in the ownership of the station took place in the past without notice to the Commission as required by law. "There was one, if not two or more, transfers of control of that license prior to the time the license became bankrupt," the Commission said.

The International Ladies Garment Workers Union was seeking the KWIK license and, according to the Commission explanation of its action, could still succeed in its application if, after hearing, the Commission decides the past offenses do not warrant revocation.

# Value Of Brand Names Stressed By Speaker

Peoria, Ill. — Brand identification and the practice of advertising were described as the "keynote supporting the whole free enterprise arch" by Henry E. Abt, president of Brand Names Foundation, Inc. at a meeting of the Peoria Advertising and Selling Club.

"Without brand names," Abt continued, "a free, privately owned economic system cannot exist." He said Communists and fellow travelers seem "to see all this so much more clearly than some of you in the advertising field."

"The job of buttressing the system of brands and the preservation of advertising is essential to the preservation of what is left of free enterprise," Abt said. The competition of brands "places competition on the basis of the merchant's service, his display, his good faith, energy and ambition."

# SESAC Adds Catalogues

SESAC, Inc., of New York, has added three additional publishers to its roster of affiliates. One is J. M. Cerruti of New York City, and this catalog formerly was known as that of M. V. Cardilli. They publish many standard numbers as well as hundreds of Italian and Neapolitan folk songs with English text and also operatic compositions. The King Music Corporation of New York and I. Podgorski of Philadelphia, Pennsylvania, are also now included in the SESAC lineup.





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 53

NEW YORK, TUESDAY, DECEMBER 20, 1949

TEN CENTS

## MEXICAN TV DEVELOPMENT APPROVED

### Court Test Planned On Transit Radio Issue

Washington Bureau of RADIO DAILY  
Washington—A court test was promised yesterday by opponents as the District of Columbia Public Utilities Commission okayed Transit Radio operations here. The street-car and bus listening was termed no barrier to safety in public transportation, in a decision which may have sweeping repercussions in other cities.

"The conclusion is inescapable that radio reception in street cars and busses is not an obstacle to safety of operation," said the PUC. "Further, it is evident that public

(Continued on Page 6)

### Margaret Truman Fanfare Includes ABC Promotion

Margaret Truman's first professional appearance in New York City tonight on ABC's Carnegie Hall series has been marked by an intensive promotion campaign by the network.

Pictures, program announcements, advertising mats, station break announcements and special promotion copy have been prepared under the direction of Ted Oberfelder and sent to ABC affiliates. In addition, a

(Continued on Page 2)

### Lever's Pepsodent Div. Reveals Agency Changes

The Pepsodent Division of Lever Brothers has announced that several of its products will be handled by new advertising agencies when it moves from Chicago to the new Lever Brothers headquarters in New York. The switches were made

(Continued on Page 4)

### New Approach

Washington—Attorney Charles DuVall came up with a new justification for a radio station as he argued before the FCC against an examiner's decision which would deny facilities to the Door County Broadcasting Corporation, Sturgeon Bay, Wis. As the United Press later summarized it, DuVall argued for his client that "Sturgeon Bay needs a local radio station as an aid to its cherry growing industry."

### Record Holiday Biz Reported By Dealers

Radio and television set dealers in the New York area report the heaviest sales for any holiday season since the end of World War II with shortages prevailing in some TV table models and in all models of radio receivers, RADIO DAILY learned yesterday following a check of the distributors.

Volume of business in TV receiver sales will increase substantially

(Continued on Page 2)

### FCC Minimum-Time Rule Draws FM Stations' Fire

Washington Bureau of RADIO DAILY

Washington—FM broadcasters whose transmitters are apart from their AM parent stations, and whose programming in some cases is separate, registered complaints with the FCC yesterday against the Commission's proposed new minimum hours of operation for FM stations

(Continued on Page 8)

### Government To Permit Private Stations To Telecast Commercially; Three Outlets Planned For Next Year

### Nets Make Available Political Air Time

Radio time for reports on the 81st Congress by Republican and Democratic party leaders has been made available by ABC and NBC.

The first of the talks will be delivered by Rep. Clarence Brown, on Friday, December 23 from 10:45 to 11:00 p.m. (EST). Senator Scott Lucas, Democratic majority leader

(Continued on Page 6)

### More Than 1,800 Stations In "Democracy Contest"

Washington Bureau of RADIO DAILY

Washington—NAB has revealed that more than 1,800 broadcasting stations—AM, FM and television—took part in the nationwide Voice of Democracy Contest for high school students this year. The contest annually awards four \$500 college

(Continued on Page 2)

### WOR Stages Xmas Party For City's Hospitalized

Christmas gifts to 4,800 children in the wards of New York city hospitals and to 4,000 mothers of newborn infants were on their way today from WOR and the station's listeners. A party at Bellevue Hospital

(Continued on Page 4)

Mexico City—Commercial development of television has been given the green light by the government of Mexico and before the end of 1950 at least two privately owned TV stations will be in operation in the Mexico City area. The government is granting commercial TV licenses to oper-

(Continued on Page 7)

### WINS Sale Will End Most Jobs—Pope, Jr.

WINS employees were told by Gene Pope, Jr., son of the New York publisher, Generoso Pope, that only a handful of them can expect to continue as station employees if FCC approval is given for Pope's purchase of WINS, the FCC was told yesterday. An affidavit filed by Don Goddard and John Bradford told of

(Continued on Page 2)

### New CBS Daytime Series For Babbitt Starts Jan. 9

"Nona From Nowhere," a new daytime dramatic series to be heard Monday through Friday on 149 stations of the network will start Jan. 9 under sponsorship of B. T. Babbitt Co., replacing that company's "David Harum" programs. The new series, like the "Harum" programs,

(Continued on Page 2)

## New FM Music Service Being Launched By Field

Chicago—Field Enterprises, Inc. operating stations WJJD here and other outlets throughout the country, have organized a new subsidiary called Functional Music, Inc. which will be devoted exclusively to syndicating an FM service to outlets throughout the country, utilizing special signal controlled FM receivers.

Howard Lane, general manager of the Marshall Field Enterprises, in

making the announcement here, said that the company's local FM outlet, WFMP, has been testing a plan for almost a year now and it is because of the success of the Chicago trial that it was decided to expand the service into the national field.

Lane said that several large cities have already applied for the franchise for Functional Music in their

(Continued on Page 8)

### Public Service?

The public address system of Grand Central terminal in New York included in their news announcements yesterday that the Public Service Commission had called a hearing on complaints against the broadcasting of announcements and music in the station. The hearing is set for 10 a.m., on Wednesday at the P.S.C. offices.

### Back Home

Tulsa, Okla.—Cal Tinney is weaving his homespun philosophy on the airwaves of KRMG. Tinney is heard over the station four times daily on news broadcasts and musical shows. Tinney has previously starred on NBC television, Mutual, ABC and NBC radio shows. He authored the book "Stop Me If You've Heard This One."



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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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Phone: Riverside 3518-9

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# FINANCIAL

(December 19)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	87 1/2	83 3/4	87 1/2	—
Admiral Corp.	17 3/4	17 1/2	17 1/2	— 1/4
Am. Tel. & Tel.	146 5/8	146 1/2	146 5/8	—
CBS A	27 1/2	27 1/8	27 1/4	— 1/8
Philco	32 1/2	32	32	— 1/2
RCA Common	12 5/8	12 1/2	12 1/2	—
Stewart-Warner	12 1/2	12	12 1/2	— 1/8
Westinghouse	31 3/4	31 1/4	31 1/4	—
Westinghouse pfd	102	102	102	—
Zenith Radio	31 3/4	31 3/4	31 3/4	— 1/4

## OVER THE COUNTER

	Bid	Asked
DuMont Lab.	14 5/8	15 1/2
Sifonberg-Carlson	11	12 1/4

## Margaret Truman Fanfare Includes ABC Promotion

(Continued from Page 1)

special press conference was held for the President's daughter yesterday afternoon at Carnegie Hall.

The broadcast tonight will include organ music by Nies Berger, organist of the New York Philharmonic Orchestra, selections by the Robert Shaw Chorale, and the orchestra under the direction of Frank Black.

Jack Banner and Ed Grief handled sponsor press relations for the appearance of Miss Truman. American Oil Co., is the sponsor.

## AVAILABLE

Chief Engineer's job on aggressive 250 watt Rocky Mountain ABC affiliate opens December 31. Must be combination man and have car. Send disc and photo with complete details in application letter to Box 294, RADIO DAILY, 1501 Broadway, N.Y.C.

## WINS Sale Will End Most Jobs—Pope, Jr.

(Continued from Page 1)

their meeting October 13th with Pope at the offices of WHOM.

The affidavit was filed because of an error by counsel for the WINS employees, who objected earlier this month to the proposed sale of the station on the ground that it would cost them their jobs. The objection stated that spokesmen for the employees had conferred on the matter with Generoso Pope, Sr., and counsel for Pope countered with an affidavit by the elder Pope that he had not discussed the matter with anyone representing WINS' employees.

Young Pope is general manager of WHOM, and fully qualified to speak of the plans for operation of WINS, said James Lawrence Fly, representing the employees.

### Fly Clarifies Statement

Obviously stung by quotations from his own wartime utterances on the value of foreign language broadcasting, Fly modified his earlier comments on the matter of foreign language programming. He insisted his earlier opposition did not raise the question of the merits of foreign language broadcasting in the abstract. "Such questions cannot be determined in vacuo," he said in yesterday's reply to comments by Pope's counsel on the original Fly objection. "Here we say that in the year 1949, in the New York area and in the light of the present facilities for foreign language broadcasting balanced against the present need, it is not a sound public policy to subtract this particular facility from those being devoted to general purpose service and add it to those serving the foreign-language need.

"No amount of flag-waving rhetoric can submerge the fact that this is a question of public importance.

"Moreover, it is a question to be determined by this Commission in the light of present conditions. Such a determination is not facilitated by quotations from former members of the Commission, speaking under wholly different circumstances.

"The question is not that James Lawrence Fly has said about foreign language broadcasts in time of war. It is what does this Commission say about this concrete proposal. We say that question requires a hearing."

## More Than 1,800 Stations In "Democracy Contest"

(Continued from Page 1)

scholarships to the students who write and voice the best broadcast scripts on the subject, "I Speak for Democracy." It is sponsored by the NAB, the RMA and the U. S. Junior Chamber of Commerce.

### Activity Diversified

Activity of radio stations in the contest ranged from spot announcements and preliminary promotion, including the scheduling of five model broadcasts by eminent speakers, to the producing of the final transcriptions by which community winners are judged in the state and national competitions.

Most of the stations involved are NAB members, although many non-member stations received special authority of the Voice of Democracy Committee to participate.

## New CBS Daytime Series For Babbitt Starts Jan. 9

(Continued from Page 1)

will be heard from 3-3:15 each weekday, but the new list of 149 stations represents an increase of almost 100 outlets over the old hook-up.

"David Harum" now heard at that time, will move to NBC and be heard on that network at 11:45 a.m. to 12 noon, EST, Monday

## Record Holiday Biz Reported By Dealers

(Continued from Page 1)

tially over last year's sales as most dealers have been able to supply the demand for sets until now. The radio receiver sales, however, may fall below the 1948 holiday season due to the shortage of sets.

Dealers have spent more money this year in seasonable radio advertising than any time in the history of the business with spot campaigns being used to sell both radio and television sets.

## Miller Joins WPAT

Signing of Dave Miller, widely known New Jersey disc jockey to a five-year contract, was announced yesterday by Herman Bess, executive vice-president of WPAT, Paterson. Miller, heard for the past nine years on WAAT, began a new series of programs on WPAT yesterday.

through Friday, beginning January 9.

"Lora Lawton" currently heard on NBC at 11:45 a.m., EST, ends its present series Friday, January 6.

"Nona From Nowhere" was conceived and will be produced by Frank and Anne Hummert. Duane Jones is the agency in charge of the Babbitt account.

"Hey, Mom, can I go Swimming?"



That seems to be the question the baby polar bear is whispering to its mother. The cub is just two months old, and feels that it's high time to take the first plunge.

Are you ready to plunge into the rich Baltimore market for profitable sales? There's an easy, economical way to do it, you know—by advertising on W-I-T-H.

A little bit of money goes a long, long way on W-I-T-H. For this is the station that delivers more listeners-per-dollar than any other station in town.

Your Headley-Reed man will gladly give you all the dope.



BALTIMORE, MARYLAND  
Tom Tinsley, President - Represented by Headley-Reed

For SALES MAGIC in the "MAGIC CIRCLE" Hire WIBW

The Voice of Kansas TOPEKA  
KEN LUDY, General Manager

more than  
a million homes  
in the **WWJ** market...



For over 8½ years, Detroit has had full employment, with over a million workers earning the highest factory wage rates of the five largest cities in the nation. It is this past, combined with present record-breaking automotive production figures, and a bright future, that makes Detroit a most fertile field for planting your advertising dollars. Top radio medium in this wealthy market has always been WWJ, NBC in Detroit, and most familiar letters of the alphabet to Detroit's vast radio audience. To give your product prestige plus selling impact of a ready-made audience, get your product story on WWJ-The Detroit News.

FIRST IN DETROIT . . . Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY  
Associate Television Station WWJ-TV



Basic NBC Affiliate

AM—950 KILOCYCLES—5000 WATTS  
FM—CHANNEL 246—97.1 MEGACYCLES

# CHICAGO

By HAL TATE

**W**ALTER S. HOLDEN joined the Chicago sales offices of Seventeen Magazine after four years as an account executive with the Mutual Broadcasting System's Central Division. Previously, Mr. Holden spent three years in the United States Navy during World War II, and before that was an account executive with George P. Hollingbery Co., and MacFarland, Aveyard & Company, Chicago.

Dolph Hewitt and the team of Karl and Harty, WLS stars, spent a big evening entertaining underprivileged boys and girls at the annual Hollowe'en program of Chicago's Off-The-Street Club.

Ray Berry, the harmonica-guitar player, whose repeated success as a guest on the WLS National Barn Dance, has been added to the regular WLS talent staff.

"Mule Train" by Tennessee Ernie (Capitol Records) is headed for the hillbilly hit parade, according to Erv Victor, WGN's all-night disc jockey. Erv judges this by the overwhelming number of requests he's received since he first presented it on his 1 to 6 a.m. show.

Lulu Belle and Scotty, Captain Stubby and the Buccaneers and the Virginia Hams (Otto, Jimmie James and Tilford) of WLS spreading the cheer at the "1949 Christmas Jamboree," the Phillips Petroleum Company's annual Christmas party for the youngsters in Bartelsville, Oklahoma, December 19, 20 and 21.

## WOR Stages Xmas Party For City's Hospitalized

(Continued from Page 1)

to mark the occasion started yesterday at 10 a.m. and reached a climax with a special broadcast from the auditorium of the Psychiatric Pavilion from 5 to 5:30 p.m.

More than \$30,000 was contributed during the fifth annual appeal by WOR. The fund, directed by Edythe J. Meserand, assistant director of news and special features at WOR, began five years ago to buy gifts for children at Bellevue and has grown to the point where it is now providing toys and clothing for youngsters in the wards of 19 Metropolitan hospitals, three in New Jersey and Grasslands in Westchester.

Mayor William O'Dwyer, in a special recorded message, Dr. Marcus Kogel, commissioner of hospitals Acting Mayor Vincent Impellitteri and Theodore C. Streibert WOR president, were among those who took part in the broadcast.

### WANTED

Combination man with car wanted by western network station. Disc required. Send photo and make first letter complete. Write Box 295, RADIO DAILY, 1501 Broadway, N. Y. C



### Man About Manhattan . . .

● ● ● **BIGTOWN SMALL TALK:** Encouraged by sponsor and press reaction to his six WJZ half-hours a week, ABC is prepping an additional network chore for Joe Franklin and his 25,000 nostalgic waxings. . . . CBS huddling with Celeste (sweet) Holm for a tv session of her own. . . . If Milton Berle has his way, his show will emanate from the gold coast next fall. . . . Harold Stein, the frenzied lens-man, wires that he has to keep away from his gal every Friday. Sez she makes his mouth water. And Hank Sylvern claims that Herb Shriver is doing his bit for the cause by sticking strictly to dry humor. . . . Jeff Donnell, Grace Gilhern and Eloise McElhone set as the leads in "The Women," which Hal Keith will direct. (None of the male faces will appear on the screen). . . . Harold Huber's "I Cover Times Sq." will be shown on the Chevolet program—first of a series based on the adventures of a hard-boiled Times Sq. columnist. Vic McLeod is producing. . . . Joe Field new publicity director at Compton's. . . . Robert Merrill, the handsome baritone star, being romanced by most of the tv stations since his click on guest shots around town. . . . Jimmy Blair has taken a temporary leave of absence from his vocal chores to explore television programming where he's production manager and assistant program director of WOIC in Washington, D. C.



● ● ● A five-hour television Christmas Party will be featured on WABD Sunday, Christmas Day, for the purpose of raising a quarter of a million dollars for the Eastern Area Sister Kenny Institute. Morey Amsterdam will play Santa Claus for the show which will run from 6 to 11 p.m.



● ● ● If you click in television these days in a 'hot' spot, you're made practically right away. Take Hank Ladd, for instance. Hank stepped into Milton Berle's shoes last week and scored so well, he was immediately signed for a repeat shot. And that's not all. Since that nite, he's been snowed under an avalanche of offers including: (1): His own TV show—(2): The Hartmans want him to direct their coming musical tentatively called "In The Summer Theater"—(3): He's wanted by Ken England to star in the musical comedy, "He and She"—(4): He's being sought for a musical which Gordon Jenkins is readying—(5): A half-hour comedy radio show now being put in preparation would like him—and, finally, a major film outfit is huddling with him as this is going through the typewriter. Ladd credits all the action to his click on the Berle show.



● ● ● WCOP's Mildred Bailey, who conducts a woman's program in the morning, is capitalizing on her piano fingering ability by MC'ing a socko disc jockey show in the afternoon, combining the spinning of 78's with the playing of the 88's. The combo has caught on in Boston as welcome departure from the usual femme gab-fest that the housewives expect at 2 p.m.



● ● ● **THEY SAID IT:** Color television hasn't got the TV sponsors half as worried as off-color video.—Nick Kenny. . . . Frank Sinatra, who has a cigaret sponsor, got a bad throat and was just ordered to give up smoking.—Earl Wilson. . . . In New York City, we now have a law allowing your landlord to raise the rent if he permits you to install a tv aerial. Hmmm. Teevee sure HAD a great future.—Walter Winchell.



● ● ● **MAIN STREET SEEN-ery:** Bobby Clark chatting with an old-time troupier in front of the Palace—a scene that looks like an old snapshot. . . . Well-dressed Boris Karloff, the boo brummel, sipping a demi-tasse at the Fireside Inn.

# SAN FRANCISCO

By NOEL CORBETT

**M**ILT SAMUEL, Young & Rubicam publicity head in Hollywood, is town to give press previews of "The Halls of Ivy" and the Skippy Hollywood Theater Christmas program.

Here 'N' There . . . Arthur Hull Hayes back from Sacramento where he acted as consultant to the Trade, Finance and Service section of the California Governor's Conference on Employment. . . . Lever Brothers has signed for a participation schedule on KCBS for Spry. Ruthrauff and Ryan is the agency. . . . Milt Tranchel of the Hollywood office of Steve Hannagan in town to beat the drum on Coca Cola and other radio accounts. . . . Ann Holden celebrating her 27th year in radio. . . . Del Courtney, erstwhile bandleader is KPIX's new disc jockey. Courtney also runs an electrical business.

Bay Area radio and advertising people were shocked at the untimely passing of Arnold Maguire. Maguire started here in early radio as a comic, gag-man and producer.

## Lever's Pepsodent Div. Reveals Agency Changes

(Continued from Page 1)

to facilitate the servicing of accounts from New York.

The Rayve shampoo account will be handled by J. Walter Thompson Company and Pepsodent Tooth Powder by Foote, Cone & Belding. J. Walter Thompson will continue to service the Rayve Home Permanent account.

Tatham & Laird of Chicago have resigned the Jelke "Good Luck" products account, but no new agency has been named. The resignation was also because of the difficulty of handling the account from Chicago when all Lever Bros. operations are centered in New York.

**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. 46 ST.  
HENRY GREENFIELD, Mg. Director N.Y. 19

Over 500 have already subscribed to the

## ALL-RADIO PRESENTATION

# HOW ABOUT YOU?



The eagerly-awaited ALL-RADIO PRESENTATION film is almost ready for release—ready to sock home its message throughout the length and breadth of America, *selling Radio to all types of advertisers everywhere*. The official preview will be February 1, with nationwide release on February 15.

So if you *haven't* subscribed—as 500 already *have*—note that this is the LAST CALL! Only subscribing broadcasters will be able to present this convincing, fact-filled motion picture, different from anything ever prepared before—a film that actually shows Radio at work selling goods!

The closing date for all subscriptions is February 15. Cost is low in ratio to your station's billings, and you'll have available *three* different editions on 16 mm. sound film (or 35 mm. if desired):

- \* a 45-minute edition that puts the full story of Radio before any audience of businessmen, up to the topmost management, right in your own community.
- \* a 20-minute version for showings at sales meetings, and business organization luncheons such as Chamber of Commerce, Kiwanis, Rotary, etc.
- \* a 20-minute educational edition for showings at schools, P.T.A. meetings, women's clubs, etc.

Radio has kept silent about itself long enough. Join the chorus. Speak up and help ALL RADIO sing ALL the praises of America's greatest advertising medium. Send in the coupon right away for complete details on how YOU can join the rest of the industry in benefiting from the All-Radio Presentation.

### THE ALL-RADIO PRESENTATION

*tells Radio's unique story to all advertisers on a scale that no one station or network ever could.*

*shows how Radio helps build and maintain good business in the smallest as well as largest of communities.*

*demonstrates what a money-saving buy Radio is.*

*stresses the enormous size of the Radio audience and the intensity of its listening attention.*

*sells Radio as the most practical way of reaching more customers at less cost.*



## ALL-RADIO PRESENTATION COMMITTEE

THE COMMITTEE—Gordon Gray, WIP, Chairman—Maurice B. Mitchell, BAB—Herbert L. Krueger, WTAG, Treasurer—Eugene S. Thomas, WOIC—Leonard Asch, WBCA—Ellis Atterberry, KCKN—Lewis Avery, Avery-Knodel—Will Baltin, TBA—Bond Geddes, RMA—Ivor Kenway, ABC—Harry Maizlish, KFWB—W. B. McGill, Westinghouse Stations—Frank Pellegrin, Transit Radio, Inc.—Victor M. Ratner, R. H. Macy—Hanque E. Ringgold, Edward Petry & Co.—Irving Rosenhaus, WAAT—F. E. Spencer, Jr., Hollingbery Co.—George Wallace, NBC—Ralph Weil, WOV.

### The ALL-Radio Presentation Committee

c/o Broadcast Advertising Bureau  
270 Park Avenue, New York 17, N.Y.

Yesir, I do want to be part of the ALL-Radio Presentation. Please send me further details on how I can subscribe at once.

Name \_\_\_\_\_

Station \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_



# Court Test Planned On Transit Radio Issue

(Continued from Page 1)

comfort and convenience is not impaired and that, in fact, through the creation of better will among passengers, it tends to improve the conditions under which the public ride."

There was some question even yesterday about the extent to which "better will among passengers" results from the FM service, but officials of the Capital Transit Company and WWDC-FM, which originates the service on contract with Transit Radio, were delighted by the apparently unanimous decision of the three-man body.

An adverse decision would have been very surprising, however, in view of the Commission's past record of compliance with transit company demands. Indicative of the way a large segment of Washington views the decision was the treatment of the story in the Washington Times-Herald, which has the largest circulation of any local paper. Below the banner announcing that Transit Radio had been approved was a drop-head reading "fare boost, service cut to follow."

The decision was based primarily upon a convincing showing by the Transit Company that safety of operation was not impaired by the radio installations. Over 200 vehicles are now equipped, with a total of 1,500 installations planned.

The PUC accepted also the Transit Company argument that opposition's claims to the protection of the First Amendment to the Constitution against the deprivation of "freedom to listen or not to listen" are without merit. In addition, opponents argued that the use of radio on public vehicles "takes the private property of riders for private use in violation of the Fifth Amendment."

The Commission stated that it was considering the matter solely in the light of "public convenience, comfort and safety," and that its decision was based upon matters "more tangible than impassioned pleas which reflect personal feelings either in favor of or against radios in transportation vehicles."

Although during the hearing PUC Chairman James Flanagan had ruled out public opinion polls on Transit Radio popularity as immaterial, the decision yesterday included the result of a survey conducted here in October by Edward G. Doddy & Company. Results showed 93.4 per cent of those questioned not opposed to transit radio—76.3 per cent in favor, 3.2 per cent undecided and 13.9 per cent with no strong feeling either way.

## 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 Peatman, Director. Survey Week of December 9-15, 1949

TITLE	PUBLISHER
A Dreamer's Holiday.....	Shapiro-Bernstein
A Thousand Violins.....	Paramount
Ain't She Sweet.....	Advanced
Eibbidi Bobbidi Boo.....	Walt Disney
Bye Bye Baby.....	J. J. Robbins & Sons
Crocodile Tears.....	Johnstone-Monte
Dear Hearts And Gentle People.....	E. H. Morris
Don't Cry Joe.....	Harms
Festival Of Roses.....	Witmark
Happy Times.....	Harms
Hop Scotch Polka.....	Cromwell
Hush Little Darlin'.....	Michael
I Can Dream Can't I.....	Chappell
I've Got A Lovely Bunch Of Coconuts.....	Cornell
Jealous Heart.....	Acuff & Rose
Johnson Rag.....	Miller
Last Mile Home.....	Leeds
Mule Train.....	Walt Disney
Old Master Painter.....	Robbins
River Seine.....	Remick
Room Full Of Roses.....	Hill & Range
Rudolph The Red-Nosed Reindeer.....	St. Nicholas
She Wore A Yellow Ribbon.....	Regent
Slipping Around.....	Peer
Some Enchanted Evening.....	Chappell
That Lucky Old Sun.....	Robbins
Toot Tootsie Goodbye.....	Feist
'Way Back Home.....	Bregman-Vocco-Conn
Why Was I Born.....	Chappell
Younger Than Springtime.....	Chappell

### SEASONAL CHRISTMAS SONGS

All I Want For Christmas Is My Two Front Teeth.....	Witmark
Christmas Song.....	Burke & Van Heusen
Here Comes Santa Claus.....	Western Music
Let It Snow, Let It Snow, Let It Snow.....	E. H. Morris
Little Jack Frost Get Lost.....	Henry Spitzer
Santa Claus Is Comin' To Town.....	Feist
White Christmas.....	Berlin
Winter Wonderland.....	Bregman-Vocco-Conn
You're All I Want For Christmas.....	Porgie
A Dream Is A Wish Your Heart Makes.....	Walt Disney
Daddy's Little Girl.....	Beacon
Dardanella.....	Fred Fisher
Echoes.....	Laurel
Envy.....	Encore
Happy Valley.....	Sanson
I Wanna Go Home With You.....	Paxton
I Want To Wish You A Merry Christmas.....	Republic
I Want You To Want Me To Want You.....	Mills
Just A Kiss Apart.....	J. J. Robbins & Sons
Let's Harmonize.....	Sanity-Joy
Meadows Of Heaven.....	Laurel
Merry Christmas Waltz.....	Advanced
My Love Loves Me.....	Famous
My Street.....	Campbell
Someday (You'll Want Me To Want You).....	Duchess
Souvenir.....	Beacon
Stay Well.....	Chappell
There's No Tomorrow.....	Paxton
Where Are You Blue Eyes.....	Knickerbocker

# Nets Make Available Political Air Time

(Continued from Page 1)

of the Senate, will speak one week later, December 30, at the same time.

"Cross - Country, Cross - Section" will be the title of the Democratic presentation over ABC on January 4 from 9:30 to 10 p.m. (EST). William Boyle, Jr., national party chairman will open the program in Washington. Rep. John McCormack of Massachusetts and Senator Lucas will speak.

Gov. Paul Dever of Massachusetts will be heard from Boston and Jonathan Daniels will follow from Raleigh, N. C. From Springfield, Illinois, Gov. Adlai Stevenson will talk over the farm program. The program will end in Washington with Vice-President Alben Barkley summing up the position of his party.

On January 11, the Republican party will be given the 9:30 to 10 p.m. slot for their views. No format on the show has been released as yet.

### Hughes Takes New Post

Lawrence M. Hughes will rejoin the Bill Brothers organization, New York, on January 1 as special feature editor of Sales Management Magazine.



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.

### WANTED

# 30

SECONDS COMM'L  
SPECIALIST

Adv. Mgr. to buy time,  
write comm's for mail  
& phone response.

Box #293  
RADIO DAILY  
1501 Broadway, N.Y.C.

# TELEVISION DAILY

Section of RADIO DAILY, Tuesday, December 20, 1949 — TELEVISION DAILY is fully protected by register and copyright

## TV IN MEXICO GETS GOV'T OKAY

### TELE TOPICS

**A WISE-CRACKING** private eye who cheerfully gets the villain despite a bashed-in head is the central figure of "TV Detective," a Washington origination recently added to the NBC web. The only difference between the show's hero, named Steve Black, and the private eyes who operate in countless other Class D epics is that Mr. Black is unseen, his person being occupied by the subjective camera. Use of this technique adds nothing to dramatic quality and because it is not employed with great facility it makes things rather confusing at times. But the main faults of the show were the script, which was as trite as only a bad whodunit can be, and the acting, which was on just about the same level. . . . Action is stopped just before the denouement to give three "guest detectives" (last week a judge, a Congressman and an Assistant Secretary) an opportunity to guess the outcome, but neither the winner nor the others are given a chance to explain their choice. . . . A Leon S. Golinck package, program is produced by Vance Hallack.

**WONDERFUL THING** happened in Akron, Ohio, last week when TV solved a big City Hall mystery—"Where's Mayor Slusser?" Seems His Honor, Charles E. Slusser, went on a trip and the few persons who knew where he had gone refused to comment, except to say he was out of town. If the Mayor wanted to keep the fact that he was in New York a secret, he never should have attended the "Voice of Firestone" show—the cameras picked him up sitting in the front row. Commented the mayor's secretary: "Everybody in Akron must have been watching television Monday night. We got hundreds of calls from viewers letting us know where we could find the mayor." . . . Former Hit Parade singer Bill Harrington debuts a semi-weekly show of his own over WOR-TV tonite. . . . John McGowan, president of Hollywood Television Productions, will be a candidate for Congress as representative from the 13th district of New Jersey.

**J. WALTER THOMPSON** planning newspaper and magazine campaigns to tie-in with a new series of six Lever Brothers commercials to be aired on "The Clock." Produced by United World Films, the one-minute spots feature six Universal-International femme stars plugging Lux soap. . . . Omitted from yesterday's column because of space limitations were predictions for 1950 voiced by Jerry Danzig, of CBS, at the ATS meeting last week. The things to watch for in TV, Danzig said, are more lower cost shows; development of daytime programming; emergence of the big-name personality, and decline of the gimmick stanza.

### Import-Limit On Receivers To Be Fixed By Law; Azcarraga Has Plans For Video-Theater Circuit To Help In Paying The Bills For Tele Production

(Continued from Page 1)

ators who can comply with the Mexican communications law and will also fix the number of television receivers which may be imported during 1950 and 1951. The quota for imported TV receivers will probably be set next month.

Two leaders in the Mexican radio and television fields are reported ready to launch new stations. Emilio Azcarraga, who heads the radio and movie industry here, expects to complete his TV station installations by September. The second station, sponsored by Guillermo Gonzalez Camarena, Mexican TV inventor, expects to be ready to go on the air the second week in February. A third group is also reported readying a TV station for launching during the coming year.

Azcarraga's plans for launching a TV station are being watched with much interest. Don Emilio, who has made a close study of TV operations in the United States, has plans for

establishing a chain of television theaters which will be served by the transmitter. These theaters, charging nominal admission, will make available to the masses TV programming in the comfortable surroundings of modern movie theaters. He has already completed a theater building especially constructed for television with a number of food, drink and other novelty concessions. Revenue from the concessions, Don Emilio points out, will help pay the bill for TV production and programming.

The Azcarraga plan for TV theaters is result of an economic study of TV potentials in Mexico. He believes that the families who can afford a receiver are limited in numbers and that theater TV will bring the sight and sound media within the reach of almost everyone. From an advertiser's point of view, Azcarraga is certain that the theaters will bring the sponsors a greater audience than could be procured through private reception in the homes.

Azcarraga is expected to make another trip to the States in February at which time he will consummate his plans for equipment. In the meantime he has sent TV technicians to New York and Hollywood to get practical experience in the new art.

### Raytheon Denied More Time To Build Its Video Station

Washington Bureau of RADIO DAILY

Washington — Throwing a third channel open for competing applications in the Boston area, the FCC yesterday announced it has refused to grant the application of WRTB for an extension of completion date. In effect, the Commission refiles the license—which CBS had contracted to purchase from the Raytheon Corp. as part of a deal including physical equipment at an overall cost of \$242,000.

Technically, what the Commission did was deny Raytheon's request for extension of the completion date from January 16, 1948, to July 16, 1948. Hearing was held on this application in February, 1949. In June of this year hearing examiner Hugh B. Hutchinson recommended a grant of the extension, but a tougher FCC policy is now in force.

The Commission found that Ray-

theon "has not been diligent in proceeding with the construction of its proposed television station and was not prevented from completing construction of such station by causes not under its control or by other matters sufficient to justify a third extension of its construction permit."

Channels 2, 4, 7, 9 and 13 were originally proposed for Boston, but in July it was proposed by the Commission to cut this allocation to channels 2, 4, 5, and 7. WBZ-TV is now on channel 4 and WNAC-TV on channel 7. WRTB holds a construction permit for channel 2, which will now revert to the Commission for reassignment.

In its decision, the FCC bore down heavily on its contention that Raytheon's financial difficulties cannot be considered adequate reason for the failure to construct the station on schedule.

### WPIX To Broadcast Marathon Benefit

An all-star marathon program to raise funds for the United Hospital Fund will be aired by WPIX beginning at 6:45 p.m. Christmas Eve. Program will continue until at least midnight and may run longer if contributions to the fund continue to arrive beyond that time.

Art Ford will emcee the show. Talent lineup will include Peter Lind Hayes and Mary Healy, Lionel Hampton and his band, George Shearing, Eddie Condon, Eddie Peabody, Joan Morgan and the cast of "Born Yesterday." Ed Sullivan and Jimmy Powers will interview visiting celebs.

Bank of 20 telephones, staffed by models and showgirls, will be installed to handle contributions to the benefit.

### Shows, Comm'ls Good, Miami Survey Reveals

Miami—More than half (53 per cent) of the set owners responding to a survey by the University of Miami Radio and Television Department, believe that "all things considered" the output of WTVJ, this city's only station, is "good." Only seven per cent thought it "poor." TV had been seen elsewhere by 44 per cent.

Asked what they thought of commercials, 86 per cent answered "good" (56 per cent) or "fair" (30 per cent). Only 13 per cent thought them "poor" (8 per cent) or "irritating" (5 per cent). More than half of the respondents said they were satisfied with the present operating hours of the station.

Questioned on amount of viewing, 55 per cent reported seeing all the programs and 90 per cent reported viewing two or more hours per day. 87 per cent said they watch TV every night. About three quarters had owned their sets before July of this year and 95 per cent of all sets were purchased locally.

### Two WJZ-TV Renewals For "Market Melodies"

Two of the initial sponsors on WJZ-TV "Market Melodies" daytime have signed 13-week renewals for four weekly participations in the show. Pacts were signed by Stahl-Meyer Co., through Blaker agency, and Hills Brothers, through Biow Co.

## COAST-TO-COAST

### WRC Shifts Hunnicutt

Washington, D. C.—Radio listeners who used to spend their pre-breakfast minutes listening to Mike Hunnicutt now find that they'll have to change their eating habits or merely settle for a midnight snack if they want to enjoy Hunnicutt humor, hearsay and harmony. Mike and his piano, after years of early morning broadcasting, have moved to station WRC for a night owl show 11:30 p.m. to 12:30 a.m. nightly except Sundays.

### Judge Honored On WDRG

Hartford, Conn.—A testimonial dinner for one of its charter members brought the entire membership of the "Needle Club," WDRG organization, to a local banquet hall. Judge Charles E. Mahoney was honored by Democratic state leaders, including Gov. Bowles, at the dinner. The 30 "Needle Club" members attended the affair, and a gift was given to Mahoney at the dinner by the club president, Jack Zaiman. "Needle Club" commentator on WDRG.

### Local Jackpot Winner

Hartford, Conn.—Dominick Gagliardo, a local man, recently won \$18,000 in prizes on the CBS "Hit the Jackpot" program. The local CBS outlet, WDRG, has wire record of the presentation of one of the gifts to Gagliardo, a brand new DeSoto, for broadcast on "The Old Record Shop."

## FCC Minimum-Time Rule Draws FM Stations' Fire

(Continued from Page 1)

tions. The new proposals would mean "too much of an additional burden," the Commission was told by broadcasters from all parts of the country.

KJBS, San Francisco, related that its FM affiliate has been on the air three years, with separate programming and separate transmitter location—and has an operating deficit of \$84,365 through October. Construction cost was about \$50,000.

"Based upon past experience and upon the impact of TV," it told the Commission, "there is no reason to expect the revenue of KJBS-FM will increase in the foreseeable future."

On the other hand, the station operators "have not lost their faith in FM broadcasting, despite the lack of public acceptance and the heavy losses incurred," they said. "In their opinion, FM can advance and grow

### WANTED

Experienced salesman with car. ABC affiliate in good Rocky Mountain secondary market. Photo required with complete resume Write Box 296, RADIO DAILY, 1501 Broadway, N. Y. C.

## New FM Music Service Being Launched By Field

(Continued from Page 1)

area and that other deals for other areas are rapidly being consummated. Each FM franchise granted includes a complete operation service. Lane said that this service assures successful operation with reduced overhead and eliminates costly experiments. Included among the franchise services are the supply of program material, sales techniques, technical helps, bookkeeping systems and exclusive territorial rights to their special equipment.

### Leasing For A Year

WJJD and WFMF have been leasing special FM receivers to subscribers for almost a year. After exhaustive tests it was felt here that such a service, offered to business firms at low rental rates, would result in a mass market. So, Field Enterprises has now decided to consolidate the facilities of the manufacturer of signal controlled FM receivers and their special musical sales research staff into the new firm of Functional Music Inc. In the Chicago area almost 100 installations are already in service.

A Marshall Field spokesman said that Functional Music can compete with existing wired music services at only one-third to one-half the cost. He contended that wired music services are limited because rates are based on length of wire lines. Through the use of FM, the area serviced is limited only by the coverage of the FM station.

To achieve this "wired music" effect at cheaper cost, a high quality receiver is used with a supersonic control circuit. This control circuit, keyed from the FM station, eliminates commercials and other voice

only by having a substantial number of stations on the air in each community, some of which provide a program service not available on AM stations. It is believed that the proposed amendment, if adopted, will force many FM stations to cease operation, discourage the filing of applications for new stations, and discourage separate programming by FM stations and, through economic pressure, force duplication of the AM programs on the FM operation.

Other objections were recorded from WHBS, Huntsville, Ala.; WBJS, Winston-Salem, N. C., and WAAF, Chicago, all operating FM affiliates with separate transmitters.

material from subscriber's receivers so only the music is received. This supersonic control circuit also permits various on and off services as desired by the subscriber. Since outstanding tonal quality is necessary, Functional Music uses only specially designed equipment.

Functional Music also manufactures FM signal controlled receivers for store broadcasting services. One chain store broadcast service, operating in almost 300 grocery super markets, has been using equipment designed and built by Functional Music engineers for almost a year. A new receiver, called the Adcaster Model 617, enables as many as six independent chains to operate through one FM station. All commercials are boosted in volume through voice emphasis circuits.

### Many Firms Subscribe

Included among the nearly 100 installations already in service in Chicago are beauty shops, stores, restaurants, factories and offices. The Marshall Field local FM outlet, WFMF, has made no substantial changes in its program schedule. The station, which is on the air daily from 8:00 a.m. to 2:00 a.m., has always been programmed separately from its AM sister, WJJD, with WFMF concentrating strictly on news and music.

## AGENCIES

THE NORGE DIVISION of Borg-Warner Corp., Detroit, has named Duane Jones Company, Inc. as its advertising agency for the entire line of Norge Home Appliances. The agency plans to use package-goods techniques as traffic builders in the appliance business. They will gear appliance advertising to the retail level.

DANCER - FITZGERALD - SAMPLE, INC. paid their traditional Christmas bonus yesterday. Certificates of membership in the company's retirement profit-sharing plan were also distributed at the same time.

THE S.S.S. COMPANY, maker of an appetite tonic, to Henry Kaufman & Associates, Washington, D. C. Newspapers, radio and merchandising support is planned.

HUBERT FLORY has joined the copy staff of Brooke, Smith, French & Dorrance, Inc. He was formerly with BBD&O.

JULES LABERT and BOB KIRSCHBAUM have joined the Casper Pinks advertising agency as radio directors. Labert has an extensive background in mail-order radio; Kirschbaum was formerly radio-television director of Shappe-Wilkes, Inc.

## RADIO EXECUTIVES CLUB OF NEW YORK



GALA CHRISTMAS PARTY  
THURSDAY, DECEMBER 22

GRAND BALLROOM  
HOTEL ROOSEVELT



PRIZES! FUN! ENTERTAINMENT!

ABE BURROWS, CBS STAR, WILL EMCEE.

ADMISSION, \$3.00 for members, \$3.75, non-members.

NO TABLES RESERVED! FIRST COME, FIRST SERVED!

DOORS OPEN AT NOON

**WBAL**  
means business  
in Baltimore





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 54

NEW YORK, WEDNESDAY, DECEMBER 21, 1949

TEN CENTS



Best Wishes  
for a  
Merry Christmas  
and a  
Happy  
New Year



Vol. 49, No. 54 Wed., Dec. 21, 1949 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : : : Business Manager

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**WEST COAST OFFICES**  
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**WASHINGTON BUREAU**  
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**CHICAGO BUREAU**  
Hal Tate, Manager.  
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**SOUTHWEST BUREAU**  
Paul Girard, Manager  
Tower Petroleum Bldg.,  
Dallas, Texas  
Phone: Riverside 3518-9

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 20)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg
ABC	8 3/4	8 3/8	8 3/8	1/2
Admiral Corp.	17 3/8	17	17 3/8	1/8
Am. Tel. & Tel.	146 1/2	145 7/8	146	3/8
CBS A	27 3/8	27	27	1/4
Philco	32 1/8	31 3/4	32	1/2
RCA Common	12 5/8	12 3/8	12 5/8	1/8
RCA 1st pfd	72 1/4	72 1/4	72 1/4	1/8
Stewart-Warner	12 1/2	12	12 1/2	1/2
Westinghouse	31 3/8	31	31 1/8	1/8
Westinghouse pfd.	103	103	103	1/4
Zenith Radio	32	32	32	1/4

NEW YORK CURB EXCHANGE				
	High	Low	Close	Net Chg
Hazeltine Corp.	16 1/2	16 1/2	16 1/2	1/4
Nat. Union Radio	2 5/8	2 1/2	2 1/2	1/8

OVER THE COUNTER		
	Bid	Asked
DuMont Lab.	20 1/4	21 1/4
Stromberg-Carlson	11	12 1/4

### Nat Caniglia

Nat Caniglia, 54, proprietor of the Paramount Building barber shop and widely known to New York radio and theatrical people, died suddenly from a heart attack yesterday in his home at 89-10 Northern Boulevard, Jackson Heights. Funeral will probably be held Saturday from the Conway Funeral Home, Northern Boulevard and 83rd Street, Jackson Heights.

THIS IS KGW'S BANNER YEAR

KGW-FM  
PORTLAND, OREGON  
AFFILIATED WITH NBC  
REPRINTED NATIONALLY BY EDWARD PETER CO. INC.

## ★ COMING AND GOING ★

KEN BANKHART, news commentator on NBC, is visiting with his father in California. He plans to remain on the West Coast until Jan. 28.

IRVING R. ROSENHAUS, president and general manager of the Bremer Broadcasting Corp., owner-operator of WAAT, is vacationing in Miami. He'll be back in New York Jan. 9.

VICTOR C. DEIHM, president and general manager of WAZL, Hazleton, Pa., and MRS. DEIHM, were in New York yesterday. Mrs. Deihm had been chosen by officials of the Lehigh Valley Railroad to christen the "Hazleton," one of the road's four new Diesel-powered tugboats.

CARLTON E. MORSE, who conducted a pre-Christmas campaign for clothing and toys for European war orphans on his "I Love a Mystery" program over Mutual, tomorrow will fly to Rome to distribute gifts at Italy's largest orphanage.

FRED BERNSTEIN, sales manager of WTTM, Trenton, N. J., in New York for conferences with station reps.

ROBERT RIDDER, general manager of KILO, Grand Forks, N. D., in town this week for conferences at the offices of CBS, with which the station is affiliated.

RALPH B. AUSTRIAN, television consultant, on Monday will leave for Hollywood, where he will make a special survey and investigation for H. Peter Rathvon, former president of RKO Radio Pictures and Radio Keith Orpheum Corporation.

BOB HAWK, star of "The Bob Hawk Show" on CBS, accompanied by his mother, tomorrow will leave the West Coast for Honolulu, where they'll spend a year-end holiday. They'll be back Jan. 3.

JOSEPH MOSS, president of the advertising agency bearing his name, is spending three weeks in Florida.

PAUL "REQUESTFULLY YOURS" BRENNER, disc jockey on WAAT, left Monday for Hollywood, where he will be guest of Frankie Lane and Mercury Records. Paul was the winning deejay in the latest Frankie Lane promotion. He'll be back Jan. 2.

### Bread Documentary Set Will Premiere New Show

Bread will be the subject of an hour-long documented drama over CBS on Dec. 30 when the web presents "The Rising Wonder" in conjunction with the 25th Anniversary of the Continental Baking Company. The script has been prepared by Robert Louis Shayon, and Mark Stevens will narrate.

Program will feature, in person, Ray Stritzinger, president of Continental, and Lee Marshall, chairman of the board of the baking company.

Peg Lynch and Alan Bunce will premiere their new "Ethel and Albert" show on ABC, Monday, Jan. 16 at 8 p.m. (EST) it was announced yesterday. The program was formerly heard as a five-a-week fifteen minute show but will be streamlined to a weekly half-hour production for the Jan. 16 premiere. ABC will preview the show's new format on Christmas Eve at 9:30 p.m. over the full net in a special holiday broadcast.



## Big Treat

Andy, the little Orang-outang from Borneo, is celebrating his second birthday by eating a favorite American delicacy — a vanilla ice-cream cone. The way Andy's gobbling up that cone, you can bet he's enjoying his big treat.

There's a big treat in store for radio advertisers who are interested in the Baltimore market. That treat is station W-I-T-H, the BIG independent which treats you to more listeners-per-dollar than any other station in town. W-I-T-H carries your message to 92.3% of all the radio homes in the Baltimore trading area.

That means you can do a LOT with a LITTLE money on W-I-T-H. So if you're looking for low-cost results, call in your Headley-Reed man for the whole W-I-T-H story.

## Big Apple

This year in Massachusetts, "Apple Week" proved a huge sales-success. Mildred Carlson's "Home Forum" (WBZ-WBZA, 9:30 AM., Monday-Saturday) helped make it so. Writes the executive director of the Massachusetts Development Commission: "Your broadcasts have done a first-rate job for our fine apple crop." Writes a state Department of Agriculture official: "Much of the credit is due to Mildred Carlson and WBZ." Writes an executive of the New York & New England Apple Institute: "Best of any year to date, thanks to your effort."

For a pippin of an increase in your New England sales, start using the "Home Forum" now! Check WBZ or Free & Peters.

## BOSTON 50,000 WATTS WBZ NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc  
KDKA • WOWO • KEX • KYW • WBZ • WBZA • WBZ-TV  
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

AM FM

# WITH

Baltimore 3, Maryland

TOM TINSLEY, President  
Represented by Headley-Reed

# Our man Jamison is a character...



By this we don't mean that Mr. Jamison is the sort of fellow who panics the office by returning from lunch with a lamp shade on his head... (although, of course, he likes a *good* joke as well as the next man).

What we *do* mean is that Jamison is an invention of our imagination... based on our many years of successful experience as broadcasters' representatives. (We thought we'd better mention this, because we've received quite a few phone calls for Mr. Jamison since we started him off at the first of the year).

Jamison is really a composite of the qualities that make the services of Weed and Company so valuable. He serves *both* ways. He serves the men who provide radio and television facilities... he serves the men who advertise over them... and he does both superlatively well.

That makes him a symbol as well as a character, we figure. Anyway, we're mighty proud of Mr. Jamison and the qualities he represents. And we want to say so now, at the end of his first full year with Weed and Company.

This is a most appropriate time to say one other thing, too...

**A VERY MERRY CHRISTMAS**  
to all our good friends among  
the broadcasters, advertisers  
and agency men of America.



# Weed

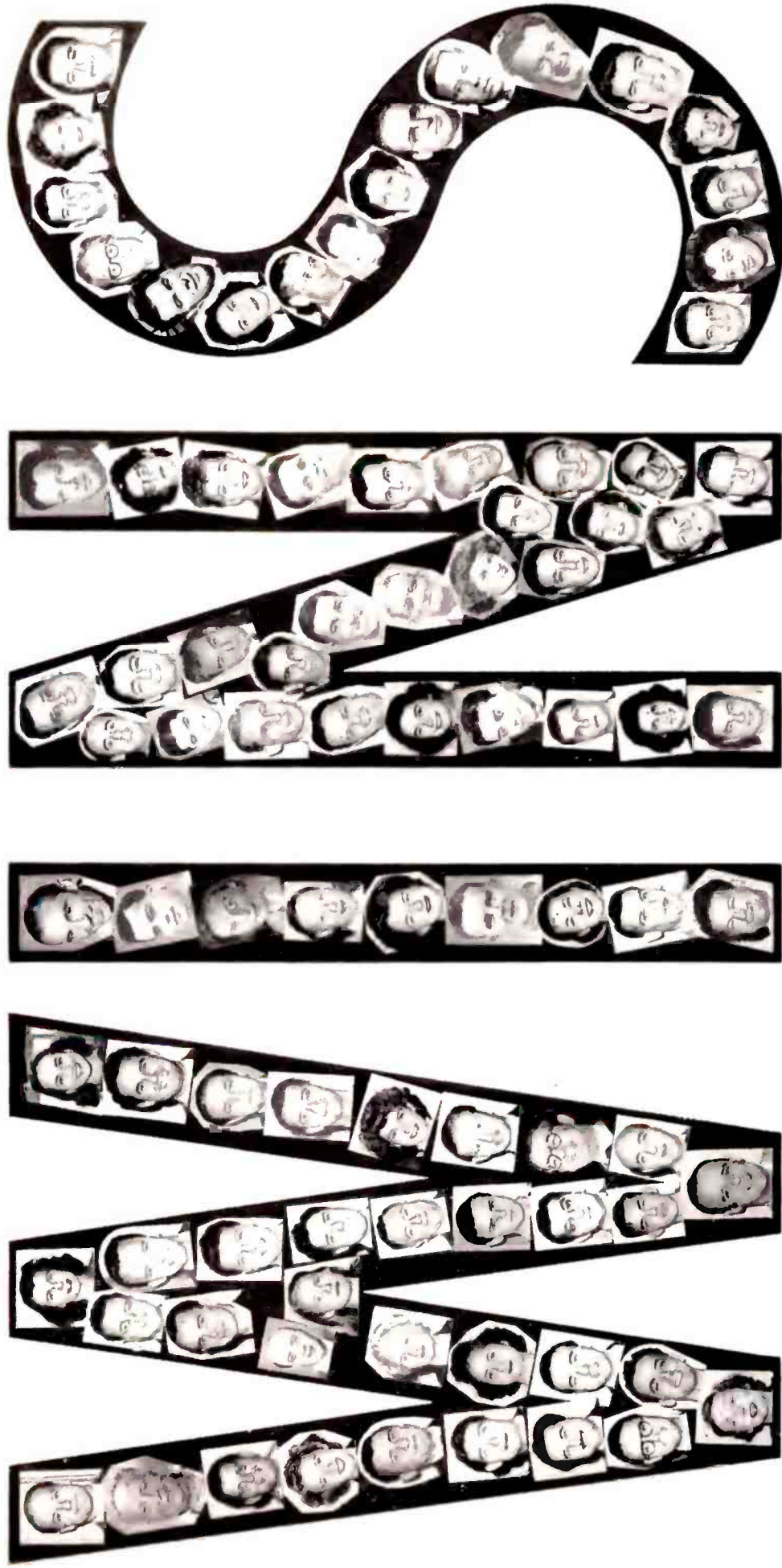
and company

*radio and television  
station representatives*

new york • boston • chicago • detroit  
san francisco • atlanta • hollywood



TO EVERYONE A MERRY CHRISTMAS



NEW YORK

AND A HAPPY NEW YEAR  
*the Miss' Staff*



# XMAS PROGRAMMING IN SPOTLIGHT

## Indies Featuring Special Xmas Programs

With the majestic "Hallelujah" of Handel's Messiah, with the choruses of uncounted voices, with the simple story of the Christ child — Christmas, 1949 — will be heralded by New York City's radio stations. Yuletide carols and stories have already filled the air waves this week, but

(Continued on Page 14)

## Theater-Tele Hearing Seen Early Next Year

Washington Bureau of RADIO DAILY  
Washington—Reports here are to the effect that the FCC will try early next year to call its hearing on the question of providing channels for theater television.

During the past weeks the belief has been that the Commission has planned to announce the hearing before the end of the year, and this belief now appears to be well-founded.

While it still is not likely that the Commission, with its present heavily-loaded schedule, will be able to take up the question of

(Continued on Page 15)

## O'D. Wedding On MBS Inside, Outside Church

"Mutual Newsreel" scored a news beat last night when the program broadcast an exclusive radio on the spot description, both from inside and outside the church, of the wedding ceremonies attendant to the Mayor O'Dwyer-Sloane Simpson nuptials.

Doug Silvers, WIRA, Fort Pierce, Fla., newscaster, arrived at the Stuart, Fla., church early yesterday morning and set up his equipment (tape recording stuff) outside and inside the church. When hizzoner

(Continued on Page 14)

### Distinction

Mrs. William O'Dwyer, until yesterday New York fashion consultant Sloane Simpson and now the wife of New York's Mayor, was yesterday designated "Honorary Queen of All America" by emcee Jack Bailey of Mutual's "Queen For A Day" show. Bailey gifted the lovely Mrs. O'Dwyer with a huge bouquet of American Beauty roses.

### Beamed To Antarctica

A New York-Paris Christmas celebration for a group of French explorers in the Antarctica has been planned by the French Broadcasting System for this Friday, December 23. The short wave broadcast will spotlight a song by the internationally-famous French singer, Edith Piaf.

A conversation between Paris and the explorers revealed that they had a yen to hear Miss Piaf and that if they had time to write Santa, they would include the request in their letters. The party will be in Antarctica until at least January 1951.

## Mutual Wk.'s Billings Close To \$3,000,000 Educational Series Planned By WHOM

Two and three-quarter hours of network time, approximating \$3,000,000 in new business billings have been signed by Mutual within the past week, it was revealed yesterday. In addition, the web recently announced more than \$2,000,000 in year-end renewals.

According to a network spokesman, Miles Laboratories, which now sponsors "Queen For A Day," has signed to bankroll a daily, five-times-a-week segment of "Ladies

(Continued on Page 14)

### ABC Expands Script Staff For AM-TV Programming

ABC's trend toward increasing the development of house-built shows for radio and TV has resulted, it was learned yesterday, in an expansion of the script and program promotion division of the web.

Three senior writers, Louis M. Heyward, Vera Oldham and Michael Sklar have been signed by ABC as senior writers and Arlene Wood joins the web as a junior writer.

Heyward was formerly script editor for Associated Press' radio division and has received credits on a number of network programs;

(Continued on Page 12)

An educational experiment in Americanization training will be started in mid-January by WHOM in cooperation with the New York City Board of Education, Gene Pope, Jr., v-p and general manager of the station announced today.

The multi-lingual station will urge its listeners to enroll for a series of 12 evening sessions to be conducted at the WHOM studios. Classroom instruction will be supplemented by a weekly broadcast. The

(Continued on Page 12)

### Nine CBS Programs In Top 15 Hooperatings

CBS shows hold nine of the top 15 evening spots in the Hooperatings for the week of December 1 to 7, a Hooper release showed yesterday. Jack Benny was in the number one spot with a 26.6 rating with the Radio Theater second at 22.0. Both are CBS programs.

Fibber McGee & Molly on NBC were third with 20.4, with Arthur Godfrey's Talent Scouts at 19.7 and My Friend Irma at 19.3 filling out the first five. Others were Bing Crosby, 19.2; Bob Hope, 18.7; Mr. Chamelon, 17.4; Amos 'n' Andy, 17.3;

(Continued on Page 14)

## Christmas Theme Dominant In Holiday TV Programming

The story of Christmas, its religious services and music, its legends and literature, will provide the basic material for virtually every television program on the air during the holiday season.

An outstanding TV highlight of the Yuletide will be President Harry S. Truman's Christmas message to the nation and the tree-lighting ceremonies on the White House lawn, which will be carried by all networks. While the cameras pick up the scene in Washington, the President's voice will be piped in over the picture from Independence, Mo. Secretary of the Interior Oscar Chapman will be seen on the program and music will be provided by

the National Press Club chorus and the Marine Band.

Special Christmas Eve programs on NBC will include "According to Joseph," a dramatic re-enactment of the story of the Nativity. Program will be aired from the web's studios and will be integrated with a pickup outside St. Patrick's Cathedral in New York. Immediately after, the net will air a special show titled "Christmas Eve In Bethlehem," a WPTZ origination from Bethlehem, Pa. Program will include a processional and choral service from the Cathedral Church of the Nativity.

At 11:45 p.m., NBC will pick up  
(Continued on Page 15)

## Yuletide Schedule Announced By Networks

The four major networks are devoting their entire programming of next week-end to Christmas inspired special broadcasts or to holiday cued tie-ins on regularly scheduled programs, a RADIO DAILY round-up of Yuletide programming revealed this week. Noted British scribe, Charles

(Continued on Page 6)

## Suggests Changes In CBC Financing

Vancouver, B. C. — Financing of the CBC from Federal grants instead of from license fees and advertising revenue has been suggested by William Guild of Lethbridge, Alberta, chairman of the Canadian Association of Broadcasters.

In an address to the Advertising and Sales Bureau of the Vancouver Board of Trade, Guild, manager of station CJOC in Lethbridge, proposed that the annual Federal grant he advocated be fixed for ten-year periods. He said it would then meet the CBC's needs, allow for proper development and keep the CBC free from political influence. At the same time, a regulatory body independent

(Continued on Page 12)

## Economic Progress Review Featured By Adv. Council

A review of progress made under the American economic system since 1900 and ways to continue progressing are the keynotes of The Advertising Council's American Economic System Campaign Guide for 1950.

Pointers for advertising campaigns on the American system are included in addition to a booklet on the Miracle of America. The latter

(Continued on Page 14)

### Musical Innovation

An innovation in the playing of Yuletide carols will be aired by NBC's Friday p.m. "News Of The World" when the web picks-up, from York, Pa., Karl Alex Smyser's rendition of "Joy To The World," "Silent Night" and "Away In The Manger." Smyser, who has been doing it for twenty-five years, will play the three hymns on the factory whistle at York's New York Wire Cloth Co.

# WEB XMAS PROGRAMMING IMPRESSIVE

## President Truman, George VI, Pope To Broadcast

(Continued from Page 5)

Dickens (circa early 19th Century) rates as radio's outstanding writer for Christmastide 1949, with three major productions of his "A Christmas Carol" and one presentation of his "Cricket On The Hearth" scheduled for week-end beaming.

The Dickens' classic "A Christmas Carol" will be presented by CBS on the Dec. 22 broadcast of Les Mitchell's "Skippy Hollywood Theater" with the Abbey Players featured and Alex Guinness starred as Scrooge. The Abbey Theater interpretation of the Christmas fable is one of the programs Mitchell recorded on his recent European jaunt.

Again on Dec. 24, Christmas Eve, CBS presents the classic with Edmund Gwenn starred as both Scrooge and narrator. Lionel Barrymore will also portray Scrooge for, in his case, the sixteenth consecutive year on Christmas Eve over Mutual.

Other special programs arranged by the major webs include broadcasts by President Truman, King George VI of Great Britain, and Pope Pius XII from the Vatican.

The President's annual Christmas message will be carried over all the

major nets at 5 to 5:30 p.m. on Christmas Eve and King George will deliver his Yuletide greetings over MBS, CBS and ABC (all EST) at 1 p.m., 1:15 p.m. and 10:30 a.m., respectively.

NBC, on Christmas Day from 2 until 3 p.m., will carry a description of the ceremonies attendant to the proclamation of a new Holy Year at the Vatican in Rome as reported by Jack Began, NBC's Rome correspondent.

### NBC Has Special Features

Other NBC special events for the holiday include Christmas concerts by the Boys Town Choir, Morton Downey, the combined Glee Clubs of Rosary College and Notre Dame, a 76-voice mixed chorus of Concordia Teacher's College, the Radio City Music Hall Chorus and a special holiday musical program by the NBC Orchestra led by Guido Cantelli, all on the holiday eve. The web will also present "Cricket on the Hearth" and a description by H. V. Kaltenborn of Santa's take-off from the North Pole.

On Christmas Day, NBC has scheduled a visit to NBC stars' homes on Christmas morning, a recreation of by-gone "Quiz Kid" Christmases, a recitation of Paul Gallico's "Twas The Night Before Christmas" and Yuletide tie-ins on regular scheduled network programs.

On Saturday, Dec. 24, Mutual has scheduled "Carols by Candlelight," a pick-up from Melbourne, Australia; "Faraway Christmas," a pick-up from the Button Wood, England Headquarters of the U. S. Air Force; a special holiday show by the Disabled Veterans; "Christmas in Alaska and Puerto Rico," another pick-up; "Hawaii Calls," from the Pacific Outpost; a guest shot by Santa himself on "Twenty Questions," a "Chicago Theater of the Air" production of "Babes in Toyland"; "Thou Bethlehem" a dramatization of the Nativity starring Glenn Ford; and an hour-long midnight Kiwanis glee club and choir musicals.

In addition to broadcasting Lionel Barrymore's interpretation of the Scrooge role on Christmas Day, Mutual will air a special program from Rome where Carleton Morse will play the role of Santa Claus as he presents gifts to war-orphaned at the San Michele Colony. Mutual also has geared most regular programming to the holiday spirit.

### Columbia Skeds Features

CBS' holiday fare, in addition to the Truman-King George airers, will be highlighted by an hour-long presentation of "The Man Who Came To Dinner" with Jack Benny in the Sheridan Whiteside role assisted by John Garfield, Henry Fonda, Gene Kelly, Charles Boyer, Gregory Peck, Dorothy McGuire and Rosalind Russell.

Other CBS specials include, on Dec. 24, "Make Way For Youth," an offering of teen agers from Detroit high schools; "Twas The Night Before Christmas" on the "Let's Pretend" holiday stanza; the sixth annual dramatization of Miracle For Christmas" on Grand Central Station"; a program of old music featuring organist E. Power Biggs; the Boys Town choir; carols by the Mexico Boys Choir; old world carols by the Philadelphia Choral Ensemble, and "Around the Christmas Tree" with Billy Leach and others, from Chicago.

On Christmas Day, starting at midnight when Eileen Farrell is featured in the annual CBS Christmas Carol Service, CBS will present in addition to holiday cued regular programs, "While the Shepherds Watched" a Nativity story based on the Gospels; a Doug Edwards "Newsmakers" description of the

## Four Nets Combine Ancient, Modern In Yule Salute

man of the hour, Santa Claus; "Children's Christmas Abroad" with pick-ups from London, Paris, Berlin and Rome; the Robert Shaw Chorale featuring Benjamin Britten's "Ceremony of the Carols"; the first network performance of Morton Gould's "Serenade of Carols"; and a Ronald Colman narration of "The Small One."

A special recording of the opening of the Holy Door of St. Peter's Cathedral in Rome with Pope Pius XII officiating will be heard over CBS at 3:30 p.m. as reported by Winston Burdett. Also, on the 24th, over CBS, a special "CARE Salute" will be aired at 5:30 p.m. (EST). The special program features Chas. Royer, Danny Kaye, Virginia Bruce, Francis Lederer, Ricardo Montalban, and Alida Valli.

### APC Featuring Music

ABC will present the first radio broadcast of the new Peter Mennin cantata which was commissioned especially for radio and is said to be the first major religious work so commissioned when the Robert Shaw Chorale gives the first performance of "A Christmas Story" on Christmas Day. The cantata was commissioned by the Protestant Radio Commission last spring and represents fifth work by 26-year-old Mennin.

Other special ABC holiday programs include "Voices That Live" which will feature, on Christmas Eve, four historic sacred records played by Wally Butterworth. The discs carry the voices of Mme. Schuman-Heink, John McCormack, Pol Plancon and Giovanni Martinelli. "The Greatest Story Ever Told" presents a two-part Christmas Cycle entitled "Prince of Peace" on Dec. 18 and 25th.

Most of the web's programming for the past two weeks have been devoted to Yuletide tie-ins and the airwaves have been resounding to jovious Noels and the strains of "Silent Night" and "Adeste Fideles."

ABC will also carry the ceremonies from the Vatican as reported by Walter Weisbecker at 6:45 p.m. on Christmas Eve.

Season's  
Greetings  
and  
A Happy New Year



## WHOM

"The 11 Progresso Station"

1480 on Your Dial

136 West 52nd St. New York 19, N. Y.

Best From

JEAN, BOB  
&  
CHARLIE

# The Season's Greetings

Our rich heritage of song gives everyone the means to share and spread the brotherhood and fellowship of the holiday season.

Music has always been the most natural expression of the true Yuletide spirit. Hymns and carols and holiday melodies have been handed down through the years until it becomes impossible to imagine any festive occasion without them.

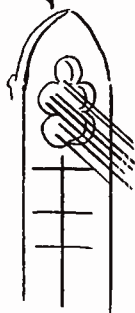
The normal celebrations of our Christmas and New Year's holidays take on added glow with the expressive spirit found in music.

*BMI sincerely extends the greetings and best wishes of the holiday season to everyone.*

**BROADCAST MUSIC, Inc.**

580 FIFTH AVENUE • NEW YORK 19, N. Y.

CHICAGO • HOLLYWOOD • TORONTO • MONTREAL



RADIO DAILY

What They Want for Christmas

GEORGE SHUPERT—an airport for convenient landings at Mt. Kisco, New York... HARRY O'BRIEN—better commuter accommodations on the New York Central... HAL DAVIS—a new name band with the popularity of a Vaughn Monroe... BILL HEDGES—more out-of-town members for the Radio Pioneers... FATHER PATRICK PEYTON—stardom for all his friends in Hollywood... JIM SAUTER—a respite from the benefit circuit... CHAS. R. DENNY—someone who can track down all the rumors.

SYD EIGES—more time with his family... GEORGE CRANDALL—bigger monthly milk checks on his farm... JOE RANSON—a round trip ticket and a month's sojourn in Mexico... JOSE RAMON QUINONES—a private plane for trips to the mainland... BUCK CANEL—more World Series trips to New York... JIM O'BRYON—more time for his hobby—cat raising... LOUIS TITTERTON—a well on his Pleasantville estate that will never go dry... GEORGE OSWALD—a ban on western TV movies... JACK PACEY—a day with no deadlines

ORREN DINLAP—a sun flower antenna that will receive color TV... EARL MULLEN—someone to scotch all rumors about 20th Century Fox taking over ABC... JACK BANNER—more clients with the prestige of Margaret Truman... ED KOBAK—a White Christmas... C. E. HOOPER—a new theme for a press party... NEVILLE MILLER—a client who isn't seeking favor with the FCC... BOB RICHARDS—more time for visits with newspapermen... SYD ROHARD—some new Uncle Iud stories... NILES TRAMWELL—super salesmen who can talk TV and radio and keep their merits apart...

PAUL RAIBOURN—some first class film for Paramount's TV film network... WAYNE COY—a painless solution to the black and white and color TV feud... ALLEN R. DUMONT—more assembly lines for DuMont receivers... JOHN CHIRCHILL—a copy of BM's Second study... HARRY FEENEY—a ban on jokes about Brooklyn... WILL BALTIN—time enough out from TV chores to watch television entertainment... CLAUDE BARRERE—an under-secretary for REC... MIKE BANN—another holiday in Bermuda... CHARLES STUART—a ban on special editions... JOHN SINN—another big year for Ziv... JACK RYAN—more emphasis on Chicago as a radio-TV production center... DON McNEILL—less radio and more fishing trips.

JUSTIN MILLER—another series of district meetings as successful as '49... IRVING STROUSE—a Broadway play... ANN THOMAS—a television film series... OLSEN & JOHNSON—sponsor for "Sons o' Fun"... ARTHUR GODFREY—a movie contract... HARRY MAZELISH—television station... BOB EMERY—a vacation... LUCY MONROE—a few concert dates... FRANK MULLEN—a successful year for Jerry Fairbanks... FRED COLL—a few more clients... FRANK GALLO—a live television show... ED GARR KOBAK—another client like Mural... LAMBERT BEEWKES—more time to sell at WDAS... LOIS JANARY—

Silent night, Holy night!  
All is calm, all is bright.  
'Round you Virgin Mother and Child.  
Holy Infant so tender and mild,  
Sleep in heavenly peace,  
Sleep in heavenly peace!

less trips for hubby Bill Gernant... PAUL MORENCY—another trip to Hollywood... BERT LEBHAR—a new bride book... NICHOLAS PAGLIARA—a trip to New York.

GENE O'FALLON—an early visit east to see his pals... WILLIAM S. PALEY—the end of the color squabble... LINUS TRAYERS—new set of golf sticks... BOB SCHMID—trip to Mexico... HERB AKERBERG—another Lou Hausman... ARTHUR SIMON—a television station in the Metropolitan area... FRITZ SNYDER—another Bulova account... TED STREIBERT—some good shows for television... SIDNEY STROTZ—a vacation trip to Radio City... PHIL SPITALNY—a television show that will show off his beautiful gals... CHARLIE BROWN—a new contract with Masterson, Reddy & Nelson... SYDNEY KAYE—a chance to do some more speeches... OLIVER GRAMLING—a new dog... BERNIE ESTES—another Pioneer dinner... MORRIS NOVAK—another trip to Europe... ELLIOTT SANGER—less meetings with the TIMES... RALPH N. WEIL—a good foreign language organization... CHARLIE MICHELSON—a few more sponsors... MARK WOODS—some black ink in the television operation... HARRY BANNISTER—another NAB Convention like 1941.

ART LINKLETTER—24 hours without a single phone call... JOHN GUEDEL—top ratings for People Are Funny, You Bet Your Life and House Party... IRVING ATKINS—peace and quiet... DICK PETTIT—Guedel and Linkletter on the covers of Time, Life and Look in one week... EDDIE MILLS—a new shirt... BERNIE SMITH—to edit the Groucho Marx show from Honolulu... DOROTHY NAYE—a case of root beer... DORIS McHALE—a week at the Waldorf... BESSIE BLOUIN—a husband... MARGY BIMEL—a date with Peter Lorre... ELEANOR ROWLAND—twins... ROD O'CONNOR—to judge the Atlantic City Beauty Contest... JEAN ROUNTREE—an English accent.

MEREDITH WILLSON—"That Christmas be spelled that way and not with an 'X'... CURT MASSEY—"Bigger and better prizes and trips for 'Queens' during 1950"... MARY, HARRY HICKOX—a world at peace, lasting longer than time itself... ED THOMPSON—Mountains of Clippings about our clients... CHARLES LYON—Year-round hunting trip, bagging the limit every day... COUNTRY WASHBURN—to write another hit like One Dozen Roses... UNITED PRODUCTION OF AMERICA—to produce at least two feature-length cartoons every year... AL WOODBURY

—more time for my hobbies, precious shells, hot-rod racing... NEIL McDONALD—new and more space-grabbing ideas for our clients... CATHY, ELLIOTT LEWIS—idea, script and sponsor for Mr. and Mrs. radio show... SYD CASSYD—hopeful that Cantor, Berken, Benny, et al, help to build TV this year not cash in later.

JACK CARSON—a promise from everyone to call it Christmas instead of Xmas... HAL "GILDERSLEEVE" PEARY—a girl friend on his program who doesn't love him just for his political power... YOGI (Harry Stewart) YORGESSION—another Christmas recording like his "Yingle Bells" and "I Just Go Nuts at Christmas"... LLM and ABNEK—a television audition which THEY like... BOB GARRETT—a chance to lead a normal life instead of doing five news broadcasts daily for CBS at odd hours... HAL SAWYER—another television show like his talked-of "I'll Buy That"... FRAN van HARTSELVELDT (Producer of Gildersleeve—a race horse like Citation... KEN CARSON—the chance to prove he's America's best singer... STERLING TRACY—America's finest model railroad so he won't have to build his own.

VELOZ and VOLANDA—a sponsor for our television program, The Veloz Show... TEN RITTER—a television set for my station wagon while on tour... FREDDY MARTIN—a hit time for every month of the new year... JIMMY WAKELY—more bookings like Grand Ole Opry... J. CAROL NASH—more film roles like his in "Black Hand"... GEORGE ARCHER—more producers like George Pal... TEDDY HART—more road tours with "The Men Who Came to Dinner"... MURIEL MADDON—a house in Laguna... SAMUEL FULLER—more writing assignments like "Fear Guard"... SUE CLARK—more clients like Ralph Edwards... JOHN BENSON—later west coast time for "This is Your Life"... FRED CARNEY—two heads so I'll have four ears for answering the calls from people who want to be on "Truth Or Consequences"... RALPH EDWARDS—well a fifty hooper on both shows wouldn't be bad.

WARD INGRIM—would like a sponsor for the 2nd half of "Queen For A Day"... TONY QUINN—would like a single entry bookkeeping system showing profits only... PAT CAMPBELL—would like a course in public speaking to help him overcome his taciturn moods... DONN TATUM—would like a case of 100 proof bonded jurisprudence... BOB HOAG—would like a few problems to keep him from becoming bored—such smooth sailing is TV these days... MARK FINLEY, JIM PARSONS, and JOHN HURLEY—would like a 52-week contract with all metropolitan dailies for a two column picture break each day with first refusal on the next 52.

(Continued on Page 10)

HENRY C. ROGERS

Publicity

New York

Hollywood

Season's Greetings

Sanford Bickart



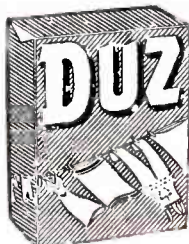


# RALPH EDWARDS

Extends a

*Merry Christmas*

**TRUTH OR CONSEQUENCES**



NBC SATURDAY

**THIS IS YOUR LIFE**



NBC WEDNESDAY



# What They Want for Christmas



(Continued from Page 8)

**CHARLIE MCCARTHY**—wants the same thing for Christmas ever since he tied up with Bergen. More than six bits a week allowance... **JANET WALDO**—a beautiful wooded lot in Eneino—just where she wants to build her home... **MARIE WILSON**—if Judy Holiday doesn't do the dumb blonde in the film of "Born Yesterday," she'd love to do it. Then she might prove to the public that she's just as "couth" as they are... **JERRY LAWRENCE** and **BOB LEE**—would like to have any lil ol' sponsor for "Young Love."

**BETTY GRABLE**—would like a horse as good as Citation... **GREGORY PECK**—would like another picture as good as "Twelve O'Clock High"... **LINDA DARNELL**—would like to have her new Bel-Air Home completed in time for Christmas... **JEAN PETERS**—would like a heavy snowfall so she could have a Christmas like the ones she knew back home in East Canton, Ohio... **STEPHEN MCNALLY**—would like a father role on the screen... **DAN DALY**—would like to play in the low 70's at Lake Side... **BARBARA LAWRENCE**—would like to spend the holidays in New York with boy-friend Murray Hamilton... **DAVID WAYNE**—wants a role in which he can let his hair grow... **MARION MARSHALL**—wants her long hair back... **VICTOR MATURE**—wishes the world would forget "Beautiful Hunk of Man" tag... **RICHARD WIDMARK**—would like to have the "Man on the Leede" role... **BILL HEBERT**—seeks the thriving advertising and public relations business continues to grow in 1950... **BARBARA LOMBARD**—a white Christmas for a native Los Angelian.

**JOHN BLAIR**—to be able to break 100 in golf... **GILBERT BRUAN**—one big-time account... **FRANK BURKE**—a horse for his daughter, Mary... **H.L. ATLAAS**—

*Be near me, Lord Jesus, I ask Thee to stay  
Close by me forever, and love me, I pray;  
Bless all the dear children in Thy tender care,  
And take us to heaven, To live with Thee, there.*

—Martin Luther

**CBSuccess**... **H. ALLEN CAMPBELL**—another show like "Lone Ranger"... **GILMORE NUNN**—one more trip to South America... **WILLIAM S. CHERRY**—commutation ticket between WNEV and WPRO... **JAMES LAWRENCE FLY**—an automatic phone answerer... **EDWIN W. CRAIG**—quiet and peace in the NAB ranks... **LINCOLN BELLAR**—another trip east... **A. A. SCHECHTER**—one more special event... **JOE LEVY**—another WCAU... **HOWARD MEIGHAN**—a Hollywood swimming pool... **DR. LEON LEVY**—a few tennis lessons... **GLENN SNYDER**—a small farm... **FRANK STANTON**—a phoneless hideaway... **BERNICE JUDIS**—a time stretcher... **IRA HERBERT**—another Bernice Judis... **DAVID SARNOFF**—one more award... **TED COTT**—a Parisian doll... **ALLEN FUNT**—a squawkiess sponsor... **JERRY STRONG**—a national sponsor.

**LLOYD EGNER**—another Canadian trip... **L. B. WILSON**—the good old days... **ROGER CLIPP**—a 16-hour day... **ARCH BRAUNFELD**—MARTIN BLOCK—a chance to see the world... **HARRY WISMER**—a little peace and quiet... **JOE WEED**—another WTIC... **GEORGE F. PUTNAM**—a sponsor on each network... **HENRY GREENFIELD**—a trip to Palestine... **ARCH SHAWD**—quick recovery from his accident... **DON SERLE**—larger transom... **HARRY STONE**—one more "Grand Ole Opry"... **BILL WAY**—a good supply of replacement parts for his engineers... **MAURY LONG**—automatic machine that produces renewal contracts... **MARVIN KIRSCH**—a dunlap errandicator for his Long Island lawn.

**CARL HAVERLIN**—a statue of Lincoln in Pasadena... **SIDNEY KAYE**—next spring and a butterfly roof... **CHARLES A. WALL**—a bucket with the complaints removed... **TOMMY TOMPKINS**—another Hindemith... **ROBERT J. BURTON**—if it's for free—yes... **JULE STEARNS**—just a tiny hit song... **JEAN GEIRINGER**—something from Europe that looks good in English... **GEORGE MARLO**—more elevator operators at the Hotel Astor... **M. H. SHAPIRO**—a friendly architect who knows a builder who gives 20 per cent off... **ROY HARLOW**—somebody to talk to at 8:45 a.m.—in the office, that is... **HARRY SOMERVILLE**—4,500 hotels and nite spots.

**BOB SOUR**—another "Body and Soul"... **MILTON RETTENBERG**—Fred Allen back on the air... **H. V. KALTENBORN**—the ideal place to hold the annual Pioneers banquet... **HENRY MANNERS**—a portable TV set and only one more record album... **RUSSELL SANJEK**—a type-writer that does its own scripts... **IY REITER**—his own print shop... **CECIL CARMICHAEL**—a Gordon McKae record... **BOB HUTTON**—a few double-trucks... **JOE DIAMOND**—an IBM super-robot.

**LISA KIRK**—three of her hubby's (Bob Wells) songs on the Hit Parade... **GUY LEHOW**—"Oh, to have Kathryn Grayson singing to me beside a fireplace"... **CATHY MASTICE**—to star in the Music Hall Christmas show each year just as she's now doing... **BOBBY COLT**—to have another hit record similar to "Scattered Toys"... **CONRAD THIBAUT**—a couple of his old commerefals back... **SHERIFF BOB DIXON**—to have every man in town (most of 'em are frustrated cowboys, anyway) get his wish to be a cowhand... **CARL KING**—his phiz on television daily and twice on Sunday.

**STAATS COTSWORTH**—a fat part in a B'way show... **FRANK GALLOP**—to continue making this col'n's annual list of snappiest-dressers... **JERRY LAYTON**—can't wait for that March honeymoon...

**MONICA LEWIS**—a mistress-of-ceremonies role on her own TV'er... **JANE PICKENS**—some more meaty roles such as she had in "Regina"... **ROBERT MERRILL**—a TV series of his own... **MOE GALE**—a couple of more artists like Pickens and Merrill... **AL WILDE**—time off for a little canasta now and then... **TIM GALE**—some time off so he can 'take' the aforementioned Al Wilde in the aforementioned canasta... **THE MARINERS**—a couple of more hit records.

**JOHN TILMAN**—some more emcee roles in TV... **HARRY HERSHFELD**—50 more years of making 'em laugh... **ROGER KAY**—a quick sale on the Mady Christians show... **MARTY GOODMAN**—a quick sale on any show... **LESTER LEWIS**—a TV show of her own for Pat Bright... **HANK SYLVERN**—a couple of more shows to work together with his wife, Jeanie Harrison... **DON DUNPHY**—plenty of mistletoe for Frank Coniff, who tagged him the best boxing broadcaster of the year... **EDDIE DUNN**—a few more quizzers.

**MEL ALLEN**—a subway series again... **RUSS HODGES**—the same—only one that his Giants can get into... **MINA BESS LEWIS**—to land on a TV quiz panel and show some of that trigger-thinking she did on "Charade Quiz"... **JIM BOLES**—some more TV shows playing opposite his wife, Athena Lorde... **FRED WARING**—just to continue playing the sort of music that inspired Toscanini to tell a reporter he'd like to meet him... **JIM SAUTER**—a couple of good committee-members to share some of that load.

**ED & PEGEEN FITZGERALD**—a fast way to commute from their Hay Island retreat... **HARRY WISMER**—faster planes to take care of all that cross-country traveling of his... **ED BYRON**—a few more "Mr. D.A.'s"... **CHARLOTTE MANSON**—everybody to be as happy as she is with her brand new zroom... **ED WOLF**—that they never "Break the Bank"... **BILL GARGAN**—a long run for "Martin Kane"... **JOE FRANKLIN**—to see a long-cherished dream come true — two-a-day vaudeville under his banner.

**ROBERTA QUINLAN**—nothin'. She just got a brand new five-year contract from Mohawk... **ALFRED DRAKE**—a dramatic role either on the B'way stage or a TV series... **PETER DONALD**—Santa to bring him a new nite-time comedy radio package... **HERB SHRINER**—a return to the rural sincerity that country towns are noted for... **MIAMI BENZEL**—reviewers to repeat the lavish praise heaped on her for her Hotel Pierre thrushing... **HERB**

**SHELDON**—"a world mindful of peace, where everyone has peace of mind."

**SAMMY KAYE**—time off from the bandstand to spend several days sking up in Santa's backyard... **BILL SLATER**—to lick his wife, Marion, in a tennis match... **MARLOW LEWIS**—a couple of more winners like "Luncheon at Sardi's" and "Toast of the Town"... **GARY STEVENS**—a TV series to follow each baseball game tagged "Grandstand Managers"... to kick around the wisdom of the plays of the day... **BETTY CLARK**—everyone to follow her motto: "The way to be happy is to make others happy"... **RALPH EDWARDS**—an eight-day week... **MOREY AMSTERDAM**—to pen a best-seller... **MILTON BERLE**—to settle down in dear old Calif... **FRED ALLEN**—not to settle down in dear old Mass.

**ELLIOTT LAWRENCE**—to see polio kayo'd... **BEN GRAUER**—to do a special events broadcast from the top of Mt. Everest... **HARRY SALTER**—a stocking full of 'Mystery Melodies' for "Stop the Music"... **GUY LOMBARD**—an atomically propelled speedboat... **BAN SEMOUR**—a three-dimensional television set... **MARGARET PIELAN**—a substantial interest in the Brooklyn Dodgers or the Yanks... **KATHI NORRIS**—scent-evision, so she can sell perfume over the air... **HILDEGARDE**—color TV.

**ED WYNN**—wants his two front ribs that he recently cracked by slipping in his shower... **MERLE S. JONES**—a million dollar order on the Columbia Pacific network... **NORRIS "Tuffy" GOFF** (Abner)—wants a trip home, and for the fist Christmas in 19 years that's what his family and he are going to do... **GEORGE W. ALLEN**—somebody to move the High Sierra's trout fishing closer to Hollywood... **GARRY MOORE**—one church for all... **FORREST OWEN, JR**—a swimming pool, not necessarily filled with Alka-Seltzer, to relax after ten shows a week... **WAYNE R. STEFFNER**—wants Merel Jones to get his wish... **STUART NOVINS**—a warm January 2 for the Rose Bowl Game and Parade... **MURIEL HORNOR**—expandable studios at KNX... **JACK BECK**—peace in radio for men of good will... **A. E. JONCELYN**—enough time to get through the work that piles up over the holidays so that I can start the New Year with a clean desk... **WILLIAM BRENNAN**—14 points and California in the Rose Bowl Game... **GUY DELLA CIOPPA**—4 tickets to Jack Benny, just like anybody else... **CHET HUNTLEY**—one fifth of the wisdom and integrity that a reporter needs in the face of the day's developments.

**JOAN DAVIS**—good ol' St. Nick to "Leave It To Joan"... **EVELYN KNIGHT**—wants Santy to bring her another "Little Bird"... **THE OZZIE NELSONS**—just (Continued on Page 11)

## Season's Greetings

### CARL POST & CO.

1595 Crossroads of  
the World  
Hollywood, Calif.

Publicity — Public Relations

Wishes for a  
Bright  
N' merry  
Xmas  
and a Happy New Year

# What They Want for Christmas

(Continued from Page 10)  
 want Santa's greetings—they have everything else they want this year... **JUDY CANOVA**—would like a good starring vehicle, the kind without wheels... **CARLTON E. MORSE**—asking Santa for health and happiness for "Every Man's Family"... **BILL GARGAN**—wants a "Private Eye"ful... **MASTERS ON, REDDY AND NELSON**—would like some nice shiny cycles for Christmas—kilo-cycles.

**JEAN HERSHOLT**—could use more space for his ever-expanding collection of first editions, but more than nothing, the fulfillment of "peace on earth, good will to man"... **BARBARA WHITING**—a trip to New York City... **K. T. STEVENS**—a gift that would run well into the New Year—have her husband's (Hugh Marlowe) film assignments keep him in Hollywood instead of out of the country... **ROSEMARY DECAMP**—can't think of anything offhand, but it would be nice to have more time with my family and **STILL** do all the film and radio work I do... **DINAH SHORE**—to have every record a hit like "Dear Hearts and Gentle People" and never flop in a session... **ROBERT YOUNT**—I'd like "Father knows best" the slogan at home, as well as NBC. You try getting the last word with 4 daughters... **MARILYN MILLER**—not to look so sexy on the screen so scenes will not be cut out of my pictures like that comic bubble dance in "Key To The City"... **HENRY C. ROGERS**—a camera with automatic lighting so that all the faces are lighting so that all the faces are lighted properly... **JACK SMITH**—to have another 1000 broadcasts for Oxydol as happy as the last 1000.

**GALE STORM**—would like more time in 1950 with her three boys than she was able to have, because of so many film commitments, in 1949... **ELYSE KNOX**—

*For lo! the days are hast'ning on, By prophets seen of old,  
 When with the ever-circling years, Shall some the time foretold,  
 When the new heav'n and earth shall own The Prince of Peace their  
 King,  
 And the whole world send back the song Which now the angels sing.*  
 —E. H. Sears and R. S. Willis

would like to continue enjoying the same good health and happiness as were hers in 1949, with a few good pictures to do for Monogram... **WHIP WILSON**—a fine ranch in the west end of the San Fernando Valley... **HUNTZ HALL**—a top role in a Broadway musical... **ROD CAMERON**—a trip to Europe... **FLORENCE MARLY**—real contentment, and the sense of achievement... **JOHNNY MACK BROWN**—a bit of good hunter's luck when duck and deer seasons roll around... **KENO BROWN**—the ability to schedule picture making and personal appearance programs so she may have at least a full month on her ranch in Nevada, instead of just a day or two... **JOE KIRKWOOD**—more pictures to do and more golf tournaments to enter.

**PAUL HEINECKE**—to make as many fine and loyal friendships in the industry in the year to come as in the past... **K. A. JADASSOHN**—another 500 subscribers to the SESAC Library this year... **JIM MYERS**—water, water, everywhere... **LOU TAPPE**—oh, I'll settle for a new Cadillac convertible... **BOB STONE**—Colette Marchand from the "Ballets de Paris"... **JOHN CASEY**—a pair for "South Pacific"... **DUKE FOKLITAR**—four weeks at Hobe Sound, Florida... **RALPH BARUCH**—a car that can't be wrecked, nohow... **IRVING WEISS**—just let SESAC's 1950 be just as wonderful as 1949.

**ELAINE FOX**—more time for romances... **HOWARD KLARMAN**—more and

more publicity... **JACK BARRY**—all I want for Christmas are my two front Hoopers... **DAN EIRENREIT**—to see the next three months pass quickly, reason—a new baby coming... **ERNE SIMON**—a coast-to-coast TV show on CBS... **JERRY CAMPBELL**—more TV film commercials... **ROSEMARY WAYNE**—satisfied just to be Chicago's leading feminine disc jockey... **FRANK MCGIVERAN**—more "sports exclusives" for the 50,000 watt Labor station... **FRANK SCHREIBER**—have all shows originating in the multi-million dollar WGN building now under construction... **GLENN SNYDER**—a full time outlet... **TOMMY BARTLETT**—more personal appearances around the country... **LES LAIR**—ditto... **FRANN WELGEL**—more London recording dates... **ART HARRE**—a full-time operation... **LES ATLASS**—less trips to Henrotin Hospital... **GENE McDONALD**—phonevision... **HOWARD LANE**—success of the new FM Functional Music firm... **BILL PUTNAM**—success of his new Williams Music Publishing firm... **BEN PARK**—a new sponsor for "It's Your Life"... **DAVE GARROWAY**—success of his new Concolem-Naim TV show... **JACK BRINKLEY**—more business... **WALT SCHWIMMER**—more "Tello-Test" "Tune-Test" and "Deems Taylor" sponsors... **MORT JABOBSON**—more stations buying his syndicated shows.

**A. M. ARMSTRONG, JR.**—good health for the family... **BILL RICHMAN**—a pair of skis... **FRED BROKAW**—a ferry to get him to his job... **BURL ELY**—some

way to show his boss, Oliver Gramling, his deep appreciation for the many kind things... **PAUL GIRARD**—a few more annual contracts... **GENE POPE, JR.**—immediate FCC approval on WINS... **CHARLIE BALTIN**—complete mastery of all languages spoken on WHOM... **RALPH COSTANTINO**—a machine to help him apologize to the hundreds of people who can't be accommodated at WHOM's broadcast... **WILLIE BRYANT and RAY CARROLL**—200 additional Christmas baskets for their Christmas dinner campaign for the needy... **CARL BIXBY**—happiness... **GEORGE JASPERT**—automatic secretary.

**JOHN MAYO**—a New York suite... **LINNEA NELSON**—a tailor to do some remodeling... **FRANK HEADLEY**—less traveling... **FREDERIC ZIV**—dinner date with this writer... **ARDEN PANGBORN**—a visit from some of his New York friends to his home... **BILL O'NEILL**—extension of his station operation to a national network... **CHARLES JORDAN**—a flying horse... **LOU GOLDBERG**—another amateur show... **JACK GROSS**—a good old-fashioned snowstorm... **WILLIAM FAY**—a month's vacation anywhere... **JOHN ELMER**—some time for his grandchildren... **G. W. GRIGNON**—automatic train to Chicago... **BILL DOLPH**—another Fulton Lewis, Jr... **PETE WASSER**—a few more station accounts... **W. WRIGHT ESCH**—a new set of tires... **HOWARD LANE**—a 70 golf score... **JOHN SINN**—a couple of weeks with his family... **HERB ROSENTHAL**—a few more benefits... **LEONARD REINSCH**—another Presidential job... **JIM LEGATE**—television station in Miami Beach... **CLAIR McCOLLOUGH**—a turkey farm... **HARRY SEDGWICK**—an easier way to build a television station... **HARRY S. GOODMAN**—a weather vane... **CY LANGLOIS**—good health.

(Continued on Page 13)

Here's Wishing All Our Friends  
 A Happy Christmas  
 and  
 A Prosperous 1950

From The Gang At

TELEWAYS  
 RADIO PRODUCTIONS

8949 Sunset Boulevard

Hollywood 46, California

## Suggests Changes In CBC Financing

(Continued from Page 5)

of both the CBC and privately-owned stations would be set up.

It was his opinion that the CBC should have as its objectives the unification of Canada by exchange of views, talents, history and customs of the provinces; development of talent and ability of Canadian artists; and raising the standard of all broadcasting in Canada.

He also advocated that privately operated stations be permitted to form national and regional networks. At present, the only national networks are operated by the CBC, which can give permission for private stations to set up small regional networks.

He urged that the CBC operate studios for production of Canadian television programs to be made available to privately-operated television stations. There was no need for the CBC to go to the expense of operating television stations, he said.



### Man About Manhattan. . .

● ● ● IF I WERE SANTA CLAUS: With the strains of "Silent Night" singing over the airwaves and holly wreaths meeting the eye at every turn, this column, as usual, dons a slightly moth-eaten Santa suit, fills out the stomach with a batch of press releases and does a little gift-distributing on its own. Is my beard on straight? Okay, let's go. . . I'd put a video screen on the ceiling of every hospital bedroom so folks could lie back and enjoy the shows while relaxing—things would really be looking up for 'em then. (But I'd spank long folks who sell radio short). . . I'd simulcast each of the top programs right now because I feel that even with Jack Benny reading the script, as he does on radio, thousands would love seeing it. . . I'd hand a sock to studio audience members who must stand up and wave when video cameras are turned on 'em—why be bores via such an expensive cable?

★ ★ ★ ★

Worthington Miner, responsible for such goodies as "Studio One-derful" and "The Goldbergs," would be the one allowed to decorate the tree. . . I'd put Abe Burrows and Fred Allen to work writing original Christmas cards—so that Yuletide greetings would have sparkle and wit to them. . . Paul Winchell's Jerry Mahoney would get his wish and joust with E. Bergen's Charlie McCarthy—and let the splinters fall where they may. . . Walter Kiernan would be commissioned to wake me every morning by whispering a happy-go-lucky yarn. . . Robert Q. Lewis would be a veritable Jack Frost and become a winter replacement for less funny comedians. . . My favorite interviewer, Bill Slater, would cover my departure from the North Pole—and more recognition would be forthcoming for indie producers and agency minds the likes of Marlo Lewis, Herb Moss, Jack Wyatt and Myron Kirk.

★ ★ ★ ★

● ● ● I'd dig into my bag and come up with a TV set for every shut-in so they could dissipate loneliness and boredom by watching such big-leaguers as Milton Berle, Arthur Godfrey, Dave Garroway, et al. . . I'd leave a memo for every comedian who thinks he can handle dialect to study the naturalness of "The Goldbergs." . . There'd be lots of jingle bells for both CBS and NBC for deciding to give their employes a holiday bonus. . . I'd make the welkin ring with praise for Vic McLeod's production ability—and Herb Sheldon would rate a hug and a kiss for his daytime aide to the housewives. . . I'd give a candy cane to writers of commercial jingles—you may joke about them but they sell the merchandise. ("Halo, Everybody, Halo," for instance, built a mint for its creators). . . Under the mistletoe kisses for Barbara Welles 'cause of her interesting women's show; ditto llp greetings to Dorothy Kirsten, fine classical singer with a good pop ballad and similar pucker action to Pauline Frederick, ace reporter.

★ ★ ★ ★

● ● ● I'd keep sending greetings, in the form of contracts for their clients, to such aggressive, worthy personal reps as Martin Goodman, Kay Roberts and Mildred Fenton. . . Lots of goodies would go to Betty Clark, the teen-aged blind girl whose courage is an inspiration to any handicapped person. . . I'd make a present of golden film to Allen Funt for bringing his Candid Camera to the whirl. . . An immediate return to the air and video for lovely Jane Pickens, now in the best voice of her career would be one of my prime missions. . . And to the many, many artists I didn't mention, but who are the nicest people any Santa Claus could hope to meet, I give 1950—a lusty infant—which I hope they will nurse carefully so that he can grow up to be a source of pride and gratification to them. Merry Christmas!

## Educational Series Planned By WHOM

(Continued from Page 5)

radio programs will also be publicized in Americanization classes in the city's schools.

The "Operation Naturalization" has been in the planning stage since the early Fall. Course material used is based on Immigration and Naturalization Service publications.

Dr. J. Maurice Richman has been assigned by the Board of Education to work with WHOM in planning and conducting classes and broadcasts. Charles Baltin, assistant manager of WHOM, will coordinate the broadcast and classroom activities.

## ABC Expands Script Staff For AM-TV Programming

(Continued from Page 5)

Sklar has written for "Cavalcade of America" and "Inner Sanctum" as well as other network shows and Miss Oldham has scripted a number of radio serials.

1906 *Henri* 1949  
CONFISEUR  
**FRENCH RESTAURANT**  
LUNCHEON from \$2.00  
DINNER from \$3.00  
COCKTAIL BAR  
*Famous French Candies*  
15 East 52nd St.  
AIR CONDITIONED

Season's  
Greetings

LARRY FINLEY  
Transcriptions, Inc.

8983 Sunset Blvd.  
Hollywood, Calif.

Xmas Greetings  
Campbell-Cabill Studio  
TV Film Commercials  
360 N. Michigan Avenue  
Chicago 1  
FRanklin 2-4649

Holiday  
Greetings

From  
MAURY FOLADARE  
&  
Associates

Hollywood



# What They Want for Christmas



(Continued from Page 11)

**ARTHUR CHURCH**—the old NAB days to be revived... **HAROLD BURKE**—business boom in Baltimore... **VAL ADAMS**—more personality photographs... **BILL STARK**—would like to see a broad loun on his horizon... **CY HARRICE**—a bottle of sea-sick remedy... **WALT WARNER**—a 1937 Cord automobile... **HANK CHRISTAL**—some peace and quiet... **TED HUEDE**—a Baedeker... **ED SIMMONS**—a watch band... **RAY NELSON**—a printing press... **CHUCK CHRISTENBERRY**—a pair of elevator shoes... **DAN, KARL and JACK LANDET**—a patch pipe... **DAN, NY WEBB**—a comic book... **THE ASSOCIATION OF FCC ENGINEERS**—some anti-freeze... **ARCHIE BLEYER**—a gray hair... **JANETTE DAVIS**—a re-run of "My Man Godfrey."

**CHET STEWART**—ear muffs... **JOHN HOWELL**—a cowboy suit... **HENRY SOUYAINE**—an opera guide... **HENRY (HOT LIPS) LEVINE**—a life membership in the Chamber Music Society of Lower Basin Street... **GEORGE NELSON**—to run horse races on a Mohawk carpet-covered track at Saratoga, for purses to be paid off in Pepsi-Cola... **DR. SYDNEY ROSLOW**—an increase in his pulse rate... **HAROLD SCHENEIDER**—a pair of roller skates... **LES HAFNER and CHUCK YETTER**—a season pass to STOUFFER'S... **EVAN ANTON**—a set of keys to the floor below... **LIDO BELL**—a bar-tender... **L. P. SULDY**—a copy of Robert's Rules of Order... **JEWEL STEVEN**—a lip stick.

**THE SANGERS**—a course in music appreciation conducted by Dizzie Gillespie... **TOM VALENTINO**—a new sound effect... **RUSS HUDSON**—a magnetized tape worm... **HARriet MARGULIES**—John Lund... **MORRIS ALTSCHULER**—

a girde... **ERNIE STERN**—a technical dictionary... **IRV ROSTEN**—a pair of glasses.

**STANLEY HUBBARD**—fishing trip to Florida... **JOE LANG**—a few more cities for his wire business... **BENEDICT GIMBEL JR.**—a Coming and Going... **NAT ABRAMSON**—a few more horses and dogs... **EARL H. GAMMONS**—a pipeline to the White House... **GEORGE LASKER**—a few more branch offices... **KOLIN HAGER**—an easier way to get to Schenectady... **KATE SMITH**—another Ted Col lins... **NILES TRAMMELI**—a few less ramors... **HAROLD FELLOWS**—someone to write a few of his speeches... **HAROLD HOUGH**—a better market for his mules and steers... **PEGGY STONE**—a couple of new stations... **REGGIE SCHUEBEL**—an easier way to get presents for REC.

**BOB DUNVILLE**—a new gavel... **JOE CREAMER**—some time to create some of his great ideas... **BOB PATT**—family gathering... **BERNARD BERK**—good health for his wife... **GEORGE W. TRINDALE**—a good publicity director... **PAUL RAYMER**—another Fred Brokaw... **MICHAEL SILLERMAN**—one good sponsor... **EARL HARMONS**—a new television idea... **GEORGE BURBACH**—a Pulitzer award... **BEN ROSNER**—a chance to exploit some of his ideas... **JIM TYLER**—larger appropriation... **LOU HAUSMAN**—a rumor to do away with all rumors... **GENE CAGLE**—prosperity for his Texas Network... **TOM TINSLEY**—another Jake Embry... **JOE KATZ**—another WITH... **JAKE EMBRY**—a time stretcher.

**IRV MATTAWAY**—more stations realizing what a good deal he has... **MERLE WATSON**—more TV stations so he can do the job for them that he did with WBKB

... **JOHN MITCHELL**—get in the black... **JOHN MOSER**—more legal entanglements... **JIM AMECHE**—success of his new recording studios... **FORREST LEWIS**—success of his new furniture store in Skokie... **JOHN NORTON**—more Chicago originated programs... **CHICK SHOWERMAN**—more talent like Dave Garroway... **ROSE DUNN**—more TV chicks like her "Stop The Record" package... **JOHN-SY DESMOND**—to hear from his old G.I. buddies.

**BURR TILLSTROM**—retain his status as owner of the top TV puppet show... **BEULAH ZACHARY**—stay put in one place... **"RED" QUINLAN**—success of the 2nd annual Chicago Television Council confab next March... **RALPH ATTLASS**—retain his high ratings... **BERNARD MILLER**—make Chicago fully FM conscious... **ED WIELELER**—more stations as successful as his Evanston operation... **FRANK ALLISON**—more Decca recording dates... **JACK OWENS**—another "How Soon"...

**BRAD EIDMANN-WAAF**—Commencement of full-time operation... **LARRY SEMON**—everything for you that you'd wish for yourself... **GIL FIELDS**—just make it music... **JOHN HILL**—status quo for everthings OK now... **S. C. CANDILORRA**—just make it double in joy and happiness and good fun... **K. T. MURPHY**—a money-back guarantee... **WILMOT LOSEE**—a chartrouse commerbund with matching spats... **JOSEPH BENSCH**—either Rogers or Clark to guide guests to his Mt. Kisco home... **DICK SISON**—influence with the New Haven RR to move Cos Cob (Conn.) two miles north... **BETTY TEVIS**—two tickets to the Kentucky derby... **JOSEPH BURSO**—a teletype machine with one-knob picture control.

**HOPE EMERSON**—a handbag that will hold all the things I would like to carry

in one... **JACK MARSHALL**—a good sponsored TV show for Butchy McGurk... **ESTELLE TAYLOR**—a new feather coat for POLLY. She flew too close to the oven... **LARRY FINLEY**—a 10 gal. jug of aspirin, (P.S. For our TV Dept.)... **PAUL V. COATES**—a neatly tied package of Alka-Seltzer... **RENEE DEMARCO**—a silver blue mink stole... **MARC LAWRENCE**—to cease being typed in "tough guy" roles... **RONNIE GANS**—that all wool sweater a certain femme has been knitting... **CHARLEY FOY**—continuance of good business... **CHARLEY MORRISON**—another happy year with my Mary... **GEORGE JAY**—a sponsor that will put my disc jockey show TC... **LEWIS WARD**—a new contract... **BILL HIBLER**—a pal for Tuffy... **LEN STONE**—another chocolate factory and more people catering to that "sweet tooth"... **ALICE WHITE**—a good juicy part in an "A" production.

**JACK ROBBINS**—the old time heart and spirit that formerly pervaded the Music Industry... **AL GALLICO and HAPPY GARDAY**—hits for their respective firms that they were associated with while working for Leeds Music... **DEANNA BARTLETT and MAURICE HARTMANN**—another "I Don't Want To Set The World On Fire"... **ABE OLMAN**—a twin who could make the trips to the coast for him while he stays in town to set up and regulate national exploitation on songs of the Big Three... **BESSIE STANNY**—a few of the old time hits the firm used to employ... **AUGUST W. GREBE**—a 1 KW station from the FCC... **FRANK LAMARR**—every Forster song to enjoy the vogue and sustained popularity of "I Get The Blues When It Rains"... **LOU LEVY**—old time showmanship and ultra modern salesmanship to stimulate national interest in MUSIC... **FRED E. AHLERT**—adoption of a new Consent Decree which would safeguard the interests of all ASCAP members and all ASCAP licensees.

## Holiday Greetings

FROM

### J. J. ROBBINS & SONS, INC.

PUBLISHERS OF

# "GENTLEMEN PREFER BLONDES"

Jack Robbins    Buddy Robbins    Marshall Robbins

1619 BROADWAY, NEW YORK CITY

West Coast Manager  
**GOLDIE GOLDMARK**  
 1537 No. Vine St., Hollywood, Cal.

Mid-West Manager  
**VIC DUNCAN**  
 Woods Theatre Building, Chicago, Ill.

## Nine CBS Programs In Top Hooperatings

(Continued from Page 5)

and Charlie McCarthy, 17.3. Eight of the top ten spots were CBS with NBC taking the other two.

Big Town at 16.8; Walter Winchell with 16.7; People Are Funny, 16.1; This is Your FBI, 15.9; and Mr. Keen, 15.8 completed the list.

The daytime programs found Ma Perkins leading with 7.7 followed by the Romance of Helen Trent, 7.6; Arthur Godfrey, 7.1; Aunt Jenny, 7.1; and Guiding Light, 6.8.

NBC Tuesday: ABC Friday

Average program Hooperatings show CBS ahead of the other networks on Sunday, Monday, Wednesday, Thursday and Saturday nights with NBC on top on Tuesday and ABC on Friday.

## O'D. Wedding On MBS Inside, Outside Church

(Continued from Page 5)

arrived Silvers' broadcast an on-the-spot report and then turned the mike over to his wife, who was covering inside the church. She described the arrival of Miss Simpson and then the actual wedding ceremony began.

Virtually all of Stuart's 3,000 people turned out to watch the arrival and departure of the Mayor and his bride.

### Robinson Guesting

Jackie Robinson, Brooklyn Dodgers second sacker, will appear on the Dec. 27 broadcast of ABC's "Town Meeting of The Air" where he will discuss "Can Youth Have Faith In The Future."

## A Very Merry Christmas

From

MARGARET  
ETTINGER

## Indies Of Metropolitan Area All Join In Salute To Xmas

(Continued from Page 5)

the major part of the special programs have been scheduled for this Saturday and Sunday, December 24 and 25.

On the night before Christmas, many stations will carry candlelight services and Masses from the city's churches. The first of these will be broadcast by WOR from St. James Protestant Episcopal Church from 5:30 to 6 p.m. WOR will follow with the Midnight Mass from St. Patrick's Cathedral from midnight to 1:55 a.m. Francis Cardinal Spellman will preside.

Carol singing from the Cathedral will be broadcast by WNEW before the Mass from 11:35 to midnight. The choir for men and boys under the direction of Dr. Charles M. Courboin, the college choir and the boy's choir will be heard.

A Mass from the Church of the Blessed Sacrament will be carried by WMGM from midnight to 1:30 a.m. The Right Rev. Msgr. Fulton Sheen will deliver a sermon on "Christmas." WHOM will carry the midnight Mass from the Church of the Sacred Heart and St. Stephens in Brooklyn and WOV, the Mass from the Paulist Fathers Church, both beginning at 11:30 p.m. The candlelight service from the Bedford Park Congregational Church in the Bronx will be heard on WBNX from 10:30 to 11 p.m.

### Many Musical Features

While awaiting Santa, New Yorkers will have a wide variety of musical programs and features. WINS will run four hours of "music to trim the tree by" from 8 p.m. to midnight.

Round the tree is the WEVD event on Christmas Eve from 11 to 12. WWRL's Trimming the Tree will be heard at the same hour.

Christmas music from 9:30 p.m. to 1 a.m. will be aired over WQXR, on December 24. Handel's The Faithful Shepherd Suite is included. WLIB will run carols and other programs throughout the day on the 24th. The Y Hour and The House That Jack Built from 7 to 9:30 a.m., The Polish Show and the Spanish Program in the afternoon, will highlight the day's festivities.

WMCA will tell Kate Douglas Wiggin's story, The Bird's Christmas Carol, on the day before Christmas from 9:03 to 9:30 p.m.

### Will Present The Messiah

Handel's great oratorio, The Messiah, will be heard in full over WQXR from 3 to 6 p.m. on Christmas Day. WMCA will give excerpts from The Messiah on Xmas morning from 8:03 to 8:30 a.m. WNYC will also broadcast the full selection on the 25th from 2 to 4:30 p.m. The Long Island Choral Society will use parts of it from 2:35 to 3 p.m. over WHL. A Prelude to Christmas on WBNX from 11 to 12 Christmas Eve also includes excerpts from the Messiah.

Christmas stories will be drama-

tized by New York's stations. Among these is The Story of the Nativity featuring Walter Hampden to be broadcast over WHLI from 2 to 2:30 p.m. and over WNEW from 3:35 to 4 p.m. on Christmas Day.

The Christmas Carol narrated by Basil Rathbone will be heard over WNEW on the 25th from 5:00 to 5:30 p.m. WOV will go to White Plains on Christmas Eve at 8:45 to pick up the narration of Christmas Story from the Cardinal McCloskey School. A program of carols from the same school will be carried by WBNX at 9:45 a.m. on December 24.

The Old, Old Story will be told over WWRL on Christmas morning by the Rev. Thomas S. Field of the First Baptist Church of Flushing. A Christmas play in Italian will be broadcast by WHOM on December 25 at 6:00 p.m.

### "Littlest Angel" Programmed

A dramatization of the U. S. Army and Air Force, My Son is a Wise Man, will be a WEVD feature from 10 to 10:30 a.m. on the morning of the 25th. The Littlest Angel with Loretta Young will be a WMCA feature from 8:30 to 9 a.m. WMCA will carry in addition the Nativity dramatization from 6:30 to 7 p.m. on December 25.

Humperdinck's opera, Hansel and Gretel, as recorded by the Metropolitan Opera, will be carried by WQXR on the night of the 25th from 8:05 to 10. Music for children with recordings from Peter and the Wolf, will also be heard on WQXR on Saturday morning from 8:05 to 9 a.m.

Other unusual broadcasts have been prepared. Jesus Christ and Karl Marx, a broadcast made last Christmas by the late Pulitzer Prize winning commentator, H. R. Knickerbocker, will be presented again on WOR on Christmas Day from 8:45 to 9 p.m. In addition, WOR will broadcast the annual Christmas message by King George VI of England from 10:15 to 10:30 a. m. on December 25. Under the Christmas Tree with John Gambling is still another WOR morning feature from 8:30 to 9.

Christmas legends the world over

## Mutual Wk.'s Billings Close To \$3,000,000

(Continued from Page 5)

"Fair" originating in Chicago. About 410 stations will carry the program under Miles sponsorship. Wade Advertising Co. is the agency.

Anahist Co., Inc., represented by Foote, Cone and Belding, has agreed to sponsor two one-half-hour, week-end programs starting in January in behalf of the company's anti-histamine cold killer. Programs are: an audience participation show for which the format details are now in the working stages, at 5:30 (EST) on Saturday, and "Adventures of The Falcon" over the full web on Sundays, 7 to 7:30 p.m. (EST).

"Rebuttal" is the title of a new 15-minute weekly news correction program which has been signed by Muntz-TV to plug Muntz television sets at 9:15 p.m. on Sundays. Michael Shore is the agency.

Another sponsor whom Mutual has signed is Bowey's Inc. in behalf of Dairi-Rich flavoring extract. Program to be sponsored is a 15-minute Radie Harris Hollywood News show starting in January. Agency is Sorensen and Co., Chicago.

Mutual recently signed a number of new sponsors for one-shots, including Capehart-Farnsworth, Paramount Pictures, 20th Century-Fox, and the Faydrex Corporation.

## Economic Progress Review Featured By Adv. Council

(Continued from Page 5)

explains why Americans live better, how machines make jobs, standards of living and concepts of freedom and security. A 10-point platform for all Americans endorsed by the council's public policy committee is given.

The council is urging a mid-century ad campaign to local and national advertisers. Four agencies, BBD&O, McCann-Erickson, Inc., J. Walter Thompson Company, and Young & Rubicam, Inc., are donating their services in behalf of the drive.

will be told over WVNJ in Newark on Christmas Eve from 11 p.m. to midnight on the program, Christmas, 1949. WVNJ will also carry stories behind world-famous carols on Christmas Day from 10 to 10:30 p.m.

## Merry Christmas

and a

## Happy New Year

CHARLOTTE ROGERS

Publicity

6627 FRANKLIN AVE.

HOLLYWOOD, CALIF.

# TELEVISION DAILY

Section of RADIO DAILY, Wednesday, December 21, 1949—TELEVISION DAILY is fully protected by register and copyright

## TV PROGRAMMING REFLECTS XMAS

### TELE TOPICS

WE'RE GOING to do our Christmas issue today, the boss said, so make your column a kind of personal message to our readers. After spending all morning staring at a blank sheet of paper, we rejected the idea of filling this space with gay witticisms and instead will let our fingers run unguided over the keys. In other words, old-fashioned pot luck. Here goes: Would that it were only possible, we would fill TV's greatest need—scores of writers with fresh new ideas and the talent and ability to translate them into good shooting scripts. We would also provide bold, creative, imaginative producers and directors and give them the freedom to use these scripts in original manner, free from ratings, both quantitative and qualitative, and free from the hackneyed formulas of radio and movies. For not until such a happy situation exists will television come close to realizing its potentialities.

AND AS Christmas draws near, we would like to say thanks: To Burr Tillstrom and Fran Allison, for the happiest show on earth and for being such swell folks. . . . To Tony Miner, for Caesar, The Medium and other masterpieces on "Studio One." . . . To Arthur Godfrey and Dorothy Doan, for being themselves and succeeding at it. . . . To Ward Byron, Jim McNaughton, Valerie Bettis and everyone else connected with the new Paul Whiteman show, not forgetting, of course, Pops himself. . . . To Messrs. Scheck, Dahlman and Black for "City At Midnight," a bold experiment in programming that should have succeeded, but didn't. . . . To Paul Belanger, for "Through The Crystal Ball." . . . To Marc Daniels and company for the consistently good "Ford Theater." . . . To Roy Marshall, for being the kind of prof. whose classes we would like to attend. . . . And by no means last, to our co-workers and everyone at the nets, stations and agencies for their invaluable help throughout the year.

AND NOW A FEW GIFTS: To Robert Q. Lewis, a fall-winter-spring job. . . . To Lee Cooley, another Swift Show. . . . To George Wolf, a four-star hit. . . . To Nat Rudich, an apartment. . . . To Seymour Siegel and New York's eight million, a WNYC-TV. . . . To Don McClure, a station that can superimpose slide on film. . . . To Gorgeous George, Mr. America, et al, movie contracts prohibiting TV appearances. . . . To Frank Young, an autographed photograph of Grover Whalen. . . . To all set-owners, a TV series featuring Groucho et freres. . . . To the industry, an end to the freeze and gallons of black ink. . . . And to everyone, everywhere, we emulate Dave Garraway to raise our hand in benediction and say—Peace.

### Legends, Tradition And Literature Of Nativity All-Pervading Theme For Holiday Week-End; Several Pickups Of Church Services Planned

(Continued from Page 5)

the Midnight Mass from St. Patrick's Cathedral. Francis Cardinal Spellman, Archbishop of New York, will be celebrant. Program will continue until 1:20 a.m.

All regularly scheduled NBC shows will present holiday offerings, and a special two-hour program from St. Nicholas Arena will be aired by WNBT Sunday afternoon. Later that day the Armed Forces Hour will present "No Room At The Inn," dramatizing the work of armed forces chaplains.

Appearance of Cardinal Spellman on "Morning Chapel" today will open a series of special Christmas shows on the DuMont network. On Dec. 23, a special holiday program will be presented by Bob Emery on his "Small Fry Club," with Emery telling the story of The Nativity from the Gospel According to St. Luke, Hans Christian Anderson's "The Poor Little Match Girl," and Clement Moore's "A Visit from St. Nicholas."

#### Service From Grace Church

Later that night DuM talent will satirize themselves in a special show staged by Bob Loewi. Participating will be Morey Amsterdam, Richard Coogan, Pat Meikle, Kathi Norris, Wilbur Stark, Chuck Trantum, Vincent Lopez, Margaret Johnson, Dennis James, and George F. Putnam.

On Christmas Eve, the web will carry Candlelight Service from Grace Church and on Christmas Night an all-star party on behalf of

the Sister Kenny Foundation will be aired.

Highlighting the Christmas fare on CBS will be the first showings of a number of films featuring the Vienna Philharmonic Orchestra. Films will be aired in a Christmas Eve concert featuring the overture to Rosamunde, Music of the Spheres, Eine Kleine Nachtmusik, and the first movement of Beethoven's Fifth Symphony.

#### Pageant Based On "Messiah"

A costume pageant of The Messiah will be presented Christmas Day on "Lamp Unto My Feet," which will be conducted by Dr. David N. Licorish, minister of the Abyssinian Baptist Church. In addition, all regular shows throughout the holiday week will feature special Christmas themes.

Two traditional Christmas plays, "Scrooge" and "Alice In Wonderland," and an enactment of the Yuletide in merrie England will highlight the ABC programs. "Scrooge," a British film based on Dickens' "A Christmas Carol," will be aired on Christmas Eve and again on Christmas Day.

Franklyn Pangborn will play the White Rabbit in the ABC version of "Alice" to be aired Christmas Eve on "Hollywood Screen Test." Jean Aubuchon will play Alice and John Hicks, an ABC floor manager, will come from behind the scenes to play the Mad Hatter.

## TVA Seeks SAG Peace Parley, Scores Film Pact Negotiations

In its first official act, the board of newly-organized Television Authority has invited Screen Actors Guild to join with it in a TV partnership and asked SAG to hold up negotiations with film companies until the two groups can meet, preferably on Jan. 6, to "examine any and all possible proposals for peace."

The TVA proposals, contained in a wire signed by George Heller, national executive secretary, were made, the union said, in an effort "to arrive at a peaceful solution of the points at issue."

"We point out," the wire said, "that no wages or working conditions for film television have been submitted to our many members now working in film television for their approval or consideration, nor

have they been asked to approve Screen Actors Guild as their sole collective bargaining agent, notwithstanding that the performers under TVA constitute the vast majority of the performers working in television.

"The negotiation of contracts without the consent of members is of course a futile act," TVA continued, "but it can also be harmful to all television performers no matter to which branch of the 4A's they belong. We therefore await your assurance that such negotiations will be held in abeyance pending our meetings with you and we cordially invite you to meet with our representatives at the earliest possible moment to examine any and all possible proposals for peace."

## 3rd NTFC Film Forum To Be Held Dec. 28

The third quarterly forum of the National Television Film Council will be held Wednesday, Dec. 28, at the Astor Hotel, it was announced yesterday by Melvin L. Gold, NTFC prexy. Forum will be comprised of three sessions. The first, a forum on distribution, will be held at 10 a.m. and will be headed by John Mitchell, sales manager for United Artists Television and W. W. Black, vice-pres. of Official Television.

#### Production Forum In Afternoon

At 1 p.m., the production forum, headed by Henry Morley, Dynamic Films and Jules Bricken, Screen Gems, Columbia TV subsidiary, will meet to consider a sizable agenda pertinent to the problems of producing television films. At 3 p.m., the station forum will meet, headed by Robert Paskow, WATV, Newark and Helen Buck, WCAU-TV, Philadelphia.

At 7 p.m., NTFC's dinner meeting at the Brass Rail at 521 Fifth Ave., will be highlighted by a Tween Holidays Party.

## Theater-Tele Hearing Seen Early Next Year

(Continued from Page 5)

large-screen video until summer or later, there have been unofficial assurances from responsible officers of the FCC that an attempt will be made to work out time for the hearing before the resumption of testimony on color television in mid-February.

## WPIX, NBC Score TV Beat In O'Dwyer Wedding Pix

Two New York TV operations, WPIX and NBC, scored a two-fold beat yesterday on the wedding of New York's Mayor William O'Dwyer. WPIX newsreel cameraman Frank Hurley boarded the New York News plane yesterday after the ceremony to deliver his films to the station where they were processed, edited and broadcast at 5:11 p.m.

NBC films were flown from Stuart to Miami in a chartered plane and then placed aboard a non-stop airliner for the trip to New York. Web gave stills of its coverage to the wire services and broadcast its clips on the Camel News Caravan which is heard at 7:45.

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Motion Picture Studios

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Phonograph and Transcription  
Companies

"Wherever music is made  
SESAC tunes are played"

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TO ALL AFFILIATED  
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*Whose music is the finest in  
the world*

*. . . . a wealth of it for every  
occasion and need.*

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TO ALL SESAC TRANSCRIPTION  
LIBRARY SUBSCRIBERS

*Who broadcast the thousands  
of recorded selections  
to millions.*

*"SESAC music on the air—  
everywhere"*

CHRISTMAS

TO ALL ADVERTISING  
AGENCIES AND ADVERTISERS

Smart showmen and salesmen

Who use SESAC music  
profitably.

FROM

**SESAC, INC.**

475 Fifth Ave.  
New York 17, N. Y.





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 55

NEW YORK, THURSDAY, DECEMBER 22, 1949

TEN CENTS

## FCC ASKED FOR FULL HEARING ON FM

### New Sales Approach Stressed By Woods

ABC's "bold thinking" which has made network radio available to the smaller advertiser, the regional advertiser, and the seasonal advertiser through new sales procedure is an outstanding phase of the network's 1949 activity, according to Mark Woods, ABC president, in his year-end statement for the current year.

Woods said that these new sales procedures include sale of time in less than 13-week cycles; the 25 and 5 plan whereby an advertiser can buy 25 minutes of time in the morn-

(Continued on Page 3)

### Sun Oil Co. Renews News Program On NBC

Sun Oil Co. has renewed "Three Star Extra" heard five times a week over NBC at 6:45 p.m. (EST) for fifty-two weeks effective January 16, it was announced yesterday. The program originates from Washington and features newsmen Ray Henle, Felix Morley, and Ned Brooks. Announced by Hugh James, the show was introduced under Sunoco sponsorship in September, 1947.

### Mo. Governor Honored By Advertising Club

St. Louis—A life membership to the St. Louis advertising club was presented to Forrest Smith, governor of Missouri, by C. L. Thomas, president of the club, general manager of KXOK and KXOK-FM, St. Louis, and president of Transit Radio, Inc. The presentation took place at the Advertising Club's 46th annual Christmas party, Tuesday

(Continued on Page 5)

### Christmas Spirit

The National Broadcasting Company will change its station break call sign, for the one night only, on Christmas Eve when announcers will say "This is NBC, the Night Before Christmas."

### Radio Advertising Approved By BBB

"Very few" of the 275 misleading advertising complaints in the men's wear field received by the Better Business Bureau in the first ten months of 1949 were traceable to radio, according to Richard Patterson, public relations director of the bureau. Patterson said that most complaints were traced to other media, especially newspapers.

Of the complaints on radio advertising received, Patterson continued, only about 25 per cent came directly to the Bureau from consumers. The greater majority, he said, came from

(Continued on Page 2)

### Name Olive Head Of CBC Engineering Department

Montreal—Gordon W. Olive, native Montrealer who built his first radio transmitter as an experiment at his home in 1912 has been appointed CBC's first director-general of engineering services. Appointment of the 51-year-old executive, was announced by Dr. Augustin Frigon, general manager.

Olive is succeeded as chief engineer by Alphonse Ouimet, also of

(Continued on Page 4)

### NAB And Armstrong Want To Discuss All Aspects Of Medium's Future; 'Minimum Operating' Rule Hit

Washington — The FCC was advised yesterday by both NAB and Dr. Edwin H. Armstrong to call a full-dress hearing on the whole problem of the future of FM. In the meantime, dozens of FM broadcasters filed objections to the Commission's proposal to stretch the minimum operating hours provision of the FM regulations.

Dr. Armstrong said the Commission owes it to the public to call a hearing "to determine why the benefits of FM broadcasting are not being made available to the public, except to a very limited extent."

The malady from which FM suffers, he said, "has deeper causes than merely a limited number of broadcasting hours; and the Commission's proposed amendment is directed at the symptom rather than the disease."

The inventor of FM said the Commission can blame no one but itself for the fact that FM has been denied the public. He explained that he does not mean the present Commission membership, but that the Commission of today must share responsibility if it learns the facts and does not act on them.

"The Commission," he said, "has

(Continued on Page 8)

### Fly Gives Testimony At State Hearing

Daily broadcasts in Grand Central Terminal violate "the right to be left alone," James L. Fly, former chairman of the FCC said yesterday at a New York State Public Service Commission hearing on complaints of the system.

The hearing was ordered by the FCC last week at their offices in the Woolworth Building after many persons had registered their disapproval of the broadcasts. Fly was the first witness and his statement brought applause from the more than 100

(Continued on Page 5)

### Negotiations For Mutual By MGM Are Terminated

Negotiations for the purchase of the facilities of the Mutual Broadcasting System by Hollywood film company Metro-Goldwyn-Mayer, Inc., "fell through" last week at the meeting of Mutual's board of directors in Chicago, it was revealed yesterday to RADIO DAILY by Bertram Lehar, Jr. director of WMGM, New York. He said that negotiations, which had been in progress for three weeks, were originally propo-

sed by Mutual broadcasting web. Lehar said the deal fell through because MBS was unable to "firm" its end of the bargain and that no deal between MBS and MGM was now possible even if the network were to seek to reopen discussions with modifications in their bargaining position.

WMGM, New York, is an affiliate corporation of Loew's, Inc., which

(Continued on Page 4)

### Radio-TV Programs Cited For Awards

Recommendations for the George Foster Peabody radio and television awards of 1949 have been submitted to the national board by the Southern California committee. The group listed two selections in each of seven radio categories and four in television. No selection was made for an eighth category, that program or series of programs inaugurated and

(Continued on Page 4)

### What's The Copy?

WWDC was the lucky winner yesterday of one station break, valued at \$60, on WTOP. Both are Washington stations. The station break was offered as a prize to any acceptable advertiser as part of the Advertising Club of Washington's annual Xmas affair. The winner of the award was Norman Reed, WWDC program manager.

### Special Event

Broadcast of the Christmas Day mass from the Church of the Nativity in Bethlehem through the medium of shortwave has been arranged by WHOM, New York, as a public service feature. The broadcast of the mass will be heard on Saturday at 4:30 p.m. with the announcements in Arabic, mass in Latin and the sermon in English.



Vol. 49, No. 55 Thur., Dec. 22, 1949 10 Cts.

JOHN W. ALICOATE : : Publisher
FRANK BURKE : : : : Editor
MARVIN KIRSCH : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, (18), N. Y., by Radio Daily Corp., J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Postage free) United States (other than California) \$10.00 one year; California, \$15.00. Foreign, \$15.00. Address all communications to Radio Daily, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Radaily, New York.

WEST COAST OFFICES

Allen Kushner, Manager
6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU

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

CHICAGO BUREAU

Hal Tate, Manager.
612 N. Michigan Ave.
Phone: Superior 7-1044

SOUTHWEST BUREAU

Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverside 3518-9

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 21)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include ABC, Admiral Corp, Am. Tel. & Tel., CBS A, CBS B, Philco, RCA Common, 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.

Sheriff Pens Disclaimer

L. C. Boies, sheriff of Maricopa county, Phoenix, Arizona, disclaimed being a signatory to a letter in support of KOY, in a telegram to RADIO DAILY yesterday. "Purported signature is not mine. Allegations in letter are not consistent with facts. Heartily deplore my name being used in such reprehensible and unauthorized manner," the sheriff said.

WANTED

Experienced salesman with car. ABC affiliate in good Rocky Mountain secondary market. Photo required with complete resume. Write Box 296, RADIO DAILY, 1501 Broadway, N. Y. C.

XMAS PROMOTION

Flagpole Sitter Wanted

Coral Gables, Fla.—Miami newspapers carried an unusual classified ad this Xmas season — one that heralded the beginning of a new WTTT promotion. Under "Help Wanted" WTTT advertised for a flagpole sitter. The sitter was then perched on flagpole in downtown Miami for the next two weeks, watching for the arrival of Santa Claus. A platform, for the sitter, was rigged up and equipped for the convenience of the person hired. WTTT will broadcast from atop the flagpole throughout the day from now until Christmas, featuring interviews between the flagpole sitter and passersby.

Remembers Lady Time Buyers

An effort to boost local products by WAZL in Hazleton, Pennsylvania, almost resulted in lady time buyers receiving shirts as pre-Christmas gifts. Vic Diehm decided to boost the shirts made locally, but discovered when he asked for sizes, that many of the buyers were ladies. The day was saved by sending the women two pounds of candy — also manufactured in Hazleton.

Party At WMGM

WMGM will hold its annual Christmas party for underprivileged children in New York City at the Forest Neighborhood House in the Bronx on Thursday, December 22. Eileen O'Connell, mc on the WMGM For Children Only program, will present an array of stars and Santa Claus at the settlement house. Toys and refreshments will be distributed to the children.

Hill Series Begins Monday

Edwin C. Hill, signed for sponsorship by Miles Laboratories earlier this week, will premiere his five-minute, five-a-week news program over ABC one week earlier than previously had been announced, according to an ABC spokesman. Program will bow Monday, Dec. 26 and will be sustaining for the first week.

Another Bonus At Valentino

Thomas J. Valentino, Inc., has distributed a bonus to its employees depending on their length of service for the tenth year without interruption. The company is engaged in pressing and processing records for radio stations and independent record companies.

RCA INSTITUTES, INC.

A Service of Radio Corporation of America
One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

Our graduates have 1st Class Telephone License. Address inquiries to Placement Director, RCA INSTITUTES, Inc., 350 W. 4th St., New York 14, N. Y.

Santa's Traffic Jam

Portsmouth, Ohio—An announcement by WPAY's Santa Claus that only children could call him between 6 and 8 p.m. at his sponsor's store, jammed the department store's switchboard with close to 500 calls on two nights. The plan was discontinued after the two programs because of the volume. The program is broadcast for a half-hour at 5 p.m. each day except Sunday.

Sponsor Holiday Shows

Two Lawrence, Mass. department stores are sponsoring hour-long special Xmas shows over WLAW, 50 kw ABC affiliate. Sutherland's store is presenting seasonal music and readings in addition to personal greetings from departmental heads to friends and customers. Cherry & Webb, is presenting a similar program.

Santa Service

"Headline Edition," ABC's 7 p.m. EST web news report with on-the-spot pickups, will carry a running commentary by newshawk Ruben Gaines on the feverish activities of Santa Claus as he prepares for his annual Big Day. Scheduled to start at once, Gaines will be picked up from KFAR, Fairbanks, Alaska.

Radio Advertising Approved By BBB

(Continued from Page 1)

competitors in the men's wear field. The Better Business Bureau recently published a set of "Standards for Advertising and Selling of Men's Wear" and last month more than fifty presidents and principal executives of major men's wear retail stores met in New York to approve the standards and discuss methods for effective enforcement. Radio received no special consideration in these standards, and, according to Patterson, this was directly an effect of the few complaints on radio advertising received by the Bureau.

Calls "Policing" Vital

Hugh R. Jackson, Bureau president, told the retail executives that effective policing of the men's wear advertising field required the services of at least one full-time investigator and a budget of \$15,000 a year.

The Better Business Bureau recently lauded radio for its "valued cooperation" in stamping out the door-to-door "gyp" canvassers in the metropolitan New York area.

During the month of November just passed, the Bureau received 2,893 requests for protective information, and 1,482 complaints, most of which required case work. These figures represent a 2 per cent increase over November, 1948.

Strange Cat



Most cats bare fang and claw to resist water. But this unusual kitten really likes to take a bath.

There's something unusual, too, in the Baltimore radio market and it is Station W-I-T-H, the BIG independent with the BIG audience.

W-I-T-H is unusual because it delivers so many loyal listeners at such amazing low cost—more for fewer dollars than any other station in town.

This means you can do BIG things with a LITTLE money on W-I-T-H. So if you want low-cost results from radio in Baltimore, get your Headley-Reed man to give you the whole W-I-T-H story today.



BALTIMORE, MARYLAND
Tom Tinsley, President · Represented by Headley-Reed

# 'Bold Thinking' In Sales Approach Best Bet For Radio, Says Woods

(Continued from Page 1)

ing and five minutes in the afternoon instead of a single 30 minute segment at no extra cost; and the setting up of "custom tailored" networks for advertisers who need only specific market areas.



WOODS

Despite the competition offered by video, he continued, radio has gone forward as the dominant mass medium of communication in the nation. Set ownership, he stated, has shown steady increases as have listening hours.

Woods pointed out that there are now 39,281,000 sets in U. S. homes and average listening per day now aggregates 4 hours and 56 minutes.

He said that recent studies show that out-of-home-listening brings to the radio set the greatest audience that any medium has ever enjoyed. For the advertiser, he pointed out, radio is still the primary means of reaching his greatest audience and

stated that "radio will continue to exercise that mass appeal for some time to come."

Woods said that radio and video will work themselves into a harmonious partnership by which the advertiser may reach his fullest potential.

He said that no new advertising medium has ever completely supplanted another.

Woods predicted that 1950 billings would maintain their present high levels.

### Makes TV Forecast

Speaking of television, Woods said that the new medium can look forward with "fullest expectation" of assuming full stature as an advertising force, and pointed out that video had taken enormous strides during the past year—in the number of sets in use; in production of new sets; in number of stations on the air; and in the number of markets covered.

As against January 1, 1949, when, he said, there were approximately 975,000 television sets in use throughout the country there were, at the close of the year, approximately 3,100,000 sets and by the end of 1950 it is conservatively estimated that there will be 6,000,000 sets in

use. Increased production has brought about a lowering of price of television sets, bringing the middle and lower income groups into the purchase picture to the extent where approximately 42.6 per cent of all sets sold today are sold on the installment plan. Currently, set manufacturers are gearing production plans toward large screen sets with emphasis on the production of sets which will market in the \$200 to \$500 bracket.

Concurrent with the expansion of the medium, he continued, which, as of November 1, 1949, was covering 53 markets through 91 stations in operation has gone an increase in average audience and of average viewing time. As of the same date, surveys indicated that the average audience per set was 5 persons, and average viewing time was 3.6 hours a day as against 3.2 hours a year ago.

Television's expansion, he pointed out, spectacular as it is, has not been accomplished under the most favorable of conditions. While 53 of the nation's major markets are now being served, many of the most important regions are still denied television because of the "freeze" imposed by the FCC upon the granting of licenses for new stations. Under

## NEW BUSINESS

WGN-TV, Chicago: The Fair Store, Chicago, sponsors "Fair Teen Club," Friday, 5:30-6:00 p.m., for 13 weeks. Ivan Hill Advertising, Chicago, handles the account. Peter Paul Inc., Naugatuck, Conn., has contracted for a weekly film announcement on WGN-TV, for 26 weeks. Brisacher, Wheeler & Staff, San Francisco, handles the account. Keeley Brewing Co., Chicago has renewed three weekly one-minute film announcements, for 52 weeks. Schwimmer & Scott, Chicago, is the agency.

### Will Return To NBC

Frank and Anne Hummert, producers of "David Harum," one of radio's oldest serials, will return to the NBC web Monday, January 9 at 11:45 a.m. Scheduled as a five-a-week program, "David Harum" will be sponsored by B. T. Babbitt, Inc.

this "freeze" great population areas of the country are denied the opportunity of the information, entertainment, news and cultural programs which television stands ready to provide. It is my earnest hope that this restriction upon the further expansion and development of the medium will be lifted during the coming year and that television may be made available to the widest audience possible.

# 44% of all people who listen to major station news in New York, listen to WOR's news!

this is a jump of over 17% in WOR's share of news listening since the early part of the war. In fact, over 9% more people currently listen to WOR's newscasts than listen to the average news program on any other major New York station.

# WOR

that power-full station at 1440 Broadway,  
in New York

*News sells! WOR's news sells phenomenally well. WOR has a limited number of top spots at low prices for you to buy!*



## Radio-TV Programs Cited For Awards

(Continued from Page 1)  
broadcast during 1949 by a local station of 1 kw or under which made an outstanding contribution to the welfare of the community the station serves.

For stations with a power of more than 1 kw making this contribution, the committee nominated KFVB's The Only Good Indian and The Listener Talks Back on KFMV.

Howard K. Smith and Meet the Press were both listed as first choice for the outstanding reporting and interpretation of the news category. For outstanding entertainment in drama, the Theater Guild was first selection and the NBC Theater, second.

The New York Philharmonic and the Telephone Hour were the one and two choices respectively in music. Symphonies for Youth was first selection in educational programs with Invitation to Learning in second place. Symphonies for Youth also placed first for outstanding children's programs and Once Upon A Time was runner-up.

For international understanding, the committee chose the NBC United Nations project first and Return to Thanksgiving, second.

In television, Know Your Schools and John Kiernan's Kaleidoscope were named in education. The Philco Television Playhouse and Ed Wynn were selected for entertainment.

The Ford Newsreel and Weather Report received first spot in the news category and for children's programs, Time for Beany was first with Kukla, Fran and Ollie, second.

The chairman of the committee is Mrs. Clara Logan who is president of the Southern California Association for Better Radio and Television.

## Name Olive Head Of CBC Engineering Department

(Continued from Page 1)

Montreal, recognized technical authority on television.

Olive's appointment comes at a time when the CBC is planning to add television to its work in AM, FM and shortwave broadcasting. He has been interested in development of radio since his youth.

### AVAILABLE

Chief Engineer's job on aggressive 250 watt Rocky Mountain ABC affiliate opens December 31. Must be combination man and have car. Send disc and photo with complete details in application letter to Box 294, RADIO DAILY, 1501 Broadway, N.Y.C.

AC - DC Transcription Players  
Tape, Wire, Disc Recorders  
Sales-Rentals-Service

MILLS RECORDING CO.  
161 N. Michigan Ave.  
Chicago, Ill. De 2-4117



### Man About Manhattan. . . !

● ● ● UP AND DOWN THE STREET: Bea Wain and Andre Baruch repay Ted Husing an old debt when they pinch-hit for "the old master" for 3 weeks starting on the 26th. It was only a year or so ago when Ted batted for Andre on his "Mr. & Mrs. Music" session when latter was bedded with a leg injury. . . . Send Tom Slater congrats at Ruthrauff & Ryan. The lad's been upped to a veep. . . . While you're in the mood to send congrats, add Walter Kiernan to your list. His zingy five-minute daily series came up with a big 3 on the latest Hooper—and the stanza is only two months old. (And don't throw away that pen yet. While you're still writing, drop a line to ABC and tell 'em to line up a big nite-time variety show for Walter to emcee. Quote the col'm and tell 'em Walter's only wonderful) . . . Best news of the week is the report that the FitzG's (Ed & Pegeen) are gonna go coast-to-coast with their daily chatter. Their trivia is almost as delightful as they themselves are. . . . "Strike It Rich" due to come back to the airwaves right after the turn of the year. Walter Framer, as always, will produce, direct and write. . . . John Tillman ponders on how times have changed. We used to save for a rainy day—now we're waiting for a rainy day to save us.



● ● ● Arthur Van Horn put on a plea last Sunday on his "Heart Beat in the News" stanza for a 4-and-½ year old girl who was suffering from a rare blood disease and who needed a pint a day to remain alive. Within the hour 39 calls came through with pledges amounting to over 100 pints. But what must amaze WOR as much as it does Art is the fact that one of the calls came in from Ypsilante, Mich.—and "Heart Beat" is only a local program,



● ● ● Seems we've been all wrong about Ed Gardner's 'woes' down in Puerto Rico. Like most of the scribes around town, we've been bombarded with tales of his mounting troubles—such as unhappiness of the cast and writers plus Petrillo's threat to step in and force him to import musicians from the States. We just got it first-hand from his director-producer, Jack Cleary, that all these reports are just so much eyewash. Talk of bringing musicians in from Florida is absurd, contends Jack, as there are plenty of AFM musicians down there. As for the cast being unhappy, that's equally ridiculous, he asserts. "Why even Finnegan (Charlie Cantor) is going to night school now to learn Spanish," he sez.



● ● ● IN ONE EAR: The United Hospital Fund Christmas Eve show on WPIX should be one of the outstanding events of the season. Every important headliner in town is volunteering his services for the marathon program. . . . Frankie Carle opens at the Hotel Statler's Cafe Rouge on the 26th for the 6th straight year. With him will be his vocalist-daughter, Marjorie Hughes, who like her famous Dad, is also a solo recording star on the Columbia label.



● ● ● NOBODY EVER: Approached the all-night music show as prepped for WJZ by Kent-Johnson. . . . Had the all-round dance band quality of the late Hal Kemp's crew of 1934. . . . Comes close to Frances Langford's peak version of "I'm in the Mood for Love." . . . Saw a television fight with the thrills, class and excitement of the second Pep-Saddler clash. . . . Gave nightly baseball scores with the flowing ease of Paul Douglas. . . . Wore a double-breasted vest with the aplomb of Adolphe Menjou. . . . Gave quiz shows and audience participation airs the lift supplied by Ralph Edwards.

## M-G-M Not Buying Mutual's Facilities

(Continued from Page 1)  
is also the parent corporation of Metro-Goldwyn-Mayer, Inc., and KMGM-FM, Los Angeles. Licensee which operates WMGM is the Marcus Loew Booking Agency.

In an office memorandum addressed to all Mutual employees, released to RADIO DAILY by the web's press department, Frank White, MBS president, said:

" . . . Over a period of time, we have had discussions with MGM regarding the possibility of some form of joint program production arrangement. There is nothing in contemplation which need give any member of our staff concern from a security standpoint. I am most anxious that this premature report of preliminary discussions should raise no question in your mind as to the future of Mutual and of its staff. . . ."

Major stockholders of cooperatively owned MBS, all of whom operate stations in their respective cities are: The Yankee Network with headquarters in Boston; The Chicago Tribune which operates WGN in the Windy City; Don-Lee web on the west coast; United Broadcasting Co. with offices in Cleveland; station CKLW in Detroit; and Gimbel Brothers in Philadelphia which operates station WIP.

Ted Striebert, Mutual's chairman of the board and president of WOR, the web's New York flag station, issued, through WOR's press department, a terse "No comment" statement. He said, however, that:

"WOR has no intention of getting out of Mutual, and WOR is not for sale."

### Stork News

Frank Chizzini of the NBC sales department is a proud and beaming father today. A daughter was born to Mrs. Chizzini yesterday at the Caledonian Hospital in Brooklyn.

**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. 46 St.  
HENRY GREENFIELD, Mg. Director N.Y. 10

## Fly Gives Testimony At State Hearing

(Continued from Page 1)

spectators. The presiding commissioner, George A. Arkwright, asked the persons to refrain from further applause.

Harold Ross, editor of the New Yorker magazine which has waged a fight against the terminal programs of music and commercials, said the employees of Grand Central "must be going slowly nuts" because of the broadcasts. He added that amplifying systems on trains will soon be used for the broadcasts.

Kenneth F. Stone, assistant general counsel of the New York Central Railroad told the PSC that a poll had shown 85.4 per cent of the public liking the broadcasts and only 11.3 per cent against them. Replied Ross: "I know of another poll taken by an outfit called Datum Diggers, who found 86.4 per cent of the persons questioned didn't like it." Ross added "The huckster has a foot in the door."

### Called Medically Dangerous

Dr. Harold J. Harris, a psychiatrist, said the broadcasts "could be the straw that broke the camel's back." Ulcers, hypertension or other illnesses due to rage and hostility could be produced by them, he continued.

Other persons testified against the programs with the exception of Ralph A. Brooks, who represented the Commerce and Industry Association of New York. His group opposed the intervention of the PSC, he said, because it would comfort those "who would have a collectivist government regulate and control every aspect of our economic and social life."

The hearings started at 10 a.m. and were adjourned at about 4 p.m. until 10:30 today.

### Two College Workshops Start

Burlington, Vt.—A radio workshop for students at St. Michael's College of Winooski and Trinity College of Burlington has been opened this week. The youngsters were placed in all phases of the station's operations from programming to the workings of the 5 kw transmitter. Milton Slater, WCAX program director, and James Tierney, chief engineer, supervised the workshop.

### For The First Lady

Margaret Truman's selections on the "Carnegie Hall" program Tuesday were broadcast only on ABC stations east of Cleveland, Ohio. For a while it seemed that Mrs. Truman, home in Independence, Mo., would be on the outside. But ABC's proxy Mark Woods arranged a pickup by KCMO, web affiliate in Kansas City, in order that the First Lady might hear her daughter.

## Thesaurus Complimented On Xmas Bonus Program

Thesaurus has received much favorable comment on its special bonus Christmas show from subscribers to the library service, which recently has become a member of RCA Division. Telegrams and letters, praising the program for its inspirational value and announcing widespread local sponsorship, have been pouring into RCA Recorded Program Services headquarters.

The show, titled "A Christmas Visit With Ted Malone," is a half-hour open-end program based on the meaning and music of the holiday season. Starring Ted Malone, nationally-known radio network story teller, as narrator, the program features Richard Leibert, Radio City organist, and the Church In The Wildwood Choir, a brand new group in Thesaurus.

Music is provided by a full con-

## Bidwell Named V.-P., On Benton & Bowles Agency

M. Oakley Bidwell has been elected a vice-president of Benton & Bowles, it is announced by Clarence B. Goshorn, president of the agency, and is assuming duties of an account supervisor on General Foods advertising.

Bidwell came to Benton & Bowles in 1945, and has been account executive on various General Foods accounts, including Gaines, Certo and Sure-Jell. During the war he served in the Pacific with the army, attaining the rank of colonel. Before entering the army, Bidwell was advertising manager for Serutan.

cert orchestra under the baton of Ben Ludlow, musical director of the "Mr. Feathers" radio show, and the producer is Bert Wood, program manager of RCA Recorded Program Services.

## Governor Honored By Advertising Club

(Continued from Page 1)

December 20, in the Gold Room of the Jefferson Hotel, attended by more than 1,000 persons. The governor received a gold-plated card symbolic of the life membership in the club.

### KCNA Joining ABC

West Coast Bureau of RADIO DAILY

Hollywood—KCNA, Tucson, Arizona, joins ABC Pacific group, January 1. Wayne Sanders, manager, announced. Licensed owner of outlet is Catalina Broadcasting Co. Station, a 250-watter, has received construction permit from FCC to increase to 5,000 watts days; 1,000 watts nights, on 580 kc.

# Here's proof of WTAG

# WORCESTER DOMINATION

## HOOPER STATION AUDIENCE INDEX

Months: October - November, 1949

TIME	WTAG	B	C	D	E
Weekday Morning Mon. thru Fri.	<b>43.0</b>	11.5	16.7	0.8	27.6
Weekday Afternoon Mon. thru Fri.	<b>41.5</b>	4.4	7.3	6.0	36.0
Evening Sun. thru Sat.	<b>45.0</b>	7.5	13.1	7.3	14.0
Total Rated Time Periods	<b>42.4</b>	7.6	11.4	5.9	24.1

# WTAG WORCESTER

580 KC 5000 Watts



PAUL H. RAYMER CO. National Sales Representatives.  
Affiliated with the Worcester Telegram & Gazette.



## PLUG TUNES

On Records and Transcriptions

## TELL ME WHY

RYTVOC, Inc.

1585 Broadway New York 19, N. Y.

## "HUSH LITTLE DARLIN"

Recorded By

Perry Como Eddy Howard  
Dick Haymes Curt Massey  
Koy Kyser Jerry FalliganMICHAEL MUSIC CO., Inc.  
1619 Broadway Jerry Johnson  
New York City Gen. Mgr.

You'll LUV this novelty!

## IT MUST BE L U V

MANOR MUSIC COMPANY

1619 Broadway New York City

Nothing Can Stop This!

## "FOREVER WITH YOU"

by the writer of "My Happiness"

FORSTER MUSIC PUB., INC.  
1619 Broadway, New York 19, N. Y.  
216 S. Wabash Avenue, Chicago 4, Ill.

On Records &amp; Transcriptions

Billy Reid's Latest

## "TOO WHIT TOO WHOO"

AL GALLICO MUSIC CO., INC.  
501 Madison Ave. New York, N. Y.

Revival of a Million Copy Hit!

"AM I WASTING  
MY TIME ON YOU"

STASNY MUSIC CORP.

1619 Broadway New York City

THE OLD  
MASTER PAINTER

recorded by

PHIL HARRIS RCA Victor  
RICHARD HAYES Mercury  
DICK HAYMES Decca  
SNOOKY LANSON London  
PEGGY LEE-MEL TORME, Capitol  
JACKIE PARIS National  
FRANK SINATRA Columbia

with others to follow

ROBBINS MUSIC CORPORATION

## WORDS AND MUSIC

By PINKY HERMAN

● ● ● MERRY CHRISTMAS AND HAPPY NEW YEAR—to you, you and most especially YOU. . . . with songs like "Santa Claus Is Comin' To Town," "Jingle Bells," "White Christmas," "Silent Night," "Adeste Fidelis," "Jolly Old St. Nicholas," "That's What I Want For Christmas," "I Want An Old Fashioned Christmas," "Little Star Of Bethlehem," "That Christmas Feeling," "Rudolph, The Red-Nosed Reindeer," and about a thousand and one other Yuletide melodies, the spirit of good cheer and good will towards men permeates the atmosphere. . . . our only regret is that this wonderful feeling is with us for a week or ten days instead of dominating our thoughts, words, deeds and habits EVERY DAY OF EVERY YEAR.

★ ★ ★ ★

● ● ● TIN PAN ALLEY OOPS:—Duchess Music Corporation should have a 1950 hit in "The Wedding Samba," written by A Ellstein, Allan Small and J. Liebowitz. . . . though recorded several years ago on Decca by Ethel Smith, this waxery has just released a new version by Carmen Miranda and the Andrews Sisters which is just what the tune needed. . . . ● BMI has just published "That I Gotta See," a rhythmic novelty penned by Bob (Dick's Brother) Haymes and Marty Clarke. . . . incidentally Bob's current smash ditty is Michael Music's "Hush Little Darlin'." . . . ● Al Gallico's follow up to his initial song success, "Blue For A Boy, Pink For A Girl," is an importation from England, "Too Whit Too Whoo." . . . tune was written by Bill Reid, writer of the hits, "The Gypsy" and "Tree In the Meadow." . . . ● "I've Got Tears In My Ears" (From Lyin' on my back in my bed while I cry over you) is the title of the new Feist plug tune. . . . number was originally published by the writer, Harold Barlow who turned it over to Harry Link. . . . ● Ace NBCcommentator Kenneth Banghart squired Faye Emerson to "Gentlemen Prefer Blondes" Saturday Nite. . . . (new twosome?)

★ ★ ★ ★

● ● ● Pickwick Music, which acquired the Milton Weil catalogue, will revive the smash oldie, "After I Call You Sweetheart" (How Can I Call You Friend) penned by Bernie Grossman and Little Jack Little. . . . ● Betty O'Leary and her daughter Jo Ann Paul will portray 'mother and daughter' in the NBChristmas Eve presentation of "According To Joseph." (perfect casting, no?) . . . ● The way the tune "If I Had A Million Dollars" is selling, looks like the composers may get their wish. . . . ● Patt Barnes, WJZ platter spinner, raconteur and wit, has been invited to address the Chicago Radio Management Club next month. . . . ● The Johnstone-Monteï ballad, "Crocodile Tears," is starting to go places. . . . number was clefted by Jimmy MacDonald and Billie Weber. . . . ● Helen Dallam, music teacher in Columbus, Ohio, has composed several books of songs for children which rate the attention of recording execs. . . . ● Arden E. Swisher, for the past ten years associated with the Cowles Network, is the writer of "Mabuhay," published by Mogul Music and recorded for Mercury by Richard Hayes. . . . ● Kenneth F. Nelson, California composer, has set stirring music to the "Pledge of Allegiance" which is published by Century Songs.

★ ★ ★ ★

● ● ● ON AND OFF THE RECORD:—Blue Barron's latest waxing for MGM, a coupling of "Big Movie Show In The Sky" from the Broadway musical "Texas' Lil' Darlin'" and "Mister Disk Jockey," is a pancake that will get plenty of attention from deejays. . . . Bobby Beers, former vocalist with Lawrence Welk comes thru with a fine vocal effort supported by a choral group. . . . ● Victor can't miss with Perry Como's platter of two songs from the Walt Disney flicker, "Cinderella," namely "A Dream Is A Wish Your Heart Makes" and "Bibbidi-Bobbiddi-Boo." . . . Carson Robison who was re-signed last week by MGM, rounds out his 25th year as a recording artist, cutting his initial record for Victor back in 1925. . . . ● Eddie "Gin" Miller's Rainbow platter of "Music Music Music," could be a sleeper.

## PLUG TUNES

Give Me Your  
HandLAUREL MUSIC CO.  
1619 Broadway New York CityBing Crosby, Gracie Fields,  
Sammy Kaye, Johnny Des-  
mond, Jo Stafford, Doris Day  
Are All On

## THE LAST MILE HOME

LEEDS MUSIC CORPORATION

Making Our Debut With A Hit!

## "A NEW SHADE OF BLUES"

MAYPOLE MUSIC CO.  
22 E. 67th St. New York City  
Phone: REgent 7-4477

## I WISH I KNEW

Should step right out in front—  
Just recorded for RCA-VICTOR

by DOLPH HEWITT

ADAMS, YEE & ABBOTT, Inc.  
216 S. Wabash Ave. Chicago 4, Ill.WHERE ARE  
YOU BLUE EYES?Russ Morgan - Decca 24819  
Merrie Musette - Victor 25-1134  
KNICKERBOCKER MUSIC PUB. INC.  
1619 Broadway New York, N. Y.

## My Heart Goes With You

by Thomas G. Meehan

— ◆ ◆ —

JAMES MUSIC, Inc.

1650 Broadway Room 709 N. Y. C.

Brand New Novelty!

"If I Had A  
Million Dollars"  
(I Would Give It All to You)TONY PASTOR'S  
Sensational COLUMBIA Record  
#38577

RYTVOC, Inc.

1585 Broadway New York 19, N. Y.

# TELEVISION DAILY

Section of RADIO DAILY, Thursday, December 22, 1949 — TELEVISION DAILY is fully protected by register and copyright

## YULE SET SALES REACH NEW HIGH

### TELE TOPICS

WITH PRODUCER Martin Gosch reportedly unable to line up a legit show for scanning on the final edition of "Tonight On Broadway" Sunday, program will present instead a half-hour variety show emceed by Robert Q. Lewis. Produced by Barry Wood, program will feature Harold Lang, Byron Palmer, the DeMarco Sisters and Dorothy Morrow. End of the thirteen-week cycle for "Tonight" means a temporary absence from TV by Esso, although the agency, Marschalk & Pratt, is looking at availabilities and has plans for building its own package should the oil company decide to re-enter the medium. . . . According to the superintendent of schools in Akron, Ohio, school officials there are considering the possibility of providing an additional rest period for pupils during the school day to compensate for the youngsters' lack of sleep because so many stay up too late to watch tele. The official said that the schools are considering extending the rest periods accorded kindergarten set and first graders to those in higher classes because of a noticeable increase in "television fatigue."

EZRA R. BAKER, sales chief of Hollywood Television Productions, sends along the following, titled "What Are They Doin' To Me!"

I'm praised to the sky—  
I'm abused to the ground.  
I'm peddled at a price—  
I'm sustained at a loss.  
I'm looked at and enjoyed—  
I'm ridiculed and scored.  
I'm young for my years—  
I'm old for my age.  
I'm Television!

Paul Winchell and Jerry Mahoney will emcee the Abraham & Straus show over WNBZ Sunday, with Brooklyn Dodger hurlers Ralph Branca, Rex Barney and Don Newcombe also participating. (Do you think those guys will be good for 60 wins next season?)

JAMES LAWRENCE FLY has filed incorporation papers in Albany for the new National Society of Television Producers, embracing New York's ITPA and TPA, of Hollywood. Latter two groups are now negotiating to decide on the best method for inclusion of other local and regional producers' organizations under the national charter. . . . Tom Gleba has been named program director of WLW-C, Columbus, and Walter Jacobs has been promoted to production manager of the Crosley station. Both have been with the outlet since it went on the air last April. . . . Joel Chaseman has been named publicity director of WAAM, Baltimore, in addition to his emcee chores on the daily two-hour "Sports Room" stanza. Harriett George remains in charge of local publicity.

### Editorial Treatment Needed For TV News

TV reporting of United Nations sessions and similar news events require editorial treatment and background if they are to prove effective in arousing the interest of young people. This is the conclusion of students of the Graduate School of Journalism of Columbia University who took part in a competition for the best critiques on the recent coverage of the General Assembly.

Theater tele received high praise from the students on two counts—the inherent interest in large-screen presentations and the increased dramatic impact obtained by presenting edited highlights.

Presentation of awards to the students this week concluded the first phase of a continuing study of TV news techniques. It was jointly conducted by the UN Department of Public Information, Paramount Pictures and the Graduate School of Journalism, with financial requirements assumed by Para.

### Sloat To KEYL

William Sloat, assistant chief engineer of WPIX, has resigned effective Dec. 23, to become chief engineer of KEYL, San Antonio. Before joining WPIX in February, 1948, Sloat was with WEW, Cleveland, and CBS, New York.

### Chevy Renews Derby

Chevrolet Dealers Association has renewed sponsorship of Friday night Roller Derby airings over WJZ-TV for 13 weeks beginning Dec. 30. New contract was placed through Campbell-Ewald agency.

## TV Gridiron Coverage Aids Gate, L. A. Survey Reveals

West Coast Bureau of RADIO DAILY  
Los Angeles — Video coverage of college football games creates greater interest in the sport and tends to increase gate receipts of games, according to a survey by the Los Angeles Chamber of Commerce.

The findings of the survey are contradictory to those put forth by the Eastern College Athletic Conference earlier this month when it urged its members to make no TV commitments for the 1950 grid season and recommended action on tele by the NCAA.

The Los Angeles study was based on interviews with 805 ticket-hold-

### Crosby Firm Signed To Do 10 P & G Films

West Coast Bureau of RADIO DAILY

Hollywood — Negotiations have been concluded between Procter and Gamble Productions, Inc., Compton Advertising, Inc., and Bing Crosby Enterprises, Inc., whereby the latter company will produce a series of ten television film programs of 26-minutes duration. Cost of the films will run between \$8,000 and \$12,000 with P&G paying varied amounts to be based upon station use and re-use. New series will be shown on "Procter and Gamble Fireside Theater," which is telecast each Tuesday evening over NBC television network. Bing Crosby Enterprises, Inc., will begin production of the films in the immediate future. Frank Wisbar will produce and direct.

Contracts were signed yesterday by Everett N. Crosby, president of Bing Crosby Enterprises, William F. Craig, manager of television for P&G Productions, Inc., and Brewster Morgan, manager of television for Compton Advertising, Inc. Gilbert Ralston and Morgan will supervise for P&G and Compton, respectively, with Floyd Holm, manager of Compton's Hollywood office acting as permanent liaison.

### WAAM Staff Changes

Baltimore—John Pondfield, staff projectionist at WAAM, has been promoted to chief projectionist and film editor, it was announced by program manager Herbert Cahan. Also announced was appointment of Barry Cassell, free lance announcer, as staff announcer-writer.

### TV Seen Nation's Number One Gift For Household

Holiday sales of TV receivers reached land-office proportions during the last few weeks with virtually every manufacturer reporting demand far in excess of supply. A nationwide survey by Motorola, Inc., stated yesterday that seasonal sales are from 100 to 600 per cent ahead of last year indicating that video receivers may well be the country's number one household gift.

Coupling the Christmas demand with video's fast growing popularity due to lower prices and technical improvements as the reasons for the buying spree, Motorola's vice-president in charge of merchandising Walter H. Stellner said Yuletide sales would have been far greater had manufacturers been able to meet the unprecedented demand.

Popular lines are on allocation in most cities and many customers have been forced to wait as long as six to eight weeks for deliveries. Stellner said. He added that the head buyer of one big metropolitan outlet reported that Motorola's sales were eight times greater than last Christmas.

While the tube size in greatest demand has been the 12½-inch set, with price a primary factor, Motorola said, the trend is definitely toward larger tubes, as shown by the increasing popularity of 16-inch receivers. Customers show a preference for dark wood chassis, consoles instead of table models, and traditional design, although blond wood is favored in modern cabinets.

### 1949 Film Roundup Set

"Exit '49," an hour-long roundup of the most important news events of 1949 is being prepared by Tele-news for airing over NBC Jan. 1, 5 p.m., EST, under the sponsorship of P. Ballantine & Sons, through J. Walter Thompson agency.

Produced and directed by Paul Belanger, program will be narrated by Robert Trout. Newsreel clips will include the signing of the Atlantic pact, the Hiss-Chambers trial, the probe of the "five percenters," the Kentucky Derby and World Series, Secretary Forrestal's Death and the B-36 inquiry.

### Quinn Joins WBTV

Charlotte, N. C. Appointment of Bill Quinn to the production staff of WBTV was announced by Larry Walker, director. Quinn formerly was with WTYC, Rock Hill, S. C., and Rural Radio Network.

## AGENCIES

**H** LAWRENCE WHITTMORE will succeed Courtland N. Smith as president of Alley & Richards, effective January 1. Harry M. Billerbeck, who has been elected to succeed Whittmore as treasurer, will also serve as vice-president.

**DAVID MICHAEL & CO., INC.**, vanilla products, to Adrian Bauer Advertising Agency, Inc.

**JOSEPH L. BOLAND, JR.** has been elected a director, vice-president and general manager of Briggs & Varley, Inc.

**RENAULT AUTOMOBILE** of France has appointed Smith, Smalley & Tester, Inc., effective January 1. Newspapers, posters and spot radio will be used. Phillip Kerby is the account executive.

**NEIL O'BRIEN** has joined Kenyon & Eckhardt in the copy department of the radio and television division.

**DEANE WITT** has joined the creative department of Fred Gardner Company, Inc.

**GEORGE A. VOLZ** has been elected vice-president of Gardner Advertising Company, St. Louis.

**THE FIRST ARMY AND AIR FORCE** recruiting program to A. W. Lewin Co., New York.

**MANNIE GREENFIELD ASSOCIATES** retained to handle all press relations and record exploitation for Tommy Dorsey and the Tommy Dorsey Orchestra.

**WALTER McCREERY, INC.**, Los Angeles advertising agency, formally dedicated new offices at 9344 Wilshire Boulevard, Beverly Hills, with "open house" gatherings held on December 8 and 9. The agency moved from its Sunset Boulevard location in Hollywood a few weeks ago.

**EDWIN FUNK** has joined McCann-Erickson, Inc., as an account executive in the agency's National Biscuit Company account group. He was formerly advertising and sales promotion manager of Sheffield Farms Company, Inc.

**SCHNEFEL BROTHERS CORPORATION** of Newark has appointed Kastor, Farrell, Chesley & Clifford, Inc. for its La Cross manicure implements and Naylor cosmetic products.

### WANTED

Combination man with car wanted by western network station. Disc required. Send photo and make first letter complete. Write Box 295, RADIO DAILY, 1501 Broadway, N. Y. C.

## NAB, Armstrong Ask FCC For Hearing On FM Future

(Continued from Page 1)

made it impossible for FM broadcasting to be competitive with AM broadcasting, in spite of its obvious superiority. That superiority exists in almost every particular. An FM station costs much less than an AM station of comparable power. The expense of operating and maintaining it is substantially less. If properly located, its area of primary service is considerably greater than that of an AM station of comparable power; and its service is not marred by disturbances from static and man-made interference."

NAB, pointing out that its membership included 515 FM stations December 1—of which 475 were affiliated with AM stations, pointed out that the Commission's proposed amendment is in line with proposals advanced this year by FMA. "However, a vital part of the FMA proposal would have required the relaxation of any expanded minimum hours rule in instances where it was shown that hardship would result to particular stations." NAB, opposing the rule, urged that if it is adopted there be provisions for waiver in hardship cases.

### Wants "Fact-Finding" Hearing

NAB asked for a hearing "primarily fact-finding in nature, to determine whether modification, revision or postponement of the proposed rule will be necessary to prevent loss of service to the public . . . and to determine whether a sufficient factual justification exists to justify establishing different standards of operation for licensees of the same class."

(The proposed amendment fixes minimum hours of operation at six hours daily in the first year for all FM stations, eight hours in the second year and 12 hours thereafter, with stations affiliated with AM stations to operate as long as their AM parents.)

"The proposed rule is not in the public interest because its adoption is more likely to bring about a reduction in FM service than increase in such service," said WCOA-FM, Pensacola, Fla., and dozens of other stations were in obvious accord.

### Lebhar Gives Viewpoint

Bertram Lebhar, director of MGM stations WMGM-FM, New York, and KMGM, Los Angeles, wrote that the additional hours would cost his company \$15,000 more in Los Angeles and half that much additional in New York. He said operating losses on the two stations currently exceeds \$300,000, with a 1950 loss of \$75,000 anticipated.

"In view of our previous sizeable outlay," he wrote, "we would not demur at the prospect of an additional expenditure of \$22,500, if we believed the greater public service would justify the cost. We have had no indications that our efforts are in the least appreciated by those within our coverage area.

"The public apathy toward FM in

view of, first, the manner in which it has been by-passed by television, secondly, the failure of set manufacturers to cooperate in its promotion, and thirdly the inability of FM to prove to the listener its consequential superiority to AM broadcasting, leads us to believe that the additional expenditure would impose a hardship upon us without appreciable compensatory public benefit."

Along the same line of reasoning, KONO-FM, San Antonio, Texas, reported that when it was forced to go off the air for over an hour one day last month "not one single call was received from listeners to inquire as to the reason for interruption of service."

### ILGWU Files Protest

The International Ladies Garment Workers Union, which operates FM stations in New York, Chattanooga and Los Angeles, said it feels the new rules mean hardship. It suggested that if stiffer minimum hours are to be required, the Commission not insist that unaffiliated FM stations use a specified number of "low-revenue daylight hours. Instead, ILGWU suggests, permit the station to use its own discretion as to what hours it shall be on the air.

In addition the union suggested that the minimum be kept to seven and one half hours for independent stations, in order that the need for keeping technicians for more than a full eight-hour shift daily be eliminated.

WFHA, New Britain, Conn., said it has found its FM operation impractical because of the concentration of the set manufacturing industry upon AM and TV. It said "one Zenith distributor of a large section of New England has discontinued promotion of FM because sufficient sets cannot be obtained from the factory to warrant the promotion.

### Zenith Praised

"Zenith has been one of the more progressive FM manufacturers, and the situation is reportedly much worse with distributors of other nationally known sets. This lack of production and promotion by set manufacturers keeps FM removed from the public eye while AM and TV are heavily emphasized, with the result that FM receiver distribution is seriously curtailed even among those most FM conscious."

ABC commented that the slowness of FM development "is probably due to the fact that FM was oversold in the beginning. In practice, the actual performance of the receiving sets that have been produced to date falls on the average far below what the public and industry were led to expect.

"Another difficulty is the obvious one that even with equally good or improved reception the listener receives substantially the same end product, namely an audio program of one type or another."

## COAST-TO-COAST

### WCCO Xmas Programs

Minneapolis, Minn. — The Baker Company, department store here, has purchased a series of half-hour programs being heard Wednesday nights over WCCO throughout the Christmas season. The program titled "My Favorite Christmas Story" will feature a special guest each week, and will be emceed by Bob DeHaven. The Moline Company here sponsored a program of Christmas carols and favorite songs presented by the Apollo Club.

### Annual Xmas Party

San Diego, Calif. — Doug Oliver, morning man at KFSD, NBC affiliate, has announced the date of his second annual "Slumber Busters" Christmas party. The gathering is being held at crack of dawn in the KFSD studios on December 22, with a gift for a needy youngster the price of admission.

### Xmas Carols On WDRG

Hartford, Conn. — The choral group at Teacher's College, conducted by Dr. Etzel Willhoit, chairman of the music department, will be heard in a Christmas carol program over WDRG, Sunday, Dec. 25, at 9:45 a.m.

### WISN Xmas Feature

Milwaukee, Wis.—Fred E. Erikson, advertising manager of the Wisconsin Electric Power Company, will narrate his renowned Christmas story, "There Is A Santa Claus," over WISN at 6:00 p.m., Saturday, December 24th. Erikson has recited this story for radio listeners each Christmas for the past 15 years. This year, the story will be beamed by Armed Forces Radio Services to servicemen in hospitals and bases in America and throughout the world.

### Transcribed Greetings

Omaha, Neb.—Station KOIL and station KFOP in Lincoln, made it possible for two football coaches to personally greet one another although they were 60 miles apart. D. X. Bible was principle speaker at the University of Omaha's annual football banquet. A three-minute transcribed greeting from Navy coach, George Sauer was a highlight of the banquet, and at the same time his greetings were being transcribed here. D. X. Bible's transcribed greeting was heard at the Lincoln annual football banquet.

### WGBA Appointment

Columbus, Ga.—Ed. J. Hennessy, former account executive of WCON, has been appointed commercial manager of WGBA.

Season's Greetings from  
**QUANTITY PHOTO CORP.**

119 W. HUBBARD ST.  
CHICAGO 10, ILL.





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 56

NEW YORK, FRIDAY, DECEMBER 23, 1949

TEN CENTS

## CBS WILL SEND COLOR-TV TO 3 CITIES

### Government Inquiry In TV Sales Methods

An inquiry of reported television tie-in sales by manufacturers and distributors has been started by the anti-trust division of the Justice Department in Philadelphia. One subpoena returnable before the March term Grand Jury of the eastern district of Pennsylvania which convenes Feb. 14 has already been issued to RCA and others are being drawn up for other companies. William L. Maher, assistant chief in the Philadelphia office of the department reports.

The investigation will cover sales in which a manufacturer or distributor (Continued on Page 3)

### Woolley Retains Post In NBC Sound Broadcasting

Easton C. Woolley continues as director of the sound broadcasting station relations department of NBC in a shuffle of top station relations personnel at the web, it was announced yesterday by Harry C. Kopf, vice-pee in charge of NBC sales.

Kopf said that Woolley would be assisted by Burton M. Adams, Norman E. Cash, Paul M. Hancock, William M. Kelly and Paul Ritten. (Continued on Page 3)

### Record Players And Discs Promoted For Hospitals

Martin Block's campaign to provide records and record players for the wards of 18 city hospitals paid off with 65 record players and 10,000 recordings delivered to the WNEW studios in New York yesterday. The record players were purchased from funds donated on the Block pro- (Continued on Page 2)

**No Paper Monday**  
With Christmas Day this year falling on Sunday, its country-wide celebration will be extended to Monday. In observance, RADIO DAILY will not be published on that day.

### MBS Closed Circuit Talk Given By White

Frank White, president of Mutual, yesterday told a closed circuit conference of network and Mutual station executives that the year 1950 held bright prospects for the co-operatively owned network. White, who has been the web's chief executive for the past six months, said that he would issue a year-end statement of the web's 1949 accomplishments next week.

His complete statement to web and affiliated station officials follows:  
"We at Mutual have a continuing (Continued on Page 3)

### Grand Central Viewpoint Given At PSC Hearing

Persons irritated by broadcasts in New York's Grand Central Terminal should turn their mind "somewhere else" or "go window shopping in the terminal, get a cigar or a soda, get a shoeshine, or go to the Trans-Lux," according to Dr. Gordon H. Hyslop, a psychiatrist who testified at the State Public Service Commission hearings yesterday.

The hearings being conducted by (Continued on Page 2)

### Four Transmitters And 50 Home Sets To Be Utilized For Tests In N. Y., Washington And Philadelphia

### FCC Gets Petition To Reconsider Grant

Washington Bureau of RADIO DAILY  
Washington—The FCC was asked yesterday to reconsider its decision of two years ago okaying a new station for Louisville, Ky., on the strength of its proposed local, non-network program service. The Commission's decision to license WKLO on the 1080 band in Louisville, instead of permitting WINN to boost (Continued on Page 4)

### Free Political Time Offered By WFIL In Philly

Philadelphia — Free broadcasting time has been offered to the Democratic and Republican City Committees by WFIL to make reports to the people, Roger W. Clip, general manager of the Philadelphia Inquirer station has announced.  
The Democratic chairman, James (Continued on Page 3)

### 'Rebuttal' Package Show Sold To Muntz On MBS

West Coast Bureau of RADIO DAILY  
Hollywood — Masterson - Reddy - Nelson firm's new radio show, "Rebuttal," was sold to Mutual Broadcasting System. Muntz television (Continued on Page 2)

## Tele Time Sales \$8,700,000 In '48; Expenses \$23,600,000

Washington Bureau of RADIO DAILY  
Washington—Television time sales in 1948 amounted to a total of \$8,700,000, the FCC said yesterday, for the four TV nets and 50 stations on the air at the end of that year. Aggregate expense was \$23,600,000, all nets and stations sharing in the reported loss from operations in 1948. Of the \$8,700,000 in revenue, \$2,500,000 came from network stations and the rest from local sales. The

four nets and their 10 owned and operated stations reported revenues of \$4,800,000, with expenses of \$11,200,000. Balanced against this loss of \$6,400,000 is the \$8,500,000 loss reported for 40 other video stations on the air at the end of last year. These showed revenues of \$3,900,000 and expenses of \$12,400,000.  
Of the 50 stations, only 17 were on the air the entire year, with 25 op- (Continued on Page 4)

Plans for "the most comprehensive and intensive" color test in history were revealed yesterday by CBS in a detailed letter filed with the FCC. Running from Jan. 2 to Feb. 1, the test will utilize more than 50 home receivers, four transmitters, pickup devices in New York and Washington and 450 miles of coaxial cable.

Cooperating with the web in the tests are WOR-TV, New York; (Continued on Page 7)

### REC Christmas Party Raises Over \$6,000

Over \$6,000 for New York children charities was raised by the Radio Executives Club of New York at their annual Christmas party at the Hotel Roosevelt on Thursday afternoon.

The party, attended by 800 radio executives, was referred to by Abe Burrows, master of ceremonies, as the most successful Christmas get-together in the history of the club; (Continued on Page 3)

### Crosley Sales In N. Y. Show 35% Increase

1949 sales of the Crosley Distributing Corp. in the New York area are 35 per cent higher than in 1948. Bert Cole, v-p and general manager, said at the firm's annual Christmas dinner on Wednesday night.  
Crosley's new line of television re- (Continued on Page 3)

**Hospitality**  
An appeal to civilians to ask servicemen to their homes during the holidays was made by Frank Weil, chairman of the President's committee on religion and welfare, on WMGM yesterday. The Armed Forces are conducting a campaign this year to help servicemen who are unable to go home for the holiday and who would enjoy some pleasure here.

**Santa's Helper**  
Milton Cross will play Santa Claus to the children of all ABC and NBC today at the combined webs' annual Employees Children's Christmas Party at the RCA Building. A gala and festive occasion, the party will be emceed by Bert Parks and luminaries of both nets will take part in the Rockefeller Center entertainment.



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JOHN W. ALICOATE : : : Publisher
FRANK BURKE : : : : : Editor
MARVIN KIRSCH : Business Manager

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SOUTHWEST BUREAU
Paul Girard, Manager
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Phone: Riverside 3518-9
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FINANCIAL (December 23)

Table with columns: High, Low, Close, Net Chg. Rows include ABC, Admiral Corp., Am. Tel. & Tel., CBS A, CBS B, Philco, RCA Common, RCA 1st pfd, Stewart-Warner, Westinghouse, Westinghouse pfd, Zenith Radio, NEW YORK CURB EXCHANGE, and OVER THE COUNTER.

Transatlantic Program Set
French students from the Sorbonne will exchange views with two American students on the subject "Is Youth Preparing for World Citizenship?" during a transatlantic broadcast over WQXR on Saturday, December 31 from 10:15 to 10:45 p.m. Moderators will be located on both sides of the Atlantic when the broadcast is recorded earlier.

Xmas Messages By Stars
Christmas messages from top entertainers will be presented by WMCA tomorrow, December 24 from 2:03 to 3 p.m. Perry Como, Guy Lombardo, Dinah Shore, Tony Martin, Vaughn Monroe, Frank Sinatra, Xavier Cugat, Lena Horne, Sammy Kaye, Gordon MacRae and Ray McKinley are among the stars who have recorded messages for the program.

COMING AND GOING

J. L. VAN VOLKENBURG, vice-president of the Columbia network in charge of television operations, has returned to the New York headquarters of the web following a business trip to Hollywood.
JOHN DERR, associate sports director for the Columbia network, tomorrow will leave for Miami, where he will set up arrangements for the network's broadcast of the Orange Bowl football game, which will be played on January 2.
ALBERT H. JAEGGIN, night news writer for WOR, today will leave by train for Baltimore, there to spend the holidays on the nearby family estate.
JUDSON BAILEY, of the Columbia network sports staff, has left for his home town in West Virginia, where he plans to spend the Christmas season.

JACK BENNY and DINAH SHORE are back in Hollywood after having visited Houston, Texas, where they were starred in benefit performances for the Damon Runyon Cancer Fund, the National Kids Day Foundation and Holly Hall.
NORMAN LIVINGSTON, commercial program operations manager for WOR and WOR-TV, has left on an eight-day cruise to Nassau, in the Bahamas.
JACK MAAS, news writer for the American Broadcasting Company, is back at his Radio City desk after having spent two weeks of leisure in Florida.
SARAH BERNER, who plays the part of the telephone operator on the Jack Benny program over CBS, has returned to Hollywood following a vacation of three weeks in New York.

Grand Central Viewpoint Given At PSC Hearing

(Continued from Page 1)
the PSC because of complaints received about the system moved through their second day with another hearing and possibly the final one being scheduled for today. A psychiatrist had testified on Wednesday that the music and commercials might produce ulcers or other illnesses, but Dr. Hyslop said yesterday that "the broadcasts certainly wouldn't give me any ulcers."

A division chairman at the terminal for the Brotherhood of Railway and Steamship Clerks, Freight Handlers, Express and Station Employees, Edward T. Butler, said that none of the employees in the terminal had complained of the broadcasts. He went on to say that jobs would not be as secure without the revenue from the programs.
One witness who identified himself as a New York Central Railroad stockholder, Irving Taylor, told the PSC that he was opposed to the presentations by the Terminal Broadcasting Company. Other persons testifying were Sherman Gregory, general manager of the broadcast system and representatives of Fact Finder Associates, who reported in a poll that about 85 per cent of

Record Players And Discs Promoted For Hospitals

(Continued from Page 1)
gram and the childrens' recordings were the donations of seven recording companies. Those providing the records were RCA-Victor, Capitol, MGM, Adventure, Caravan, Decca and Columbia.
Block will make the presentations to Marcus D. Kogel, commissioner of hospitals in New York, at the Gouvernor Hospital today.

'Rebuttal' Package Show Sold To Muntz On MBS

(Continued from Page 1)
will pick up tab. Show will be produced in New York by John Reddy and will include both live and taped material. First of its kind, program will provide a rebuttal for people who have been attacked in press which allowed them no chance to talk back.
The persons interviewed in the station were in favor of the programs. The broadcasts are presented 17 hours a day from 7 a.m. to midnight from a control booth on the balcony of the terminal. The system began on October 1 of this year.



Taking it easy

This strange looking bird is a Malayan Wood Ibis. And he's now taking a little nap. Believe it or not, that's the way this queer fellow sleeps.
There's a simple way, too, for time buyers to take it easy and get results in the rich Baltimore market. They just buy W-I-T-H, the BIG independent with the BIG audience.
Yes, sir! 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 trading area.
And don't forget, Baltimore is the sixth largest market in the country.
So if you're looking for low-cost sales in Baltimore, W-I-T-H is your best buy. We say so. Advertisers say so. Time buyers say so. Call in your Headley-Reed man today and get the full W-I-T-H story from him.

50,000 watts at 800kc.
Now covering a 17,000,000 population area at the lowest rate of any major station in the Detroit Area!
(WIN With CKLW) MUTUAL
CKLW
Detroit and Windsor
J. E. Campeau, President
Adam J. Young, Jr., Nat'l Rep. • Canadian Rep., H. N. Stovin & Co.

AM WITH FM
Baltimore 3, Maryland
TOM TINSLEY, President
Represented by Headley-Reed

## MBS Closed Circuit Talk Given By White

(Continued from Page 1)  
faith in the future of radio—a faith fortified by a constructive program to cope with the changing patterns of the industry. Mutual has always been a different kind of network, a factor of increasing importance in these times of business transition.



WHITE

"Throughout 1950 and the years ahead, we plan to stress and emphasize these differences, which we feel will contribute greatly not only to Mutual's strength in the broadcasting industry, but also to its effectiveness as a merchandising medium for the advertiser.

"These differences add up to a plus in dollars for the Mutual advertiser, a broader and yet more intimate service to our listeners. These differences enable us to offer a solution to the problem of radio budgets which must be stretched to help finance experiments in television. These differences give to the network a firm foundation to withstand the shocks and dislocations of this transition period, and are the basic factors that make Mutual confident of its future."

### WBAX Xmas Party

Several thousand children will be guests of WBAX in Wilkes Barre, Pa., at a three-hour Christmas party to be held in the local armory on December 24. The party is being sponsored by the station in cooperation with the merchants of the Wyoming Valley area. All the youngsters will be given Christmas packages in addition to special prizes to be awarded at the affair. A two-hour program of carols and entertainment has been prepared for the occasion with the entire show being broadcast by WBAX.

### Mel Allen WBEC Guest

Pittsfield, Mass.— N. Y. Yankee sportscaster Mel Allen was recent guest of Mac McGarry on "The Mac McGarry Show" over WBEC. The two found they once lived within nine blocks of each other in Jackson Heights, L. I.

### Emergency Gift

Ade Hull, MBS vice-president in charge of sales, yesterday received what may become a very valuable Christmas present. Gift from one of his major Chicago clients, was a ten-gallon drum of water. Hull recently moved to New York from the Windy City.

## REC Christmas Party Raises Over \$6,000

(Continued from Page 1)

John Karol, vice-president of CBS, and president of REC, introduced Burrows who adlibbed his way through two hours of prize drawing and favored the club with a song or two.

Gifts which went to the members in the drawings came from many radio executives associated with stations outside New York. Ben Gimbel of WIP, Philadelphia, won an electric toaster which Burrows said "he could use to toast his money"; President Karol of the club walked away with a 15-pound ham and Frank Donato of the New York office of C. P. MacGregor won a dinner in a Chinese restaurant in Omaha. Eleanor McClatchy of the McLatchy stations in California, absent from the party, was announced the winner of a bushel of Virginia apples.

The attendance and interest in the drawings was proof positive that the giveaway era is a box office attraction. Burrows, seeming to have fun as he plodded through hour after hour of credits and drawings, at one stage said: "Hey isn't there a sponsor in the crowd? I've got a couple of shows I want to sell."

Reggie Schuebel of the Duane Jones agency, who was chairman of the women's prize procuring committee, turned up with nearly a 100 worthwhile prizes. They included a TV set and a trip to Bermuda.

## Free Political Time Offered By WFIL In Philly

(Continued from Page 1)

A. Finnegan, has already accepted the offer and beginning January 3, a 15-minute program, Report to the Voters, will be presented by the party every Tuesday at 10:30 p.m. for at least 16 weeks.

The chairman of the Republicans, William F. Meade, has not indicated his acceptance as yet, Clipp said. However, he added, the offer will stand if the GOP decides to take advantage of it. If the Republicans accept, the program will become a half-hour presentation.

Clipp declared that "it has always been our policy to broadcast information of importance to the people of Philadelphia and its suburbs. With this in mind," he continued, "we feel that the interests of the public in the new year of 1950 will best be served by bringing to the WFIL studios those speakers best qualified to present their parties' views on subjects of local significance."

## Substituting For Husing

"Mr. and Mrs. Music"—Andre Baruch and Bea Wain—take over the podium of the WMGM Bandstand for three weeks starting Monday, Dec. 26, while conductor Ted Husing vacations in Florida.

## Woolley Retains Post In NBC Sound B'dcasting

(Continued from Page 1)

house. A. W. Kaney and Jennings Pierce, he said, would continue as station relations liaison for the central and west coast divisions, respectively.

All the men named as members of the sound broadcasting stations relations department have had long experience with the web in this and other fields.

Wooley joined NBC in 1931. In 1933 he became contact man in station relations, which position he held until 1936 when he was appointed general manager of radio station WWJ, Detroit. Returning to NBC in November, 1937, he was appointed manager of the station relations service division, serving in that post until 1942, when he was named assistant to the vice-president in charge of stations. In 1945, he was appointed director of the NBC stations departments.

## Crosley Sales In N. Y. Show 35% Increase

(Continued from Page 1)

ceivers and radio models have been well received, Cole disclosed, and current demand exceeds supply. He added that other Crosley appliances had also been in great demand during past months.

## Government Inquiry In TV Sales Methods

(Continued from Page 1)

butor requires a dealer to buy slow-selling items along with his regular purchases. Maher indicated that sales of television receivers together with record players are involved. The government official has made it clear however, that no charges are being made at this time.

In answer to the inquiry, RCA says it has been asked to furnish information on sales distribution methods.

The corporation believes that the investigation will show their practices to comply with the law.

Maher said parties found guilty of tie-in sales would face a fine up to \$5,000 for a corporation and up to \$5,000 and a year in jail for individuals. The charges would involve anti-trust provision of federal laws.

The sales might involve slow-selling radio receivers, record players or other appliances which a dealer was forced to accept to acquire better-selling items.

## Mrs. Harry M. Bessey

Mrs. Harry M. Bessey, wife of Harry M. Bessey, executive vice-president of Altec Service, died December 10, following a short illness, at Montclair, N. J.

for profitable selling **INVESTIGATE**

**WDEL**

WILMINGTON  
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**WKBO**

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**WRWA**

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PENNSYLVANIA

**WORK**

YORK  
PENNSYLVANIA

**WEST**

EASTON  
PENNSYLVANIA

and

**WDEL-TV**

WILMINGTON  
DELAWARE

**WGAL-TV**

LANCASTER  
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STEINMAN STATIONS

Clair R. McCollough, Managing Director

Represented by **ROBERT MEEKER ASSOCIATES**

Chicago San Francisco New York Los Angeles

## FCC Gets Petition To Reconsider Grant

(Continued from Page 1)

its power from the 1240 to the 1080 band in the same city was upheld in April by the U. S. Court of Appeals.

WINN reported yesterday that it is losing its ABC affiliation to WKLO next month. WINN seeks to have the FCC reopen the whole question, pointing out that the decision to permit the new station rather than to give WINN the frequency shift and a power boost from 250 watts to five kilowatts day and one kilowatt night was based on the fact that WINN was relying upon ABC programming whereas WKLO would be primarily local in its programming. WINN planned to take the full ABC network wire.

That Mid-America, licensee of WKLO, would affiliate with ABC was predicted by WINN during the proceeding before the Commission.

The Commission and the court, said WINN yesterday, based their preference for Mid-America upon its commitments that its operation will be based upon a non-network schedule unless a network affiliation can be secured which will not be at the expense of its local program service and which will not prevent a fair proportion of its time between 7:00 and 11:00 p.m., from being devoted to local live sustaining programs.

Standard option hour provisions in ABC contracts leave only two free half-hour periods between 6:00 and 11:00 p.m.—from 7:00 to 7:30 and from 10:30 to 11:00. This would mean, said WINN, that WKLO cannot continue to provide the service pledged when it received its permit.

In view of the change in network affiliation, said WINN, "it is apparent that basis for preferment of the Mid-America application over that of petitioner no longer exists, and that the public interest requires that the entire matter be reconsidered in the light of the changed circumstances. . . . petitioner's prospective operation as a non-network station entitles it to a comparative consideration for the better broadcast facility originally granted to Mid-America on the basis that the latter proposed to operate as a non-network station."

## Greets Barkley On WIOD

Miami — WIOD's Harry Munyan obtained an exclusive greeting to Miami from Vice-President Alben Barkley upon the veeep's arrival at his Miami Beach honeymoon hide-away December 15th, and WIOD's Billie O'Day, women's commentator obtained an interview with the veeep and Mrs. Barkley both aired Friday over WIOD. The veeep was principal speaker at the Dade County Jefferson Jackson Day Dinner, December 17th.



## Man About Manhattan. . . !

● ● ● **BIGTOWN SMALL TALK:** Radio station owners have started promotion campaigns to sell radio via TV and proving, through some highly interesting statistics, that AM is still as big as ever. . . . Walter Winchell switched his plans and instead of trekking off to the coast will spend the holidays with his family at the Roney Plaza in Miami Beach. . . . Frank Cooper has set Martha Tilton and Harry Babbitt for a year's recording contract on the Coral label. . . . "Luncheon at Sardi's" heading toward its 4th year on the air with the highest daytime rating on WOR. . . . Sheriff Bob Dixon sought by a major film outfit for series based on his "Chuck Wagon" characterization. . . . Frank Saunders putting on the "Paddy" show for WPIX for a one-time shot Dec. 26th at 8:30 p.m. . . . Xavier Cugat's about to launch a nationwide search for a new Latin vocalist for whom a \$5000 prize awaits plus a tour of So. America and Europe with him in '50. Cugie's Norma Calderon has been signed for the "So. Pacific" road company. . . . Talented kids from the Wally Wanger Dancing School will put on a half-hour show on "Market Melodies" via WJZ-TV tomorrow. . . . Jerry Devine back to the coast after hopping down to Washington to gather some more inside stuff for his "This is Your FBI" series. . . . Leo De Lyon sez it's too bad about the shortage of water here. Now if there can only be a shortage of "shortage of water" jokes.

☆ ☆ ☆ ☆

● ● ● The Radio Executives Club party at the Hotel Roosevelt yesterday was a really worthwhile charity gesture. All of the proceeds—\$6,000—goes to worthy charities and the 800 men and women who attended had a real good time. John Karol, president of the club and Reggie Schuebel of Duane Jones agency, who was chairman of the prize committee are to be congratulated. . . . ditto to Claude Barrere, secretary-treasurer, and some Christmas candy to Bill Hedges and O. B. Hanson who had the courage to wear Santa whiskers at the Radio Pioneers table.

☆ ☆ ☆ ☆

● ● ● **THAWTS WHILE THINKING:** While they're at it, those TV stations who've been beefing about the blood-and-thunder material unloosed upon the television screens might as well include those shows dealing with ghosts and the supernatural. Wed. nite's edition of "The Clock," for instance, which was the story of a lad who died at 10 p.m.—or just about the time his 'spirit' visited his sweetheart and vowed eternal love. We don't know how the kiddie trade took it, but it was enough to chill our insides. . . . Talking about a chill, coldest delivery on the air (despite his excellent text) belongs to Martin Agronsky. It takes the Fitzgeralds ten minutes to warm up the air again after Agronsky leaves it.

☆ ☆ ☆ ☆

● ● ● **THE MORNING MAIL:** "Let me relate briefly a hair-raising incident," writes Roger Kay. "Right after your kind words about our presentation for the Paul Lukas show, 'The Cheater,' we got a lot of calls from execs who wanted to see it. However, before we could get around to showing it, tragedy struck, sometime during the fateful night, 'The Cheater' vanished from behind locked doors at the executive offices of GAC. Needless to say, we all went quietly nuts the next day. At 7 p.m., bless him, the quickwitted Rockefeller Center detective triumphantly returned, with IT under his arm. The innocent cause of all this furore was an art-loving charwoman who had taken it home, figuring it was just a beautiful 'picture book.' All's well that ends well, however, and we're all happy again—except perhaps our bewildered charwoman who shall, from now on, limit her collection to dated magazines."

## TV Time Sales In '48 Totaled \$8,700,000

(Continued from Page 1)

erating less than six months. Average monthly income ranged from \$20,000 for stations on the air all year to only \$5,000 for those on the air two months or less.

Fourteen stations on the air all year reported an average operating cost of \$538,000—about \$45,000 per month. Among these, one reported an annual operating expense of \$814,000, and another only \$59,000.

The FCC said TV revenues accounted for about 10 per cent of the overall take of TV sound radio stations in Philadelphia, and about 8 per cent in New York and Washington.

## Santa Claus On WTAG

Kris Kringle has been having a busy time for himself at WTAG in Worcester, Mass. The Julie 'n' Johnny program used a pickup of Santa complete with static and interference as if from overseas. A second try to reach the bearded gent was on "FM" and it came in clear. Santa said he'd have some FM sets in his bag. On the Letters to Santa part of the same show, a letter was read from a 20-year-old girl named Arlene whose left arm had been amputated. Pledges totaling \$250 came into the office to help the girl with a few minutes after sign-off.

Hollywood's New

## COUNTRY CLUB HOTEL

- The Country Club Hotel occupies a magnificent location in the heart of the exclusive Wilshire residential district . . . adjacent to Wilshire Country Club and overlooking the expanse of its gorgeous fairways and greens.

- Rates from \$6.00 up. Single Kitchenette Apartments Available by Week or Month.

## COUNTRY CLUB HOTEL

445 North Rossmore Avenue (Vine St.)  
Hollywood 4, Calif.

Telephone: HOLLYWOOD 9-2701

**W**hat other **C**hristmas present  
can you name that...



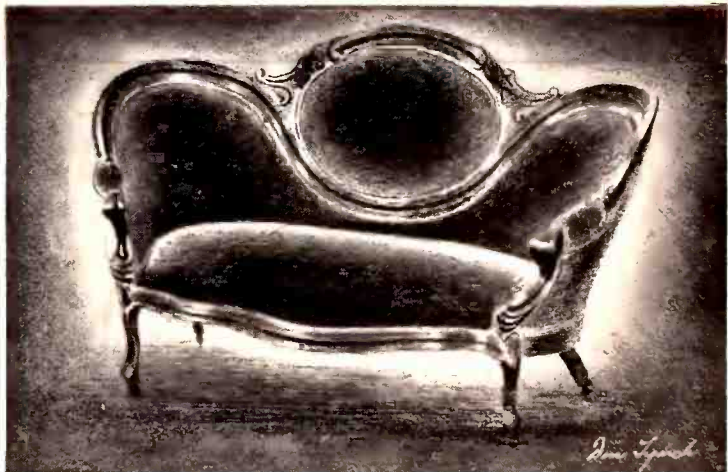
... you wouldn't want to exchange



... comes in so handy on rainy days



... never wears out



... keeps increasing in value

... is so quick and easy to buy  
... pleases everyone on your list  
**AND** ... gives itself all over again  
(with interest) ten years later?

**U. S.**  
**Savings Bonds**

Automatic Saving is Sure Saving



**THIS SPACE CONTRIBUTED BY RADIO DAILY**

## AGENCIES

**ALBERT R. WHITMAN** has resigned as v-p and account supervisor at Benton & Bowles, Inc. to join Campbell-Mithun, Inc. Minneapolis, as executive v-p on February 1.

**BOWKER & CO., INC.**, new advertising and public relations organization, has been established in Toledo, Ohio, with offices in the Manhattan Building.

**W. RODNEY ERICKSON** has been appointed manager of Young & Rubicam's radio and television department, Everard W. Meade, v-p of the agency has announced.

**FOOTE, CONE AND BELDING** have established an office in Houston, Texas, to service the Gulf Brewing and Hughes Tool Company accounts.

**STANWOOD A. MORRILL** has been named director of marketing and advertising for Lambert Pharmaceutical and Pro-phy-lac-tic Brush Co.

**W. RICHARD GUERSEY** has joined the staff of MacManus, John & Adams, Inc. in Baltimore.

**EDWIN F. COLEMAN** is now with Advertisers Production Services, Inc. in an executive capacity. He was formerly an account manager with Kenyon & Eckhardt, Inc.

## Send Birthday Greetings To—

December 23

Howard Breslin Don McNeill  
Pinkie Herman John Waters  
W. A. Stretch, Jr. Jack Lloyd

December 24

Jack Alicoate Doris Sharp  
Dick Crans Naylor Rogers

December 25

Matt Brooks Peggy Stone  
Ron Gamble George Lasker  
Betty Olson Bob Ripley  
Gladys Swarhout Josef Stopak  
Arthur Perles Larry Goddean  
Herman Katzman

December 26

Bernard Dudley Hibbard Ayer  
Charlie Alicoate

December 27

Charlotte Chain Sam Coslow  
Jack Lathan Joseph E. Crenshaw  
Charles Holland Ralph Smith  
Oscar Levant Mark Woods  
Roy Amos Thomas Mary Hutter

December 28

Dick Joy Noel McMahon Burr  
Blanchard McKee  
William Bohack

December 29

George Field Clyde McCoy  
Wendell Niles Pat Padgett  
Larry Stevens

## WINDY CITY WORDAGE

By HAL TATE

● ● ● Larry Kurtze of the Service Unlimited TV package firm, beaming because his "Second Cup" TV daytimer on WBKB starring Iinn Burton garnered top honors in a special survey conducted by the local Jay & Graham research firm. . . . Tommy Bartlett, star of NBC's "Welcome Travelers" flew to Montgomery, Alabama over the week-end as guest of the Maxwell Field Air Force base. Tommy was guest of honor and emceed the gala program dedicating the air field's new theater. . . . Chicago's pioneer disc jockey, Norman Ross, beaming over the wonderful pre-Xmas business at his record shop in Evanston. . . . Ben Park's new documentary transcribed show will be released over more than 400 stations by the American Medical Association right after the first of the year. It's a public service program based mainly on Ben's prize-winning "It's Your Life" show.

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● ● ● Rosemary Wayne is considering making her TV debut very soon. . . . The fact that Tom Moore got some 200,000 entries on his "Home Made Toy" contest on his MBS "Ladies Be Seated" show, aided him in snaring the Miles Laboratories firm for a sponsor. . . . Harold Isbell recently celebrated his first—and very successful—year on television. . . . Chuck Sebastian is the new prexy of the Chicago Radio Correspondents Association succeeding Charles Ahrens. Chuck is with FM station WFJL while Ahrens is with UP. . . . Other officers elected were: Richard Elliott, WCFL, vice-president; Will Whitney, WGN, secretary; and Sam Paxton, WMBI, treasurer. . . . A recent Chicago visitor to the Mutual offices was Don C. Wirth, vice-president and general manager of WNAM, Meenah, Wis.

★ ★ ★ ★

● ● ● The Barthel, Inc. record firm has reorganized with Nick Wayne elected president and Paul Cwik, vice-president. Larry J. Anazalone is secretary-treasurer. . . . Initial artists signed are singers Johnny Hill and femme thrush Toni Rami. . . . Jerry Colonna and Sonny Tufts guested this week on Tommy Bartlett's "Welcome Travelers" show. . . . Don Getz, WGN promotion director, recuperating from his recent illness. Don was hospitalized for several weeks. . . . Another hospital case is Norman Felton, NBC television director, who underwent an appendectomy. . . . Oliver Morton, manager of the NBC Central Division national spot sales department, and salesmen Robert Flanigan, Howard Meyers and George Halleman are back from their sales confab at WGY, Schenectady. . . . WJJD and WGES disc jockey Al Benson does all his programs from his south side home.

★ ★ ★ ★

● ● ● NBC exec Niles Trammell attended the Ad Council's Directors meeting at the Blackstone Hotel last week. Mr. Trammell said he didn't sign any talent while in Hollywood but he did sign up KFI for another couple years. . . . Friday, December 23rd is a gala day for "The Breakfast Club." It's Emcee Don McNeill's 42nd birthday and the gang will put on a special Christmas show featuring the appearance of Don's wife, Kay, and their three sons, Tommy, Donnie, and Bobby. . . . Recent ABC visitors were Joe Hartenbower and Dick Evans, general manager and sales executive respectively of KCMO, Kansas City, and Don Searle, ex-v.p. of the network's western division. . . . Many moons ago this column predicted that one of the best radio and TV comedians in town was Cliff Norton. The accolades he's receiving at the Sherman Hotel's "College Inn" show proves we were right. . . . WMOR's "Press Conference of the Air" getting an excellent reception. Chicago Congressman Sidney R. Yates, who recently returned from Europe, was a recent guest speaker.

★ ★ ★ ★

## PROMOTION

### MBS' 'Queen' Contest

Mutual is drawing to a close its three-month "Queen of America" contest to select the outstanding clubwomen in the nation and will select the winner from among five semi-finalists on the Jan. 6 "Queen For A Day" program.

The promotion idea was based on remarks made in the U. S. Senate by distaff Senator Margaret Chase Smith of Maine relative to the civic contributions of the nation's clubwomen.

Mutual has selected, tying local affiliated stations into the stunt, one quarter finalist from each station area and will announce their names on the program Dec. 27. On Dec. 30, the semi-finalists, chosen from among the 5,000 station area winners, will be announced.

Finals comes when, on the Jan. 6 program, the studio audience picks the winner from among the semi-finalists. The clubwoman selected will be cited for her "leadership and civic contribution to her community" and will receive a large jackpot of merchandise prizes.

### "The Greatest Is Charity"

WORZ, Orlando, NBC outlet for central Florida, has a "Toy Terminal" set up on Main Street as a depot to receive contributions of used toys, clothes etc. At regular intervals the American Legion "locomotive" picks up the articles and delivers them to the Orlando Rescue Mission for repair and distribution to needy families this Christmas. Many of WORZ's local programs are scheduled for origination at the "Toy Terminal" and are attracting large crowds interested to see how broadcasters go about the business of helping worthy causes.

### Wiig Elected President Of N. Y. AP Broadcasters

Albany—No curtailment of news services on holidays was voted by the New York State Associated Press Broadcasters' Association at their annual meeting.

The AP broadcasters also re-elected Gunnar Wiig of WHEC, Rochester, as president at their one-day session held in the Hotel Ten Eyck. Jim Healey of WOKO, Albany, was named v-p of the group and Norris Paxton, AP Albany bureau chief, secretary.

Another recommendation passed was the substitution of Friday's sports broadcasters football consensus by a roundup of major football games. The delegates decided to hold a Monday meeting early in October and have an interim meeting for New York City members in January of the coming year.

Bill Meenam of WGY, Schenectady, Tom Brown of WGVA, Geneva, and Bernard Buck of WNYC, New York, were elected directors of the organization.

# TELEVISION DAILY

Section of RADIO DAILY, Friday, December 23, 1949 — TELEVISION DAILY is fully protected by register and copyright

## NEW CBS COLOR TEST PLANS SET

### TELE TOPICS

THE ABC HANDOUT heralding the return of "A Couple of Joes" described the show as a "television potpourrie (sic) salted with humor, crackling with odd gags and gimmicks, and flavored with popular music played by acknowledged experts in their field." Sounds good, but without casting any doubts on the veracity of the drumbeaters or their powers of observation, we want to say that just 'tain't so. The show this week was divided into two half-hour segs aired 30 minutes apart. We caught the second one and what we saw was something like this: Emcee Warren Hull reads listener requests for songs. The band, headed by Milton DeLugg, plays the number or Joan Barton sings it. If the musicians don't know the requested song, the writer gets a prize such as a year's supply of soap. That's all there is and it adds up to an informal nothing. So informal, in fact, that trumpet player Bobby Hackett left when the stanza was about ten minutes old to go to work at Nick's down in the village. . . . Hull is a glib, polished emcee and Miss Barton a most attractive lass, but they need more than what the show offers. Program's major gimmick is J. J. Morgan, a sad-eyed Basset who roams around the top of the piano totally indifferent to the proceedings around him. . . . A World Video package, show is produced by Ed Kenner and directed by Eddie Nugent.

RED SMITH, sardonic sports columnist of the Herald Tribune, loosed his lethal typewriter the other day at sports announcers who describe action plainly visible to viewers and at the practice of reading aloud the sponsor's slide as it appears on the screen. Said he: "When the telecasting of sports was new, the notion was that the retreaded radio announcers employed to furnish the running comment would have to learn a new technique. They would have to acquire some respect for facts, in order to avoid glaring discrepancies between the thing seen and the thing heard. And they would have to confine their comment to collateral details not revealed in the picture, lest they offend their auditors by telling them things they could plainly see for themselves. This notion has proved grossly over-optimistic. Videots apparently do not object to the implication that they are too stupid to understand what is going on before their eyes. They don't even take offense at the advertiser's assumption that they are too ignorant to read a printed line." . . . This business of reading slide or flip-board copy has been annoying us for some time now. It may make for impact, as the Madison Ave. boys would say, but it seems that in doing so they demonstrate that their appraisal of their audience is the same as Brother Smith's.

### Web To Transmit Color From Three Cities, Showing Images To Public For First Time; WOR-TV, WOIC, WCAU-TV To Co-operate In Test

(Continued from Page 1)

WOIC and WTOP, Washington; WCAU-TV, Philadelphia; Smith, Kline & French, Philadelphia pharmaceutical house, and AT&T and local phone companies.

The test will make color airings available to segments of the general public for the first time. CBS will install 15 color sets in one or more Washington locations to which the public will have access. In New York the web plans to use members of the public as observers in tests to produce technical allocations data. Primary purpose of the New York tests is to provide the FCC with such information as the extent to which color stations in different cities on adjacent channels or on the same channels may interfere with each other, and the effect of diathermy and other interference.

Another phase of next month's tests is the installation of color receivers in Washington homes so that the pictures can be observed under normal viewing conditions. CBS has offered to install color receivers in the homes of the seven FCC Commissioners.

To assist laboratories and manufacturers, CBS is making all the color broadcast signals available for technical tests. It also is providing color receivers for test purposes to the FCC Laboratories in Laurel, Md., (already delivered), and to the Senate Advisory Committee on Color Television.

In New York the broadcasts will be over the standard transmitters of WCBS-TV and WOR-TV. The Washington broadcasts will be carried by WOIC. Studio facilities of WTCP, CBS radio affiliate in the

capital, also are to be used in the Washington operations. Broadcasts in Philadelphia, which will start after the tests in the other cities have gotten under way, will be over WCAU-TV.

AT&T and the local telephone companies in New York, Washington and Philadelphia are providing extensive circuits not only for the local operations but also for inter-city transmission of the color signals via coaxial cable.

#### To Air Live And Via Film

The tests, which will include both live and film programs, will be conducted during hours that will not interfere with the regular local or network broadcasting schedules of the cooperating stations. The color transmission periods will generally be scheduled to alternate with standard black and white transmissions so that installation of standard sets in homes in the three test areas can continue without interruption.

Existing black and white sets will not receive the color transmission as usable pictures unless they are adapted.

In Washington the live pickup equipment will be that developed by CBS for Smith, Kline & French, for demonstrations of the teaching of surgical and medical procedures before professional groups in major cities throughout the country.

In New York, CBS will use color film and slide pickup equipment, together with standard black and white film and live pickup equipment, in order to study the comparative interference behavior of color and black-and-white as requested by the FCC.

### NBC-TV Station Dept. Set; Hickox Director

Continuing its divorcement of AM and TV, NBC yesterday announced establishment of a separate TV station relations department to be headed by Sheldon B. Hickox, Jr., manager of the combined department before separation.

On the staff of the new department are Thomas E. Knode, formerly assistant to Carleton D. Smith, director of tele operations; E. B. Lyford, Stephen A. Flynn and Robert J. Guthrie, station relations execs.

Hickox joined NBC in 1929, shortly after graduation from Amherst. In 1931 he became assistant sales traffic manager and in 1933 was named supervisor of commercial traffic. Two years later he was named assistant manager of station relations and in 1939 took over management of the department.

### Johnson Will Describe Filming With 3 Cameras

The three-camera technique used by Jerry Fairbanks, Inc., in the production of low-cost video films will be described by Russ Johnson, vice-president of that organization when he addresses the distribution session of the National Television Film Council's third quarterly forum to be held Dec. 28 at the Hotel Astor.

John Mitchell, of UA Television, who also is distribution chairman of NTFC, will head the morning session on production. He will discuss the availability of bank financing for television films.

### Strahorn Joining Y&R

Lee Strahorn, indie radio producer, will join Young & Rubicam to handle production on the Fred Waring TV show, it was announced by Everard W. Meade, radio-tele chief of the agency. Strahorn previously was with NBC and Foote, Cone & Belding. He will leave California for New York Dec. 28.

### Cassyd Elected By ATAS

Hollywood—Syd Cassyd has been elected president of the Academy of Television Arts and Sciences, succeeding Harry Lubcke. James Vandiveer and H. L. Hoffman were named vice-presidents; Robert Packham, treasurer; Betty Mears, secretary; Mark Finley, corresponding secretary, and Dick Lane, recording secretary.

## Press-Time Paragraphs

### IATSE Organizing Make-Up Artists

*In the first NLRB election for TV make-up and hair stylists, employees in that category at NBC this week unanimously voted IATSE Local 798 as their collective bargaining agent, the union announced yesterday. Contract negotiations will be started soon by Sal J. Scoppa, business agent of the local, which is now organizing make-up personnel at all other stations, IA said.*

### New Pilot Plant Set By Corning Glass

*Corning, N. Y.—A new pilot plant to be used initially for development of new production methods for video tubes will be constructed here by the Corning Glass Works. Plant will be equipped with a 60-ton glass melting tank and various types of conventional and experimental glass forming and finishing machines.*

Section of RADIO DAILY, Friday, Dec. 23, 1949

## Master Antenna For All TV Areas

A multiple-outlet master television antenna system for apartment houses, hotels, stores, schools, hospitals, and office buildings is now available for installation in all TV areas throughout the nation, according to an announcement by the RCA Engineering Products Department.

The installation, known as the RCA Television Antennaplex System was first publicly announced last May, but initial sales were restricted to the eastern seaboard.

Antennaplex is designed to meet requirements of both landlords and tenants by providing TV antenna outlets in all apartments, offices, or other space units with a minimum of rooftop equipment, consisting essentially of an individually tuned antenna for each transmitting channel in the given area, a master signal amplifier to boost the signals received on all channels, and one or more vertical lines of coaxial cable, running through pipe wells in the walls, with branch connections for all outlets.

Three New York apartment owners have signed contracts with the Commercial Radio Sound Corp., RCA sound products distributor in the New York area, for installation of Antennaplex systems. They are: owners of Schwab House at 11 Riverside Drive, and developments at 40-44 and 715 Park Avenue.

### ENGINEERS— CONSULTANTS

#### RALPH B. AUSTRIAN

Television Consultant

1270 AVENUE OF THE AMERICAS  
NEW YORK 20, N. Y.

Tel.: CO. 5-6848

#### A. R. BITTER

Consulting Radio Engineers

4125 MONROE STREET  
TOLEDO 6, OHIO

Tel.: Kingswood 7631

#### WILLIAM L. FOSS, Inc.

Formerly Colton & Foss, Inc.

927 15th St., N.W. REpublic 3883  
WASHINGTON, D. C.

### Top TV Reception Atop Mt. Washington

Reception of TV programming across a distance of some 150 miles has been reported from the Mount Washington Observatory, atop Mt. Washington in New Hampshire. In a letter to the Hub Company, a Boston department store, the Observatory commended the sensitivity of their TV set, a 12½-inch Tele-tone table model, which they reported was operating on a routine antenna installation. "The set works fine on both Boston stations," the letter stated. "There are no signs of 'snow' even during the daytime when signals are down. We are over 140 airline miles from Boston, but we do not use amplifiers of any type. The 6000-foot elevation probably helps eliminate the necessity of such. The Tele-tone set is providing and will undoubtedly continue to provide many hours of enjoyment as we at the Observatory will shortly be without outside contact except by radio and television," the message concluded.

### Army SC Developing Miniature Equipment

Small, light-weight Army Signal Corps equipment which can be easily carried by men and withstand extremes of climate is being designed to provide fast, effective communications networks for combat troops in the field, the Department of the Army announced. A crystal rectifier reduced to the size of a match head, a field switchboard that weighs only 22 pounds and a portable teleprinter weighing 45 pounds are among items developed through S. C. research projects. Miniature and sub-miniature radio tubes have also been produced.

### GE Tube Div. Announces Three Appointments

Three new appointments have been announced in the tube divisions of the General Electric Company by J. M. Lang, manager. E. F. Peterson has been named manager of sales of the divisions, with headquarters at Schenectady. L. B. Davis has been appointed manager of the receiving tube division at Owensboro, Ky., and K. C. DeWalt has been appointed manager of the cathode ray tube division at Electronics Park, Syracuse, N. Y. All have been associated with General Electric for a number of years in various capacities.

## PRODUCTION PARADE

### Deflection Yoke Shield

In keeping with the trend of developing new time and money-saving components for TV sets, Henry L. Crowley Co., West Orange, N. J., announce a new powdered-iron deflection yoke shield. In the shape of two half cylinders, this new item saves time in the assembly work on the deflection yoke. In place of usual winding procedure with soft iron wire, these two cylinder halves are slipped into place around the electrical winding and held with a few wraps of tape. The powdered-iron shields cost approximately the same as the soft-iron windings material while the electrical characteristics of the powdered-iron are better than those of the iron wire.

**Joins Airborne Instruments Lab**  
Herbert DuVal, Jr. for many years with GE, has joined Airborne Instruments Laboratory, Mineola, N. Y., as technical assistant to H. R. Skifter, president. DuVal was with GE for 14 years during which time he became head of the company's naval electronics commercial activities. Prior to joining AIL, he was vice-president of station WPTR, Albany, N. Y.

**New Magnavox Radio-Phono**  
The Wedgewood, a new Magnavox radio-phonograph, which also features Add-A-Television feature, has been announced by Magnavox. The

new model is designed with storage space for 14 large record albums, part of which may quickly be converted to accommodate the addition of a TV receiver at the owner's convenience. The Wedgewood is designed in 18th century cabinetry and lists at \$275 for the radio-phonograph and \$469.50 with TV.

### Smaller Paper Capacitors

Aerovox Corp., New Bedford, Mass., is making a smaller paper tubular capacitor available to the radio electronic industries. Known as Type P85, the capacitors feature the same materials and general processes used in the Aerovox Aerocon Type P87. To achieve the miniature size new production techniques were required for handling minute sections, wires and other components without sacrifice of quality and mass production requirements.

### DuMont Inputuner

A new DuMont four-section Inputuner incorporating the latest Mallory-Ware spiral-type Inductor, is announced by the Electronic Parts Div. of Allen B. DuMont Laboratories. Among its advantages is the doubling of the gain over previous models, together with greatly improved selectivity in keeping with the advent of more and higher powered TV transmitters, local FM stations, amateur radio and other services.

## Motorola Plant Plans To Double Set Output

In order to free its Chicago plant for greater video production, Motorola, Inc., will double the capacity of its Locust Avenue radio plant in Quincy, Ill., according to an announcement by Paul V. Galvin. Construction of the new plant began this week, with completion scheduled for March 1.

### Statement By Galvin

"This step is both a consolidation and an expansion for increased production of our television receivers," said Galvin. "The new plant addition in Quincy will be devoted to the production of home and auto radios, a move which in turn will enable us to turn out more television sets in the headquarters factory in Chicago. Although our chief concern is greater TV production, this move can also be taken as evidence that, far from being dead, demand for radio continues strong."

### Two New Assembly Lines

Through the addition of the Quincy plant, radio set output there is expected to increase from approximately 2,800 units per day to 3,800. Two new assembly lines are being incorporated in the construction, which will consist of about 15,000 square feet. The new facilities will require the addition of some 100 new employees in the stepped-up manufacturing schedule.

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# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



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NEW YORK, TUESDAY, DECEMBER 27, 1949

TEN CENTS

## WEB, STATION '48 EARNINGS REPORTED

### Stanton Predicts '50 Will Be Fine As '49

Nineteen Hundred and Forty-nine, in many respects, was the most successful year in CBS' 22-year history, Frank Stanton, CBS president, said in his year-end statement, released Friday.

He cited the "unique" position of the web in radio programming; its top rated TV programs; its increase in network coverage with 185 stations now in the network fold, and its record time sales for both radio and television during the past year.

(Continued on Page 3)

### Pope Replies to Fly Plea In WINS-Employee Row

Washington Bureau of RADIO DAILY

Washington—Recalling statements in the original petition filed by WINS employees against sale of the station to Publisher Generoso Pope, attorneys for Pope have told the Commission they cannot understand the recent statement by James Lawrence Fly, counsel for the WINS employees, that "the question of whether foreign-language broadcasting is good or bad" is not involved in the protest.

Filing further comments for Pope,

(Continued on Page 3)

### Lever Sales Personnel Announced By Official

W. W. McKee, Lever Brothers vice-president in charge of sales has announced the company's present organization of Lever Brothers' Merchandising Department.

McKee said that the department would continue under the direction

(Continued on Page 3)

### AM Total For Year Is \$407,000,000, 10.9% Over '47; Expenses Up 17.5%; Figures For FM Also Issued

Washington Bureau of RADIO DAILY

Washington—The FCC reported on Friday that AM networks and stations earned a total of \$407,000,000 in the calendar year 1948, with an additional \$621,000 reported by 77 FM stations affiliated with AM stations and \$1,026,208 reported by 89 of the 107 FM stations on the air in 1948 without affiliation with an AM outlet.

The \$407,000,000 figure for AM was 10.9 per cent over the 1947 total—but expenses were up 17.5 per cent. Total profits before taxes, fell off thus by 10.7 per cent to \$64,100,000, with networks accounting for 28.2 per cent of the total. The network profit figure of \$18,100,000 includes the take of the 27 owned-and-operated stations. The four national webs and three regionals are included.

A \$46,000,000 profit figure was reported by the 1,797 other stations covered in the study.

Average station income (before taxes) in 1948 reported by 1,313 stations in operation at least two full years was

(Continued on Page 3)

### Past Year OK; Next Also Good—Sarnoff

"The year 1949 has been a good one for the radio-television industry and 1950 promises to be another good year," David Sarnoff, chairman of the board of RCA, said in his year-end statement just released.

"Television shook off its adolescence and came into man's estate" in 1949, the medium's "first big year," he said. By the end of 1954, Sarnoff predicted, there will be about 20,000,000 receivers in American homes for a total audience of about 75,000,000. The 61,000,000 radio

(Continued on Page 7)

### Special Mid Century Prog. Gets Sponsor On CBS

"Mid-Century," a special one-shot CBS broadcast sponsored by Chevrolet, will be heard over the entire web from 5 to 5:45 p.m. on New Year's Day, it was announced Friday.

The program, which entails flying in to the United States all CBS news bureau chiefs from key news centers throughout the world, will examine the accomplishments and the status

(Continued on Page 2)

### Federal Court O'Kays New Sales Records Station's Decision Forecast By Baker

Boston—A suit asking damages and an order to force WLAW in Lawrence to broadcast a sermon has been dismissed on the ground that the station has the right to decide what programs will best serve the public.

Judge Francis Ford said that the Federal Communications Act "does not expressly confer on anyone any right to broadcast any material at any time" in tossing out a breach

(Continued on Page 2)

New sales records for 1950 in the electronics industry are anticipated by Dr. W. R. G. Baker, vice-president and general manager of the electronics department of the General Electric Company. An estimated 80 per cent of the company's receiver business next year will come from TV set sales, Baker continued. "The public will spend over \$800,000,000 for TV receivers in 1950, plus \$60,000,000 for installations," ac-

(Continued on Page 7)

### Record Business Reported By WJR in Detroit

Detroit—With \$684,533.00 signed in renewal and new business between December 1st and 19th, WJR is having its best month in the station's history, Harry Wismer has announced.

All major program accounts expiring in December have renewed, including Shell Oil, Standard Oil

(Continued on Page 2)

### BMB Again Postpones Date Release Of Second Study

The release date for the Second Study by the Broadcast Measurement Bureau has been again postponed, it was learned Friday by RADIO DAILY. Release date had been set for the 27th of December this year, but is now postponed indefinitely until after the "first of the year."

Dr. Ken Baker, BMB chief, Friday

said the reason for the delay is that "my production estimates based on the 1946 survey were wrong." Dr. Baker said, however, that 21 states had been completed of the "49" (including the District of Columbia) that were being surveyed.

This postponement is the second since the Second Study was started earlier this year.

### For Uncle Joe

The "Voice Of America" gave Santa Claus extensive air time on broadcasts to the Russian people during the Christmas season, it was revealed Friday by a "Voice" official, in order to show the Russians what a fine season Christmas is here in the land they are taught to hate and fear. Christmas once was Russia's outstanding holiday.

### Real Trouper

Bob Hope—the original "Mr. Showbusiness" to twenty million GIs—left Los Angeles by plane Friday morning to spend HIS Christmas entertaining thousands of servicemen now doing duty in Alaskan outposts. A transcription of his departure was made at the airport and will be part of his next Tuesday night show over NBC.



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JOHN W. ALICOATE : : : : Publisher

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

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

## Andrews Sisters, Levey Settle Contract Dispute

West Coast Bureau of RADIO DAILY

Hollywood—Contract between Andrews Sisters and Century Artists, as radio representatives, has been cancelled by mutual agreement upon payment of accrued commission which had been withheld pending settlement of suit filed on behalf of the Andrews Sisters on Nov. 7th.

Lou Levey, who has been personal representative of the trio for 12 years, will continue to represent them in all fields. Radio contracts for their CBS "Club 15" show, which has two years to run, remains in force with no future commission to Century Artists.

## New Emerson Officers

Three new officers have been elected by the Emerson Radio and Phonograph Corporation's Board of Directors, it has been announced. These include Commodore John D. Small, vice-president; Abraham Rosen, assistant treasurer; and A. A. Vogel, controller. Small also serves as assistant to the president. Mr. Rosen was formerly controller and Vogel was assistant controller.

## Buys Participating Time

CBS has signed Doubleday & Co., book publishers, to sponsor two separate 15-minute weekly Sunday afternoon programs effective Jan. 8. Programs are a Galen Drake commentary and a quiz show details of which are forthcoming. Huber Hoge & Sons is the agency in charge.

## Record Business Reported By WJR in Detroit

(Continued from Page 1)

Metropolitan Life, Richman Brothers, Mennen Shave Products and Minute Maid Orange Juice.

In addition to program renewals, extensive spot renewal contracts have been signed by the Goodwill station with Colgate Palmolive Peet, Kellogg's Cereals, Bulova Watch Company, Chrysler, Chevrolet, Hudson, Pontiac, Oldsmobile and Ford.

Along with the brisk renewal business, WJR completed negotiations for two new shows with the signing of the "Eddy Arnold Show," sponsored by International Milling Company, five times a week for 52 weeks starting January 2nd and the sponsorship of "The Hermit's Cave" for 52 weeks starting December 25 by the Coal Heating Service of Greater Detroit. Two other new major program sales are expected shortly.

"We plan to release the exact figures for the entire year 1949 within a week," Wismer said. "We know it will be another record year even higher than 1948 when we broke all previously existing business records for WJR. The recent renewals plus the tremendous new business points to a banner year for WJR in 1950."

## Nielsen Nov. Report Issued on Top Twenty

The latest release of National Nielson-Ratings for the "extra-week" November 13 to 19 shows Lux Radio Theater, 26.2; Jack Benny, 22.3; and "My Friend Irma" in positions, respectively, one, two and three.

Other top rated shows in the first twenty include: "Talent Scouts," 20.3; Charlie McCarthy, 18.3; Walter Winchell, 17.9; "Amos n' Andy," 17.9; Bob Hope, 17.1; "Mystery Theater," 16.9; Red Skelton, 16.7; "Fibber McGee and Molly," 16.4; Dennis Day, 16.4; "Mr. Chameleon," 15.9; "Mr. Keen," 15.2; Judy Canova, 15.1; "You Bet Your Life," 15.1; "Inner Sanctum," 14.9; "Crime Photographer," 14.5; "Truth or Consequences," 14.5; and "Dr. Christian," 14.4.

Nielsen Highlights show that 34 different programs have placed in the top twenty since last October and that "Radio Theater," Jack Benny, "Talent Scouts," Charlie McCarthy, "Amos n' Andy" and "My Friend Irma" have consistently been among the first ten leaders each time.

## Admiral Buys Plant

Chicago—The Admiral Corp. has bought the General Mills plant in Bloomington, Ill. The plant was taken over by General Mills in January, 1948 from the Colonial Radio Corp. for making pressure cookers and was later used as a warehouse. Admiral's purchase was effective December 15 and the company plans to make radios and television receivers at the 64,000-square-foot plant.

## Special Mid Century Prog. Gets Sponsor On CBS

(Continued from Page 1)

of civilization at the half-way mark of the 20th Century.

Ed Murrow will act as chairman of the discussion and featured will be the following CBS bureau chiefs: Howard K. Smith, London; David Schoenbrun, Paris; Winston Burdett, Rome; Bill Downs, Berlin; and Bill Costello who recently returned to this country from Tokyo. Eric Sevareid, Washington bureau chief, and Larry Lesuer, chief UN correspondent for CBS will also take part. Those correspondents not already in the United States will arrive in New York on Dec. 30 to prepare for the ambitious broadcast.

Agency for Chevrolet is Campbell-Ewald, Detroit.

## Motorola Has Open House For About 12,000 People

Chicago — Motorola's second annual open house attracted an estimated 12,000 persons for a tour of their radio and television plants last week. Paul V. Galvin, president has announced. Door prizes were awarded each evening and a grand prize of a television set was given after the last night. The visitors were given free run of the plants and were served coffee and doughnuts in Motorola's cafeteria.

## Federal Court O'Kays Station's Decision

(Continued from Page 1)

of contract suit brought by the Massachusetts Universalist Convention. The suit was started when WLAW refused to carry a sermon "Is Jesus Risen?" over their airplanes last Easter. The convention asked that the station be ordered to broadcast the sermon this Easter.

The attorney for the station, James A. Donovan, said that the sermon raised "the question of the divinity of Christ and the theory of the Resurrection." The charge of the convention that constitutional freedom of religious expression had been violated was answered by Judge Ford who said that the constitution limited only the action of Congress and Federal agencies and not private corporations.

## Suspending FM Operations

WMCA-FM suspended operations on Friday, December 30 after being on the air for a little more than a year. Norman Boggs, general manager of WMCA, says that no decision has been made regarding disposition of the FM equipment. Summing the situation up, Boggs said "Operating FM at WMCA is like having a champagne taste with a beer pocketbook."

"Well,  
I'll be  
darned!"



Timothy, the jaguar from South America, seems to be overcome with amazement at what he sees. Maybe Tim is seeing for the first time one of the new hair-dos our young ladies are sporting these days.

Many businessmen are amazed when they see how much their sales have increased after advertising over W-I-T-H. This might be due to the fact that W-I-T-H covers 92.3% of all the radio homes in the Baltimore trading area!

Remember W-I-T-H, the radio station that produces amazing results. Call in your Headley-Reed man, he'll tell you the whole W-I-T-H story.



**W-I-T-H**

BALTIMORE, MARYLAND

Tom Tinsley, President - Represented by Headley-Reed

## Stanton Predicts '50 Will Be Fine As '49

(Continued from Page 1)  
to bolster his claim that CBS has had a terrific year.

In programming, he said, CBS has consistently, over the period of the last few months especially, led the Nielsen and Hooper ratings. Similarly, he continued, the web today has more top-rated TV programs than any other video network.

Time sales, according to Stanton, were the highest in the company's history with television sales alone increasing more than ten-fold.

CBS' 179 radio stations at the beginning of 1949 have increased to 185 by the end of the year, he said and pointed out that its TV network now embraced 56 stations as against 24 at the beginning of the year.

### Reviews Talent Gains

Stanton said that talent-wise, CBS had added Jack Benny, Edgar Bergen, Bing Crosby, Groucho Marx, Burns and Allen, Horace Heidt, Red Skelton, Garry Moore, Dick Haymes, and Joan Davis to its star roster. And that CBS television had added Ed Wynn, Fred Waring, Clifton Fadiman, George S. Kaufman, Abe Burrows, Herb Shriner, "The Goldbergs", Faye Emerson, Ralph Bellamy, Peggy Wood, Peter Lind Hayes, Mary Healy and others. Ken Murray, he said, has also been signed for a 1950 show.

He dwelt on the success which CBS has had in creating and building new programs and said that it had been "outstanding."

Columbia, Stanton stated, has also continued its leadership in the public service programming field.

### LP Records Expanding

He said that Columbia Long-Playing records had found increased public acceptance and pointed out that all major record companies, with one exception [Ed. RCA], are producing LP Microgroove Records. RCA, he said, plans to market 33 1/3 RPM records next year.

The CBS president referred to the organization's intensive work in color television and said that Columbia's color system had given an excellent performance at recent FCC hearings in Washington.

### Real Estate Holdings

CBS, according to Stanton, has expanded plant facilities for both radio and television broadcasts. He cited the augmenting of the Grand Central Terminal TV studios with new space on E. 54th Street—a full acre — for belt line production of scenery and to provide storage space. He said that CBS had con-



STANTON

## FCC Issues 1948 Earnings Of Networks, Stations, FM

(Continued from Page 1)

\$38,465, or 5.9 per cent below the 1947 income average for the same stations. For these stations, the increase in average station revenues of 6.9 per cent was over-shadowed by a 10.4 per cent increase in average station expense. Average station income (before taxes) in 1948 ranged from \$341,257 for 46 clear channel, 50-kw unlimited-time stations to \$4,464 for 66 local part-time stations.

A total of 581 stations, or 32 per cent of all those in operation, reported losses from broadcast operations. The great bulk of such stations (442) were from the total of 900-odd stations which started operation since the end of the war. Stations going on the air for the first time in 1948 accounted for 235 of the total losers. About 320 stations went on the air some time in 1948.

The Commission said that 593 of the 700 FM stations on the air at the end of last year were licensed to parties holding AM licenses, and that in most cases financial reports covered the figures for both stations. Only 77 of these stations had additional rates for FM, with total

sales over those of their AM stations amounting to \$621,469.

Charged against these FM stations were expenses of \$2,153,659 for an overall loss of \$1,532,190 per station. The revenue amounts to \$8,070, and expenses for \$27,970 for a loss of \$19,900.

Fifty-four of these FM stations were on the air all of 1948, averaging \$9,300, with expenses of about \$33,600 for an average loss of \$24,000—or \$2,000 monthly. Of the 77 stations, the Commission said, "four reported an income from FM operation during 1948."

Expense data for FM in joint FM-AM operations was submitted by 65 stations — with average costs at about \$15,000.

Eighty-nine of the 107 independent FM stations reported an overall income of \$1,126,208—for an average of \$12,650. The expense figure of \$4,182,558 came to \$46,990 each, with a total loss of \$3,056,350 coming to \$34,340 per station.

Fifty-two of these stations were on the air all year, averaging an income of \$19,000 with expenses of \$53,300 for an average loss of \$34,300. Three stations reported net profit.

## Pope Replies to Fly Plea In WINS-Employe Row

(Continued from Page 1)

Attorney Marcus Cohn recalled the statement by Fly in the original protest that "the very principle of foreign language broadcasting is a questionable one," and that "such broadcasting may be affirmatively harmful."

"No amount of protestations can alter the meaning of that paragraph," said Cohn.

Fly, former FCC chairman, is counsel also for the International Ladies Garment Workers Union, AFL, which has applied for the WINS frequency with the claim that it can do a better job for the public than Pope. Cohn was formerly counsel for ILGWU's New York FM station, WFDR, and continues to represent ILGWU's other FM stations in Chattanooga, Tenn., and Los Angeles.

The ILGWU petition in this case seeks an AVCO-like determination, with the union offering to match the \$512,000 purchase price Pope has put up to buy the station from Crosley. Although the union's application was filed over a week ago, it has not yet been given a Commission file number.

verted two Broadway theaters and the entire Liederkrantz Building to TV studios.

And finally, Stanton said, CBS' introduction of the Ed Wynn TV Show from the west coast helped launch Hollywood as the future world television capital.

## Lever Sales Personnel Announced By Official

(Continued from Page 1)

of Frederick Schneller, general merchandising manager. Three assistants have joined him in the company's new New York offices. They are:

James G. Gammel, formerly sales promotion manager for the Osborn Manufacturing Company, Cleveland, Ohio, who is in charge of merchandising for Surf, Lifebuoy, Swan and hotel sales. Mr. Gammel was previously associated with the Compton Advertising Agency and with Benton & Bowles, in New York City.

H. E. Wholley, formerly with Swift & Company in New York, is assistant merchandising manager for Lux Toilet Soap, Lux Flakes, Silver Dust, and glycerine.

A. C. West, previously assistant product manager with Standard Brands, Inc., in New York City, who is in charge of merchandising for Rinso, Spry, Breeze and bulk edibles.

The newly-created Lever post of assistant merchandising manager for copy and art is filled by Julian Bers, who came to Lever Brothers from the Federal Advertising Agency, New York. Prior to joining Federal, Mr. Bers was a staff member of BBD&O and of Hicks & Geist, Inc.

William B. Bisker, as merchandising office manager, fills the second newly-created post in Lever's merchandising department. Mr. Bisker came to Lever Brothers from the Dupont Company.

## Mid Century-Theme Of NBC Documentary

NBC's "Living—1949," as might be expected, becomes "Living—1950" on January 1, and, coincident with the change in title, will undertake an extended inventory of the 20th Century at midpoint, according to Thomas C. McCray, the web's national program manager.

He said the series, in what he believed to be an innovation in network programming, will devote a three-month cycle of broadcasts to an "interpretive treatment of important social, political, economic, and scientific facets of contemporary culture" starting with the first broadcast of the new year at 4 p.m. (EST) on Sunday, Jan. 1.

The first program in the new series will be documented by local items, feature stories, international dispatches, and advertisements from actual newspaper files of Jan. 1, 1900.

The over-all conception of the series, according to McCray, is that the 20th Century is essentially the story of man's world-wide effort to adjust for survival in a time of swift, great change and trouble—a struggle having two phases; (a) man and his relationship to nature, and (b) man and his relationship to himself and his fellows.

Scripts to be broadcast include: On Jan. 8, "Man and The Earth"; Jan. 15, "Man and Man"; Jan. 22, "Balance Sheet of Freedom"; Jan. 29, "As The Twig Is Bent." Other titles will be announced later.

"Living" is a presentation of the NBC Public Affairs and Education Department. Program is written and produced under the supervision of Wade Arnold, public affairs director for NBC. Lou Hazem writes the scripts and Ed King directs. Ben Grauer is narrator.

McCray said that the University of the State of New York will continue to make available its home study course in contemporary living to listeners anywhere in the country in cooperation with the "Living—1950" series.

## WAAM-Brewery 'Benefit' Nets \$13,000 In Two Days

More than \$13,000 was collected Friday and Saturday in the second phase of the Gunther Brewery sponsored "Benefit Auction" for the Baltimore Colts football team over WAAM, Baltimore video station. A total of \$6,575 was received from bidders Saturday.

Among the prizes offered by the program was a rent-free, \$100-per-month apartment with milk, cleaning, diaper service and root beer free for a year. The winner, Marty Walther, is the father of a 15-day-old baby. His bid was \$1,300.

## Wedding Bells

Helen Gerard, an NBC actress for the web, and James Dolan, librarian for the NBC Symphony, were married in New York yesterday.

# Traveling S



# Salesman

Entertainment has always drawn a crowd. The crowd has always sought it, or waited for it to come to them. Wherever there was a crowd, there were customers. And wherever there were customers, there were people with things to sell. (*A crowd that was in a good mood always bought more*).

Today the entertainer still gets the crowd, only he gets it faster and bigger. Through radio he reaches crowds of ten and twenty millions in a split second. *And along with him goes the advertiser.*

In radio the largest crowds gather at that point on the dial where the entertainment is the best. That point today is CBS.

For the Columbia Broadcasting System continues to be the most creative network in providing the kind of entertainment which captures the largest audiences.

Only on CBS will you find most of the *sponsored* programs with the largest audiences in radio (11 out of the "top 15").

And only on CBS can advertisers find most of the *available* programs with the largest audiences (7 out of the "top 10").

This is what makes CBS the most effective traveling salesman in radio...reaching more people with better entertainment...making the strongest impressions in all advertising.



# CBS

—where 99,000,000 people gather every week

## LOS ANGELES

By ALLEN KUSHNER

**K**ENDALL FOSTER, vice-president in charge of television for the William Esty Company, arrived in Los Angeles from New York to assume production control over the Ed Wynn TV show. According to present plans, Foster's on the spot supervision of the Wynn show will continue for several weeks, with no definite date set for the agency executive's return.

Jeanne Gray, radio commentator and producer of "The Woman's Voice," and Ralph Hancock, author, have joined forces to produce a series of television films, under the banner of Gray-Hancock Productions. Shooting on the first package of shows is already under way.

Russ Johnston, newly named vice-president in charge of sales and distribution of Jerry Fairbanks, Inc. returned to New York following a week of conferences with producer Jerry Fairbanks. Johnston flew back to Manhattan to wind up his affairs as director of NBC's tele film division, actively joining the Fairbanks organization January 1st.

KNBH will televise the world famous Rose Parade at Pasadena Monday, January 2 from 9:15 a.m. to completion with two cameras, one using a Zoomar lens. The telecast will be sponsored by a local sponsor.

Richard A. Moore, ass't. general manager and director of television operations for the ABC western divisions, has been appointed to the television committee of the L A Chamber of Commerce, one of whose more important projects is to make Los Angeles the TV capital of the nation.

KNBH announced the following spot sales for the past two weeks: U.S. Tobacco through Kudner Agency, Inc., Noma Electric Company through Albert Frank Gunther Law, Western International Fur Animal Show through Julian R. Besel and Associates, First Federal Savings and Loan of South Pasadena through Elwood J. Robinson Adv. Agency, Van Kamp Seafood Company through Brisacher Wheeler and Staff, Mission Pak through Brisacher Wheeler and Staff and Chevrolet Dealers Service Inc., through Campbell-Ewald Company Inc.

The Farmers Insurance Company, Los Angeles, will sponsor the KNX 5:55-6:00 p.m., PST newscast Saturdays, beginning Saturday, December 24th. The order, for 52-weeks, was placed through Brisacher, Wheeler and Staff, Los Angeles, and Meredith Pratt is the KNX account executive. Paul Masterson will be the newscaster.

### WANTED

Total \$70,000, 12 months, an controlling interest in 3 new stations. All or any part. Interesting proposition. Need active managers.

Box No. 297, RADIO DAILY  
1501 Broadway, New York 18, N. Y.



### California Commentary. . . !

● ● ● Martin and Lewis won't be on video until next spring and only then if a fat sponsor is ready with the coin, according to Abner Greshler, agent for the comedians. . . . Jack Carson's proposed CBS show also postponed until next year because of two picture commitments and heavy schedule of personal and hospital appearances. . . . Ken Carson (Garry Moore show singer) this week has signed for a singing role in a Paramount picture, as yet untitled.

★ ★ ★ ★

● ● ● Effective immediately, Harry Long has been appointed program director of KVI, Seattle, Wash., replacing Larry Huesby, who has resigned. . . . Station KTTV is again adding space. . . .

### Hollywood

Thirteenth floor of Bekins Building, 1025 North Highland Ave., Hollywood, is being annexed. . . . Ernest Felix, assistant treasurer of

ABC will be in San Francisco for several days on budget matters pertaining to KGO, owned and operated station of ABC. . . . Three new half-hour shows bowed in on KBCA-TV last week. "The Paul Whiteman Goodyear Revue" featuring the Whiteman orchestra and chorus. "Mysteries of Chinatown," a new mystery series written and produced by Ray Buffum, directed by Richard J. Goggin and starring Marvin Miller and a new situation comedy series co-starring comics Dick Wesson and Jim Backus in "Hollywood House," involving the adventures and misadventures of hotel men.

★ ★ ★ ★

. . . Leo De Lyon got his big H'wood cabaret break Dec. 13th when he opened at the Mocambo. . . . Howard Dietz and Arthur Schwartz penning a tune called "Voodoo," inspired by a whiff of the new perfume. Guy Lombardo will record the tune. . . . At Lindy's Jack Gilford's companion was wondering why a waiter was acting so polite to them. "Why shouldn't he be polite to us?" explained Gilford. "This isn't his table."

### Weekend Of Sports Scheduled For ABC

A broadcast of the Sugar Bowl football game on Jan. 2 from New Orleans will climax a four broadcast series over ABC covering the week long athletic schedule of the Mid-Winter Sports Association in that city during Christmas week. Series will start with an airing of the Sugar Bowl boxing matches on Wednesday, Dec. 28. Other events to be broadcast include the Sugar Bowl basketball championships on Thursday and Friday, Dec. 29 and 30.

The football game will bring Oklahoma and Louisiana State together on the gridiron while boxers from the University of Syracuse will meet LSU leather tossers in the squared circle. Tulane, Bradley, Villanova and Kentucky will vie for top honors in the basketball championships.

In connection with the Sports Carnival, Harry Wismer will air a 15-minute pick-up from the southern grid classic's pre-game dinner which will feature interviews of famous sports personalities present. Gillette Cavalcade of Sports will sponsor the football game.

### Boston Baseball Player Becomes WBZ Sportscaster

Boston — Elbie Fletcher, former Braves first baseman, has become a WBZ sportscaster, the Westinghouse station announced recently.

Fletcher will work with WBZ sports director Bump Hadley in both radio and television sportscasts during the off-baseball season.

The heavy schedule of sports broadcasts on WBZ and WBZ-TV necessitated the addition. The stations carry the Boston Bruins home hockey games, six radio shows weekly and five TV shows per week. Hadley, the director, is a veteran of 16 seasons in the major leagues and is also a native of the Boston metropolis.

### Stork News

Rev. Edward C. Parker, director of the Protestant Radio Commission, is the father of a boy born Thursday to Mrs. Parker in White Plains, (N. Y.) Hospital. Baby, who weighed in at seven pounds, six ounces, will be named Truman.

## AGENCIES

**G**EORGE PAL, an independent movie producer, has named Roy S. Durstine, Inc., for his new Technicolor production, "Destination Moon."

**H**AFFENREFFER & CO., INC. brewers of Pickwick Ale, have named Alley & Richards, effective January 1.

**M**ASONITE CORP. to the Buchen Co. of Chicago for all national advertising.

**T**HE WALDORF - ASTORIA HOTEL to Needham & Grohmann, Inc., effective Jan. 1. The Hilton Hotels Corporation, which now operates the Waldorf-Astoria has the same agency.

**S**TUART M. LERNER COMPANY, makers of plastic hangers and display equipment, to Ritter, Sanford & Price, Inc. Howard Sanford is the account executive.

**F**RED P. FIELDING has been named v-p in charge of radio of the McLain-Dorville Advertising Agency. He was formerly a v-p for the Neal D. Ivey Agency.

**P**OLLY WATSON has joined J. G. Williams & Associates as an account executive. She was formerly with N. W. Ayer & Son, Inc. and the Raymond R. Morgan Co., Hollywood.

**W**ESLEY I. NUNN, advertising manager of the Standard Oil Co. of Indiana, has been elected a member of the board of directors. of the Advertising Council, Inc.

**R**OBERT MILLER has been appointed manager of a new Long Island branch of Miller Advertising Agency, Inc. It is located at 116-55 Queens Boulevard, Forest Hills.

**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. 46 St.  
HENRY GREENFIELD, Mg. Director N.Y. 19

# TELEVISION DAILY

Section of RADIO DAILY, Tuesday, December 27, 1949 — TELEVISION DAILY is fully protected by register and copyright

## SARNOFF HAILS VIDEO PROGRESS

### TELE TOPICS

**CBS, WE'RE TOLD**, has dropped its plans to buck Berle with a wrestling pickup from St. Nick's with running commentary by Abe Burrows. . . . Esquire shoe polish is looking for a 15- or 30-minute nighttime network show. Emil Mogul agency has the account. . . . CBS is sending out a call for showgirls for the new Ken Murray show. No previous showbiz experience necessary, they say, only outstanding physical endowments. Call is for tomorrow, Dec. 28, 2-4 p.m. at the web studio building, 49 East 52nd Street. . . . A return visit to "The Truex Family" last week revealed the show to be as consistently entertaining as ever. . . . NBC is using a new black screen, developed by Trans-Lux Corp., for several dramatic shows. Used for rear projection background, the screen is said to be able to absorb more "spill-light" without noticeable loss of clarity. Screen will be used in the future on "Howdy Doody" and, after Jan. 1, on "One Man's Family."

**YOU LEARN** all sorts of things reading the newspapers. Take the ad for a new movie showing a scantily-clad hour and copy as follows: "LIPS against LIPS . . . SWORD against SWORD . . . in the world's fabulous city of SIN! Papan Queen of 1001 Adventures!" And they call people who watch television videots. . . . Or take the theater columnist who was shocked to learn "that Robert Montgomery is abandoning Hollywood for Manhattan, but his devotion, unfortunately, will not be theater but television." These lines, published Friday, were followed by: "From an unimpeachable source, it was learned yesterday that Mr. Montgomery has closed a deal to produce a television show for Lucky Strike." The columnist's "unimpeachable source" must really be an astute guy, since the news of the Montgomery show was first published in the trade press several weeks ago.

**A NEW SERIES** based on "Our Hearts Were Young And Gay" probably will be the CBS replacement for "Tonight On Broadway," which was dropped by Esso Sunday. . . . Standard Oil of New Jersey getting ready for the TV plunge. . . . DuMont's Morey Amsterdam will emcee NBC's special 75-minute New Year's Eve show to be produced by Vic McLeod and directed by Allan Newman. . . . Ed Sullivan will perform similar chores on CBS' holiday stanza which will feature Arthur Godfrey, Ed Wynn, Robert Q. Lewis, Abe Burrows and Fred Waring. Wynn and Godfrey will be recorded. Marlo Lewis is producing and Dave Rich will direct. . . . The "Kathi Norris Television Shopper" office, previously in two rooms, has moved to a five-room suite at 510 Madison to accommodate the growing staff, which now numbers nine.

**Says Medium 'Came Into Man's Estate' In '49; Predicts 20,000,000 Receivers By End 1954; Reveals New Portable Camera For Remotes**

(Continued from Page 1)

sets in the U. S. "reveals the great potentials of television's further growth. Eventually every radio home should be a television home."

Sarnoff revealed that RCA soon will be ready to field test a new field-type camera, "about the dimensions of a home-type motion picture camera," which "is expected to have wide-spread use in outdoor pickups as well as in medical and industrial television applications."

Turning to color, the RCA chief said, "Much experimental work, as well as further engineering development and exploration of the radio spectrum, will be required before color television attains the present status of black-and-white. To this end, field tests of the new RCA color system are now under way in Washington, D. C. The preliminary results have been highly encouraging."

**Cites "Progress Made"**  
"Notable progress is being made by RCA Laboratories in the development of a color picture reproducer of the single-tube type. Perfection of this color picture tube will greatly simplify television sets of the future, because in an electronic system it will replace the three tubes now necessary to reproduce the three primary colors and will make conversion of a black-and-white receiver for reception of color pro-



SARNOFF

grams a relatively simple matter."

There are at present 98 stations on the air and 3,700,000 receivers in use, Sarnoff said. "In February, 1950, RCA Victor will manufacture its millionth television set, and sets will come off the production lines in greater numbers as increased mass production makes it possible."

The year's outstanding achievements in radio-electronics and TV, Sarnoff said, were:

#### Outlines "Achievements"

"1. Expansion of television as a service to the public.

"2. Development of the RCA all-electronic, high-definition compatible color television system now being field tested.

"3. Introduction of the RCA 45-rpm system of recorded music featuring the simplest and fastest phonograph record changer ever devised and providing the best quality of reproduction.

"4. Advanced development of radar and its increased application for national security and safety at sea and in the air.

"5. Application of the electron microscope and electronic techniques in the fields of biology and medicine; for example, its use in research for close-up study of cancer cells and tissues."

#### "Auction-Aire" Renewed

Libby, McNeill & Libby has renewed sponsorship of "Auction-Aire" on ABC and will extend the show to three mid-western stations beginning Jan. 13. New outlets are WENR-TV, Chicago; WTVN, Columbus and WXYZ-TV, Detroit.

## Inter-Connection Ordered For Television 'Carriers'

Washington Bureau of RADIO DAILY

Washington — Interconnection of common carrier and private inter-city TV connections was ordered Friday by the FCC. Both AT&T, which had objected to interconnection with such systems as the Philco and other proposed private carriers, and Western Union were ordered to file amended tariffs by March 1 to permit interconnection. At the same time the Commission ordered a public hearing for January 25 on whether AT&T should be required

to interconnect with Western Union facilities.

The Commission has already said clearly that it feels the burden of inter-city TV relay should eventually be born by common carriers. It has warned that private firms anxious to invest in TV carrying facilities should plan on a short-term amortization of their investment. The thinking is that while speed in the readying of TV relay is all to the good now, it should be a common carrier operation.

## New Sales Records Forecast By Baker

(Continued from Page 1)

cording to the GE official. The industry plans to produce some three-and-a-half-million receivers in 1950 to meet this demand, he added. This represents an increase of 30 per cent over 1949 with half of the receivers being table models.

Television will be available to about 65 per cent of the American people by the end of 1950, but Baker went on to say that many communities cannot expect television "next year or in five years—perhaps never in the foreseeable future." Radio will remain the major and exclusive service in these places with the phonograph a necessity for many hours of leisure, he declared.

General Electric will supply these markets with many new features in 1950 and will continue to improve the quality of equipment, Baker said.

Highlights of G.E.'s 1949 line cited by Baker were the first plastic cabinet receiver for TV, built-in antennas, a black daylight picture tube and automatic sound. As for color TV, he said the company would be ready to supply receivers when applications are commercialized by the FCC. The vice-president believed that color would not be available on a national scale for at least five years, however.

Manufacturers will market an estimated \$175,000,000 worth of radio and television receiving tubes during the year, Baker said. The market for transmitting and associated tubes will be about \$25,000,000 and for industrial tubes, \$10,000,000 in 1950, he added.

A new picture tube plant at Electronics Park in Syracuse, New York will be completed in the first quarter of the year, Baker stated, giving the company "the most modern tube engineering and manufacturing facilities in the world."

The government will spend about \$300,000,000 for electronics equipment in 1950, the official estimated. The use of radar for commercial marine and aviation projects will also be developed further in the coming year, he said.

#### Doubleday Buys WPIX Films

In its largest single TV expenditure to date, Doubleday & Co. has signed with WPIX for sponsorship of the 13 feature films that make up the station's Film Package No. 3. Huber Hoge is the agency. Films include George Bernard Shaw's "Major Barbara" and "Pygmalion."

## COAST-TO-COAST

**Clark Assistant To Cole**  
Charlotte, N. C.—Announcement has been made by Charles H. Crutchfield, general manager of the Jefferson Standard Broadcasting Company of the appointment of J. B. Clark as assistant to Grady Cole, whose WBT daily morning program is one of the oldest radio features in the South. Clark was formerly with the announcing staff of WBT and program director of WRAL, Raleigh, WDNC, Durham, and WAYS, Charlotte.

### Awarded By Treasury Dept.

Miami, Fla.—A special treasury department citation for promoting the sale of U. S. Savings bonds was presented to radio station WIOD during the Singing Keyboard program on December 14th. The presentation, the only one of its kind awarded in the south, was made by Raphael H. O'Malley, director of payroll savings, U. S. Savings Bonds division, to James LeGate, general manager, and Robert L. Fidar, commercial manager, who assumed all responsibility for promotion during the opportunity bond drive last summer.

### WGBI Sets Essay Contest

Scranton, Pa. — WGBI has launched an essay contest in connection with its forthcoming 25th anniversary. Students in the station's listening area will compete for ten prizes of twenty-five silver dollars with a maximum of five-hundred words on: What Radio Means to Me. WGBI celebrates its Silver Jubilee January 12, 1950.

### Sponsoring Show

Trenton, N. J.—Taylor Provision Company has signed for a thirteen-week series of spots on WTMM's afternoon femme feature, "It's A Woman's World." Sports will plug company's top seller, Taylor's Pork Roll.

### Elected Vice-President

Saginaw, Mich.—Robert W. Phillips, manager of the new "Booth Station" WSGW, was made a vice-president of Booth Radio & TV stations, Inc., at a corporation board of directors meeting held Thursday, December 15. Phillips is a former sales manager of WSAM and WBCM, Bay City.

### Appeal For Fire Victims

Amsterdam, N. Y.—An appeal by station WCSS, in behalf of fire victims brought the following statement from the Chapter Chairman of the local branch of the American Red Cross—"because of the fine appeal broadcast from your station, enough furniture and household equipment was donated by generous folks of our city to completely furnish an apartment for them and enough clothing to take care of the entire family; father, mother and three children."

## ★ THE WEEK IN RADIO ★

New Highlights of the Holidays

By BILL SLAG

**R**ADIO stations and networks will save many thousands of dollars annually as a result of the new Fair Labor Standards Act, said R. P. Doherty, NAB director of employer-employee relations. The Act permits hiring of minors and excludes a "wide range" of talent fees from overtime pay consideration.

The FCC's revocation of KWIK's license was seen by Washington lawyers as of great possible meaning in unraveling the knotty Don Lee case. The KWIK license is being sought by the International Ladies Garment Workers Union.

WSB, Atlanta, presented Emory University with a \$13,000 twin-scanner facsimile transmitter. . . . Lever Brothers announced its new advertising staff headed by vee-pee James A. Bennett . . . and H. V. Kallenborn defended radio's position at a Harvard Law School Forum.

P. Lorillard & Co. signed "Dr. I.Q." over 52 ABC stations. . . . Miles Laboratories bought the Edwin C. Hill newscasts over ABC and 15-minutes of "Ladies Fair" over MBS . . . and Paramount Pictures will use heavy paid radio exploitation to ballyhoo "Sampson and Delilah."

Field Enterprises, Inc., the Marshall Field company which operates WJJD, Chicago, announced the organization of an FM service under the name Functional Music, Inc. Field spokesmen claim that the new service can compete with present wired music services at about one-third to one-half the cost.

Gene Pope Jr. told WINS employees that, if Pope's application to buy the station is approved by the FCC, only a hand-full may expect to retain their jobs. Record business was reported by radio and video set retailers and opponents of Transit Radio. Washington, D. C. promised a court test of the D. C. Public Utilities Commission's okay of street car and bus wired music provided by Transit.

WOR, N. Y., said a recent survey showed news listening up over wartime. . . . Margaret Truman's appearance over ABC was fanfared with heavy promotion . . . and B. T. Bab-

bitt Co. signed soap-operas "Nona From Nowhere" over CBS replacing "David Harum" which goes to NBC next week . . . and ABC and NBC made time available to leaders of major political parties to discuss national policy.

Grand Central Terminal broadcasts of 17 hours a day of music and commercials was attacked, and defended, in a series of hearings before the Public Service Commission. Led by New Yorker editor Harold Ross, the opponents of the broadcasts were most vociferous and, at this writing, had the upper hand argument wise.

Mutual announced \$3,000,000 worth of new billings and \$2,000,000 worth of recent renewals. . . . CBS topped the Hooperatings with nine of the Top 15 positions . . . and changes in CBC financing were suggested by William Guild, chairman of the Canadian Association of Broadcasters. He asked for Federal grants.

"Mutual Newsreel" scored a radio newsbeat with inside and outside the church coverage of the O'Dwyer-Simpson nuptials. . . . WHOM, N. Y. plans a series of educational broadcasts . . . and ABC expanded its scripting division with the addition of four writers.

Mark Woods, ABC president, stressed the "bold thinking" of new sales technics developed by ABC, in his year-end statement. Woods said these technics accounted for an increase in advertising and opened radio to a new field of advertisers. He cited the 39,281,000 home radio sets in use to bolster his assertion that radio "has gone forward" as the dominant mass communication medium.

Radio advertising of retail men's wear was lauded by the Better Business Bureau . . . the Sun Oil Co. renewed "Three Star Extra" . . . and the FCC was asked for a full hearing on the whole problem of the future of FM broadcasting. . . . Gordon Olive was named head of CBC's engineering department and Gov. Forrest Smith of Missouri was awarded a life membership in the St. Louis Advertising Club.

### Pierce Leaving WGAR; Heads WDOK Operations

Cleveland—R. Morris Pierce, v-p of WGAR, will become president of a new AM station, WDOK, scheduled to begin operations about March 1. The new outlet will be on 1260 kc with 5 kw.

Pierce, who resigned his present post effective January 1, has been with WGAR since it went on the air in 1930. He was also v-p of engineering with WJR, Detroit, and KMPC, Los Angeles, sister stations of WGAR.

Robert A. Fox will succeed Pierce as chief engineer for WGAR.

### Negro Couple Featured In New Series On WWRL

Activities and news in the Negro world will be covered by Mr. and Mrs. Uptown New York in a new Monday through Friday series over WWRL from 9:30 to 10 a.m. as of yesterday, December 26.

#### Harlem Theme To Fore

The Mr. and Mrs. of the program will be Ernest and Eva Callaway, a veteran stage and screen couple. The series will spotlight news occurring in Harlem and leading Negroes from various fields will be interviewed. The sponsorship of the show will be on a co-op basis.

## PROMOTION

### Don Lee Sales Brochure

A series of maps depicting the Pacific Coast as it actually is, a detailed analysis of all coast broadcasting facilities, the facts behind the 14 million residents of the western states who spend fifteen and one half billion dollars annually—these are the salient features of a new Don Lee promotion piece showing the network's strong position in Pacific Coast radio to carry a sponsor's message to all the people.

The report shows that "Pacific Coast radio is different, and that only one network, Don Lee, is designed for dependable coverage of it." It emphasizes that the great distance between markets, the mountains and other natural barriers such as low ground conductivity on the coast, make long-range broadcasting impractical. Hence, is demonstrated the necessity of using local network stations—located in the important markets—to reach all the people at all times. This, Don Lee does with its 45 network outlets.

Concluding that "What the advertisers want is sales response," the logical study goes behind the story of the Pacific Coast market. A sales response map pointedly shows a statistical breakdown of all counties in the entire coast region and clearly demonstrates the pulling power of commercial messages broadcast on the Don Lee chain.

The project was the combined work of Herbert Sonnenburg, Promotion director for the Don Lee network, and the R. W. Webster advertising agency.

### Safety Campaign

"Safety in the home is being emphasized by public service announcements for retailers prepared by the Advertising Council, Inc. An advertising portfolio has been sent to all member stores of the National Retail Dry Goods Association and to subscribers of three leading advertising mat services.

The wide-spread accident rate in homes is pointed out in the material provided and retailers are urged "to tie in profit-making merchandise promotion with this safety in the home campaign."

### Movie Tieup

A contest to attract the general public to the opening of the film, East Side, West Side, at Loew's State has been conducted by MGM through the WNBC Tex and Jinx program. Cash prizes and 500 tickets were awarded for giving reasons for attending a Hollywood premiere. A disabled war veteran, Wilfred Puentes, was given the first prize of \$500. He is a news dealer in a vets housing project in New York. The contest ended on Sunday night after having been conducted for a week.





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 58

NEW YORK, WEDNESDAY, DECEMBER 28, 1949

TEN CENTS

## VIDEO IS FEATURE OF RMA PRODUCTION

### State Moves To Avoid Wide Radio-TV Strike

Frederick H. Bullen, executive director of the State Board of Mediation, met yesterday behind closed doors with representatives of the major networks and the Radio and Television Directors Guild in an effort to prevent a walkout which would affect live radio and television programs throughout the country. The meeting was held in an office at the headquarters of NBC.

The current contract between the union and the webs expires at mid-

(Continued on Page 3)

### Tide Of Toys Drive Sponsored By Pearson

Drew Pearson began a back-breaking schedule of appearances on radio and television programs yesterday in behalf of the Tide of Toys sponsored by the American Legion.

Children in the United States are being asked by the famed columnist to contribute a toy from under their Christmas tree to the Legion to be sent to a child in Europe. Some 17,300 Legion posts will serve as depots for the toys.

Pearson will appear altogether on 22 network programs including the

(Continued on Page 2)

### Radio Spots Offered By RCA To Plug Program

Camden — Spot announcements recorded by six Hollywood stars for promotional activities over local radio stations are being offered RCA Victor dealers. Consumer products will be tied-in with an appeal for the Screen Directors' Playhouse

(Continued on Page 2)

### For Uncle Sam

Cleveland—An appeal broadcast by WTAM during a strike of Cleveland Transit System employees has enabled the Post Office to deliver mail on schedule. Postal authorities asked the station to request that drivers give the mailmen a ride and bulletins were aired by WTAM. A second call thanked the station and said the mail was getting through.

### Distinction

Mrs. William Paley, wife of the chairman of the board of Columbia Broadcasting System, headed the 1949 list of America's ten best-dressed women in a poll of fashions editors released yesterday by the New York Dress Institute. Mrs. Paley was accorded the same honor last year.

### Gross Radio Sales Of ABC Revealed

Revealing gross radio sales of approximately \$42,300,000 for 1949 as compared to \$44,300,000 for the preceding year. Robert E. Kintner, executive vice-president of American Broadcasting Company, yesterday issued a year-end statement on the company's radio and television activities.

In referring to ABC's position in radio, Kintner said:

"Our radio operations early in the year reflected the general uncertainty of the business world. At that

(Continued on Page 3)

### Dean Drewry Recovers: Victim Of Ga. Shooting

Athens, Ga.—John E. Drewry, dean of the Henry W. Grady School of Journalism at the University of Georgia and director of the annual George Foster Peabody radio awards, was recovering yesterday from gunshot wounds reported inflicted by the professor's ex-wife. Miss Miriam Thurmond, secretary of

(Continued on Page 2)

### Cleveland Stations Aid Public In Yule-Week Transit Strike

Cleveland, Ohio—Cleveland's radio and TV stations did comprehensive jobs with bulletins, news coverage, special interviews and remotes as the city's five-and-a-half-day transit strike came to end shortly after noon yesterday. Excellent news coverage by radio and TV stations resulted in much verbatim pick-up by newspapers. Stations cooperated fully with all parties in the interest of public service to dis-

### New Tele Receivers 414,223 In Nov., Totaling 2,121,863 For 11 Months; AM-Only Also Hit New High

Washington Bureau of RADIO DAILY

Washington — Fulfilling advance predictions, TV receiver production by RMA members zoomed to a smashing 414,223 in November—an average of 82,845 sets for each of the five weeks covered in the tabulation. Actual turnout by member companies in the final week of the five was said to be 95,813 sets.

Thus set production was well over 100,000 weekly by the middle of last month, with non-member companies

(Continued on Page 5)

### P. R. Venture Rumor Denied By Gardner

San Juan, P. R.—Ed Gardner, producer-star of "Duffy's Tavern" yesterday spiked rumors that he planned to pull out of Puerto Rico and move his radio-movie and TV production activities back to the mainland.

"There have been a lot of wild rumors about our giving up this whole thing, but, believe me, there

(Continued on Page 5)

### Woulfe Gets New Post With Lever Brothers Co.

Henry F. Woulfe, president of the Pepsodent division of Lever Brothers Company, has been elected vice-president in charge of the parent company's mid-western operations. Charles Luckman, president announced yesterday. He will assume his new duties early in February

(Continued on Page 4)

### Chevy Dealers Signed For WJZ Radio-TV Spots

WJZ and WJZ-TV have signed the Chevrolet Dealers Association of New York for a three-week schedule of radio station breaks and one-

(Continued on Page 2)

### Recording Production Increases At WOR

More than 200,000 commercial vinylite pressings have been produced by the WOR Recording Division in what was described by its manager, Harry Lockwood, as "one of the best years in our history." The service which began ten years ago to make reference recordings and delayed broadcasts, is now the largest in the East and produces the

(Continued on Page 2)

### Blair Staff Expanding; Opening Dallas Office

Chicago—John Blair, head of the radio representative firm bearing his name, announced here this week that effective January 2nd, his company will open their seventh national office to be located in Dallas,

(Continued on Page 5)

### Unprogrammed

Norfolk, Va.—A young woman, a resident of this city, last Sunday perched for an hour-and-a-half atop the new 330-foot TV tower of station WTAR before she was forcibly brought down by two local police officers. Apparently bent on a suicide attempt, the young woman, about 25, climbed the tower and prepared to jump.

seminate information and help keep the city moving at a time when the final Christmas rush was taking place. There were probably few if any newscasts throughout strike period which did not bring listeners and viewers up to date on all developments and meetings.

After the strike broke Wednesday night, WJW stayed on the air all night to inform listeners of disrupt-

(Continued on Page 3)



Vol. 49, No. 58 Wed., Dec. 28, 1949 10 Cts.

**JOHN W. ALICOATE** : : Publisher  
**FRANK BURKE** : : : : Editor  
**MARVIN KIRSCH** : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, (18), N. Y., by Radio Daily Corp., J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; Chester B. Iahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Postage free) United States (other than California) \$10.00 one year; California, \$15.00. Foreign, \$15.00. Address all communications to Radio Daily, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Radaily, New York.

**WEST COAST OFFICES**  
 Allen Kushner, Manager  
 6425 Hollywood Blvd. Phone: Gladstone 8436

**WASHINGTON BUREAU**  
 Andrew H. Older, Chief 5417 Dahlonaga Rd.  
 Phone: Wisconsin 3271

**CHICAGO BUREAU**  
 Hal Tate, Manager.  
 812 N. Michigan Ave.  
 Phone: Superior 7-1044

**SOUTHWEST BUREAU**  
 Paul Girard, Manager  
 Tower Petroleum Bldg.,  
 Dallas, Texas  
 Phone: Riverside 3518-8

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 27)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
ABC	8 1/2	8 1/4	8 1/4	3/8
Admiral Corp.	18 3/4	18 1/4	18 1/2	1/2
Am. Tel. & Tel.	145 3/8	145	145 1/8	3/8
CBS A	27 3/4	27 3/8	27 3/8	+
CBS B	27 1/4	27	27	3/8
Philco	33 1/4	32 3/8	33	1/8
Philco pfd.	85	85	85	0
RCA Common	12 3/4	12 3/8	12 3/8	1/4
RCA 1st pfd.	72 3/4	72 3/4	72 3/4	0
Stewart-Warner	12 1/4	12	12 1/4	3/8
Westinghouse	32	31 1/2	31 1/2	1/2
Westinghouse pfd.	103 1/2	103 1/2	103 1/2	1/4
Zenith Radio	33	32 3/8	32 3/8	1/2
NEW YORK CURB EXCHANGE				
Nat. Union Radio	2 3/8	2 1/2	2 1/2	0

OVER THE COUNTER		
	Bid	Asked
DuMont Lab.	15 3/8	16 3/8
Stromberg-Carlson	11	12 1/4

### Tide Of Toys Drive Sponsored By Pearson

(Continued from Page 1)  
 Breakfast Club, Superman, the Henry Morgan Show, Arthur Godfrey's program, Winner Take All and others. He will appear on all four networks between now and next Tuesday. Another Pearson project for gifts to Europe was the Friendship Train idea which he originated.

THIS IS KGW'S BANNER YEAR  
**KGW**  
 PORTLAND, OREGON  
 AFFILIATED WITH NBC  
 REPRESENTED NATIONALLY BY EDWARD PETRY CO., INC.

## ★ COMING AND GOING ★

**HOWARD K. SMITH**, chief of the CBS European news staff, on Friday will arrive in New York from London. On Sunday he will take part in the 45-minute "Round Table" to be broadcast over the web.

**MINDY CARSON**, singing star on NBC, today will leave for Miami, where for the next three weeks she will fill an engagement at Copa City, and will broadcast her web programs from WIOD.

**JOHN DERR**, assistant director of sports at CBS, together with **MEL ALLEN** and **CONNIE DESMOND**, are leaving for Miami, where next Monday the network will broadcast the Orange Bowl football game.

**DR. RICHARD E. EVANS**, the original Izaak Walton of Chicago radio fame and heard frequently on WLBB, is back in New York following a number of out-of-town engagements speaking on the interfaith angle of Christmas and Chanukah.

**MILTON GREENEBAUM**, president and general manager of WSAM, affiliate of NBC in Saginaw, Mich., is in New York for conferences at the station relations department of the network.

**JEAN GOLDSTEIN**, featured on "Market Melodies" over WJZ-TV each Thursday, yesterday was in Washington for a guest spot on a Capital station and a speech before the Women's Club.

**JOSEPH P. COCCHIARELLI**, script writer for Italian programs, has left on a business trip through New England.

**HOWARD MEIGHAN**, Columbia network vice-president and general executive, is in New York from Hollywood for conferences with officials of the network.

**AL LEVIN**, sales manager for WMCP-FM, Baltimore, Md., is in New York for a few days on business.

### Recording Production Increases At WOR

(Continued from Page 1)  
 largest part of all commercial recordings, Lockwood stated.  
 WOR Recording, the only large service bearing the station's name, transcribes for many advertising agencies exclusively, for popular recording companies and another network in addition to regular work for Mutual, WOR and the Yankee network.

Plans for making television films are now in the making when WOR's new studios open on 67th Street, Lockwood said. The films will not be available commercially until later, he added.

One project of the studios has been the making of sound tracks for old fight films. The film is run with an announcer recording a narration on a disc which is then synchronized.

The number of WOR commercial recordings used nationally was not available, Lockwood said, but he pointed out that 70 per cent of all spots and announcements used by WOR were recorded by their studios.

The use of tape recording was noted by the manager of the recording studios. He said that Mutual was obliged to record its broadcasts during daylight saving time so that they could be replayed at a later hour for other parts of the country. For 22 weeks and 16 hours a day, WOR recording taped the web shows with good results.

Improved programming also results from the use of tape, Lockwood declared. Shows can be timed precisely and edited with ease, he said.

Employing about 100 people, WOR Recording operates seven days a week from 8 a. m. to midnight.

### Moves To WHAT

Pottsville, Pa. — Jerry Gaines, WPPA disc jockey, has joined the staff of WHAT in Philadelphia. He was in charge of radio production and assistant program director for WPPA and has been with the station since it opened in 1946.

### Radio Spots Offered By RCA To Plug Program

(Continued from Page 1)  
 which will be sponsored by RCA Victor beginning January 6.  
 Cary Grant, Shirley Temple, Ray Milland, Fred MacMurray, Betty Hutton and Alan Ladd are featured on the 54-second transcriptions. A strong promotional campaign for the playhouse heard on NBC every Friday evening at 9 p. m. (EST) is also being planned by RCA Victor. Newspaper ads every week in 68 cities will supplant the spots.

### Chevy Dealers Signed For WJZ Radio-TV Spots

(Continued from Page 1)  
 minute video announcements in behalf of the new 1950 Chevrolet. The deal marks one of the most extensive combined campaigns to date.  
 The WJZ station break promotion calls for 30 spot announcements starting on Dec. 29 and the video spots are set for Dec. 28, and January 4 and 11. Campbell-Ewald is the agency.

### Dean Drewry Recovers; Victim Of Ga. Shooting

(Continued from Page 1)  
 Dean Drewry, who was felled by bullets from the same gun was reported to be in a serious condition at a local hospital. The shooting occurred Friday night.

### Takes RCA-Victor Post

Camden — Constance Hope has been named general public relations consultant to RCA and subsidiaries in matters related to promotional and musical activities. Paul A. Barkmeier, general manager of RCA Victor's record department announced yesterday.  
 Miss Hope formerly headed her own publicity and public relations organization before joining RCA in 1944 as director of artists relations for the Red Seal division. She will assume her new post on January 1.



## The Lion's Share

This is a picture of a baby lamb and a baby lion. At this tender age the lamb needs four times as much milk as the lion. So the lamb really gets the lion's share.

There's a sure way for you to get the lion's share of business in Baltimore. You just buy W-I-T-H, the BIG independent with the BIG audience.

W-I-T-H regularly delivers more listeners-per-dollar than any other station in town. And that means that you can produce BIG results from SMALL appropriations on W-I-T-H.

For the full W-I-T-H story, call in your Headley-Reed man today.

AM **W-I-T-H** FM

**Baltimore 3, Maryland**

TOM TINSLEY, President  
 Represented by Headley-Reed

## Gross Radio Sales Of ABC Revealed

(Continued from Page 1)

time, some advertisers were reluctant to commit themselves to long-term programs in face of lack of assurance that such advertising would be remunerative. Others were not sure whether to cast their lot with television, with radio, or a combination of both. Nevertheless through our development of new sales ideas and techniques, the network ended the year with gross radio sales of approximately \$42,300,000 as compared with the preceding year's \$44,300,000 gross."

### TV Development Reviewed

Turning to television, Kintner disclosed that the completion of a program for plant facilities for TV operations had been accomplished by a capital expenditure of more than \$8,000,000. He pointed out that these capital expenditures had enabled ABC to put in operation five television stations located at strategic points in New York (WJZ-TV), Chicago (WENR-TV), Detroit (WXYZ-TV), Los Angeles (KECA-TV), and San Francisco (KGO-TV).

The Kintner statement also points out that approximately \$3,700,000 has been spent on the ABC-TV Center in New York and that the network is completing the purchase and reconversion of a 23-acre area into the Hollywood Television Center at a cost of approximately \$1,250,000.

## Plans Baseball Series

Boston—The 1949 pennant winners and World Series are still providing fuel for the hot stove league, but WHDH is getting ready for spring training and the 1950 baseball season. The station has begun a Friday night series, Closed Circuit, with Leo Egan under the sponsorship of the Motor Car Company of New England.

Top baseball personalities, players and managers are interviewed by Egan on plans for the coming season. Newcomers to Boston baseball teams are also being introduced in the Hub City.

## Stork News

Ernest Lee Jahncke, vice-president of the American network in charge of stations, is the father of a son born yesterday to Mrs. Jahncke at the Doctors Hospital. The newcomer weighed in at nine pounds, four ounces and will be named Redington Townsend. He is the Jahnckes' fourth child, the others being Leila, Carter and Ernest, III.

## WANTED

Total \$70,000, 12 months, on controlling interest in 3 new stations. All or any part. Interesting proposition. Need active managers.

Box No. 297, RADIO DAILY  
1501 Broadway, New York 18, N. Y.

## Cleveland Stations Aid Public In Yule-Week Transit Strike

(Continued from Page 1)

tion of service. WGAR, which is on regularly until 2:30 a.m., carried news stories regularly until sign-off. WSRS signed on an hour earlier Thursday morning to warn listeners of service stoppage.

All stations co-operated immediately with the Mayor's emergency committee headed by C. M. Hunter, WHK program director, using spots with a share-the-ride pitch and telling where to get ride information for the city's workers without private transportation.

WTAM-WNBK's Ed Wallace had feeds Thursday to the Camel TV show and the Alka-Seltzer AM-network shows. WJW fed two pick-ups to ABC news shows.

On the first day of the strike, WTAM had statements from the union head, Tom Meany, also transit manager Donald C. Hyde and Mayor Thomas E. Burke. Recorded phone conversations with the Mayor's aide, Joseph Sullivan, and David Ralph Hertz, impartial umpire in strike, were used Friday. The station had Mayor Burke on air Saturday.

A Tuesday phone recording with transit system operating superintendent regarding resumption of service was aired.

WGAR covered the CTS (Cleveland Transit System) board meeting Friday and taped a statement by Hyde. This was used on the same night's news broadcast with an interview with Meany. A special feature was the interview with CTS comptroller W. H. Morrison, who explained the process of redeeming CTS weekly passes sold in large numbers to regular riders and students. Station also used the recorded Burke talk on Saturday.

WHI used an interview with an official of the Automobile Club and scheduled a special panel broadcast Thursday night. WJW carried several on-the-street broadcasts the

## Headley-Reed Expansion Announced By Officials

Headley-Reed Co., radio and television station reps, will move to new and larger quarters in the Graybar Building, 420 Lexington Avenue on January 3, F. M. Headley, president, has announced. The company will acquire more than double the amount of space they now occupy in the Chrysler Building.

Headley also said that William B. Faber will head up the newly created television department of the company and Patrick J. Sullivan will be in charge of the new traffic and availability department.

Cameron Higgins, formerly of ABC and Miss Naomi Zieph of the New York Post are new additions to the research & promotion department, it was announced. William Shrewsbury, formerly with Transit Radio, and Walter Dunn, formerly of ABC spot sales, have joined the AM sales staff.

first day of the strike in addition to telephone recordings of interviews with strike principals.

WJMO had the city's law director, Lee Howley, on Thursday explaining the Ferguson Act, which covers striking of public workers. Station taped interviews with CTS personnel at the meeting on Saturday, and more yesterday at the union meeting which ended the strike. Also included were phone interviews with Hyde and Lang. WSRS used Burke talk Saturday.

WEWS's Dorothy Fuldheim had Meany and Lang live and films and remote of the first day's traffic jam. On Saturday the station signed on at 10:30 a.m. for a remote from the union meeting and followed with a talk by Mayor Burke, which it made available to radio stations. WEWS cameras filmed the union meeting yesterday for use on later newscasts.

WNBK and WXEL, the city's newest TV station, confined most of the coverage to regular news shows and bulletins.

All stations used bulletins Monday on Common Pleas Judge Joseph A. Artl issuing the court order which enjoined CTS workers from continuing the strike, also bulletins following the union meeting which sent workers back at 2 p.m.

## State Moves To Avoid Wide Radio-TV Strike

(Continued from Page 1)

night on Saturday of this week and it is reported that members have authorized a strike at that time.

A spokesman for the union who yesterday discussed the possibility of a strike and its effect on the industry as a whole intimated that the union's picket lines would be respected by other labor groups such as actors, engineers, cameramen and stage hands. Such a development, obviously, would result in a virtual crippling of radio and television program production.

## Ralph Edgar

Ralph Edgar, 29, WGAR, Cleveland announcer, died last Thursday in (Cleveland) Huron Road Hospital following two-month illness. He was best known for his program "Ask City Hall," regular WGAR feature for three years. This was only program on which Mayor Thomas E. Burke appeared regularly.

Edgar, member WGAR staff since January, 1942, and served with information and education section Caribbean Wing Air Transport Command between 1943-46.

Native of Chicago spent two years at Northwestern also attended radio school in Chicago. Broke into radio with WGRC, Louisville, and was with WACE, Pittsburgh, briefly.

# Insomnia

Was it insomnia that led almost a hundred farm leaders.. county agents.. agricultural educators.. to gather at the KDKA studios at 5:30 the other morning? No! It was the celebration of KDKA's Eighth Annual Farm Conference, an early-morning institution throughout the rich, tri-state agricultural area served by KDKA's Farm Hour. This eye-opening program offers an ever-growing audience in more than 117 BMB daytime counties. Participation costs? Most reasonable, as you'll find from KDKA or Free & Peters.

PITTSBURGH  
50,000 WATTS  
NBC AFFILIATE

# KDKA



WESTINGHOUSE RADIO STATIONS Inc

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

National Representatives, Free & Peters, except for WBZ-TV;

for WBZ-TV, NBC Spot Sales

## LOS ANGELES

By ALLEN KUSHNER

**B**ELIEVED to be the largest video advertising drive of its type, 56 stations now are regularly televising the Doge Corporation talking animal commercials produced by Jerry Fairbanks studios for Ruthrauff and Ryan.

William J. Andrews of the KNBC, San Francisco sales staff last week celebrated his 25th anniversary in the broadcasting business. He broke into the business in November, 1924, when he was employed by KLV, Oakland, as a field engineer-announcer.

Milton Shrednik, KOA, Denver, director of music, is in New York for a ten-day visit. His NBC network program "Sketches in Melody," originates from KOA every day.

Jennings Pierce, NBC manager of public affairs, station relations and guest relations, has been given an extension of leave of absence to help him further recover from the results of the airplane crash which killed singer Buddy Clark. The extension carries over to January 1, 1950.

Sears, Roebuck & Co., has extended its contract with Don Lee Television-KTLS to include 20 additional announcements under two contracts, started Dec. 7th and concluding March 13, 1950. Film spots are scheduled for Monday, Wednesday and Thursday nights. Mayers Co. placed advertising.

Appointment of Owen James, former KECA-TV staff announcer, as a television salesman, and Bill McDaniel, former KECA-TV salesman, as acting sales manager for the station was announced by Robert Laws, sales manager of the ABC western division.

Howard S. Meighan, vice-president and general executive of the Columbia Broadcasting System, made public the contents of a letter mailed last week to various theater exhibitors in the Los Angeles area regarding the exclusive rights of CBS in the radio and television broadcast of the Pasadena Rose Bowl football game next Monday.

NBC has renewed its affiliation with radio station KFI, Los Angeles, for two years beginning Jan. 1, 1950. KFI is owned and operated by Earle C. Anthony, Inc. and has been affiliated with NBC since April 5, 1927.

Chet Huntley, CBS newscaster and news analyst, returned from a six-week tour of Europe last week and will resume his Columbia Pacific Network "Ten O'Clock Wire."

**WBAL**  
means business  
in Baltimore



### Man About Manhattan. . . !

● ● ● **UP AND DOWN THE STREET:** Another N. Y. indie station is up for sale—at the right price. . . Geo. Jessel nixing all radio offers. Too busy making films. . . Bob Nathan, who's taking to the airways as news commentator for the CIO, is being considered for a network series by an auto manufacturer. . . Buzz Blair taking over the direction of the Buddy Rogers ABC show. "Pick a Date." Also continuing with his TV activities. . . Two of the cleverest Christmas cards to reach this desk were from Frank Stanton and Mr. Hooper himself—both dealing with the television theme. . . Jill Warren has dated the Stork for a mid-January arrival. . . Robert Montgomery, the actor turned radio commentator, has established residence in Nyack, N. Y., with local political ambitions in mind. . . For the first time in 4 years (since *The Tempest*), Arnold Moss is co-starred once again with Vera Zorina. They are to be soloists (speaking) with the Boston Symphony ork at Boston Dec. 30th and 31st. . . WWRL to celebrate the New Year by boosting its power to 5000 wattage. . . 1950 will find Hit Parade singing star, Jeff Clark, a very busy lad with a dozen or more TV guest shots lined up, plus a recording deal and a screen contract in the making. . . Bill Bertolotti knows a guy who's so weak-willed that New Year's Resolutions break him.



● ● ● Can't say as we envy Ed Fitzgerald right at this moment. Ed let Carol Irwin 'con' him into accepting a role in CBS-TV's "Mama" this Friday. Not that the part isn't good (next to "Mama" it's the fattest part on the show) and not that the show itself isn't a worthy one—it's just that Ed, who's been chatting away daily and gaily for these past nine years with Pegeen over the breakfast table, hasn't assayed a part in radio or the theater in some 20 years now and how does a guy get back into harness so fast and so soon. In Ed's own words, all he hopes is that he doesn't fall flat on his pan and let his pals down. We got a hunch Ed'll be great. How can he miss?



● ● ● **THE MORNING MAIL:** "Dear Sid," writes Paul Gardner. "Radio's stagnation is nowhere better exposed than in its treatment of news. One who stayed home during the holidays could hear the same items, word for word, on every major or minor station. Why must this be? I don't say that the news rooms should editorialize—however, they shouldn't use wire service releases verbatim from morning to night with no change. To my mind, the worst exemplification of this tendency of radio is the 11 p.m. report on WOR followed by the *Herald-Trib* news. For the most part, they only change the POSITION of the items. Only when the *Herald-Trib* broadcast points up an article by Lippman or the Alsops or one of the feature writers does the supplementary program acquire any freshness. I suggest that you write an open letter to the networks, Sid. Why can't they build up their own features? Why is it that, in the N. Y. Times or Tribune of the next day, there are 50 or more stories that might have been played up for broad listener interest? People are not only concerned about world affairs, they're also excited about human affairs. News is a dominant part of living today but the radio stations are missing a bet when they all serve up the same paprikash. Personalize it, analyze it, dramatize it, but, at least, give it a change of pace, I say. So—what's new?"



● ● ● **OUR HATS OFF DEPT:** Guy Lebow's zingy sports-casting. . . The Mariners' platter of "Island of Oahu." . . Pupi Campo's sizzling rhumba sessions at the Havana-Madrid. . . Ernest Truex's delightful antics on his WPIX series. . . Vic Damone's crooning at the Roxy.

## CHICAGO

By HAL TATE

**L**ARSEN Television Picture Corporation, headed by William Burton Larsen, has opened new TV film production studios at 3177 North Broadway. They are specializing in low-cost action commercial films.

"Two Ton" Baker is back doing his WGN programs after being confined to his home for a week due to laryngitis.

"Kukla, Fran and Ollie" are celebrating their third TV Christmas. When they went on in 1947 there were only 10,000 sets with WBKB the only Chicago station. Now they're on 54 stations and seen by millions.

Chicago is certainly turning out top TV production men. Robert Banner, a member of the NBC staff for the past nine months, has resigned to join the Fred Waring organization as TV director. Banner won national recognition for his work on the "Garroway-At-Large" show.

Ernie Simon celebrated his 1st anniversary on television November 29th. Television Appliance Mart is his sponsor with Irving Rocklin & Associates handling the account.

Harry Christian has started a new interview show, "Food for Thought" over WMOR. The program originates from the front of Isbell's Restaurant and is broadcast every Monday night at 8:45.

As of October 31st there were 266,460 TV sets in the Chicago area according to the Electric Association. With Xmas business, the 300,000 mark is a certainty.

George Biggar, WLS program executive, was recently elected to the Board of Directors of the Chicago (loop) Kiwanis Club. He was previously agricultural chairman.

### Woulfe Gets New Post With Lever Brothers Co.

(Continued from Page 1)

and will make his headquarters in Chicago. In the meantime he will supervise the move of the Pepsodent division from Chicago to the new centralized headquarters of Lever Brothers in New York City.

1906 *Henri* 1949

*Henri*  
CONFISEUR

**FRENCH RESTAURANT**  
LUNCHEON from \$2.00  
DINNER from \$3.00  
COCKTAIL BAR

*Famous French Candies*  
15 East 52nd St.  
AIR CONDITIONED

## TV Set Production Reaches New High

(Continued from Page 1)

probably shipping at least 20,000 sets per week.

For the first 11 months of 1949, TV production by RMA count reached 2,121,836. Non-member companies are estimated to have turned out another 300,000 sets, with their rate of production constantly increasing. Total production since the end of the war is estimated by RMA to have reached 3,500,000.

Turnout of sound radio sets also rose sharply, with nearly 200,000 units equipped for FM reception. These included 122,603 FM-AM and FM only sets and FM reception bands on 60,108 TV sets.

A total of 787,533 AM-only sets brought the month's total of all types of sets to 1,324,359—the only time this year the total has exceeded the million set mark. The November total of AM-only sets was 200,000 above the highest previous mark for the year.

## Beef Giveaway Prizes For WMGM's Pet Beefs

Prizes of beef for expressing pet beefs are being offered over WMGM each Sunday on the Public Performance program sponsored by the Public National Kosher Meat Products. Peeves ranging from "cab-drivers who never have change when the fare is 65 cents" to the girl in the office who has nothing to do and roams about asking "How's it going?" have been expressed.

Prizes of delicatessen are given on the show which also includes the songs of Seymour Reichtzeit and the Feder Sisters.

Other gripes heard in recent weeks include the woman sports enthusiast who calls baseball players cute, wrestlers handsome brutes, and jockeys little boys and the guy at a party who always walks over the women and shouts "Let's play strip poker."

## Experimenting With FM For Wired Music Service

Philadelphia — Experiments with FM radio as a replacement for leased telephone wires to transmit canned music are being conducted by the Muse Art Corporation, distributor of Muzak Wired Music Service in this area. Tests to obtain proof that FM can provide satisfactory service have been made in the past few months, according to John B. Kelly, president of the corporation.

Engineers believe that with certain modifications, FM can replace the leased lines, Kelly says. However, he added, no decision will be made until final tests have been made.

The tests have been conducted on WIBG-FM.

## Set Production Figures

Below is a month-by-month tabulation of set production as reported by RMA:

	TV	FM-AM and-FM	AM only	All Sets
January .....	121,238	147,733	561,900	830,871
February .....	118,938	98,969	49,831	716,538
March (five weeks) .....	182,361	71,216	607,570	861,147
April .....	166,536	37,563	468,906	673,005
May .....	163,262	28,388	449,128	640,778
June (five weeks) .....	160,736	40,512	471,342	672,590
July .....	79,531	23,843	318,104	421,478
August (five weeks) .....	185,706	64,179	559,076	808,961
September .....	224,532	70,936	461,532	757,000
October .....	304,773	83,013	587,267	975,053
November (five weeks) .....	414,223	122,603	787,533	1,324,359
Total .....	2,121,836	788,955	5,770,999	8,681,780

## Blair Staff Expanding; Opening Dallas Office

(Continued from Page 1)

Texas with Clarke R. Brown, veteran time-buyer and salesman, in charge.

Other Blair offices are located in Chicago, New York, Los Angeles, San Francisco, Detroit and St. Louis. The new Dallas office will be located in the Rio Grande Building.

### Brown Will Be Manager

Brown, manager of the new Dallas office, was radio director of Lake-Spiro-Furman, Memphis agency, from 1938 to 1946. He handled the buying activities for the Plough, Inc. account. Later he was media director of the Harry B. Cohen agency in New York and following that was radio and TV director of the Gardner Advertising Agency, St. Louis. For the past year he has been general sales manager of the Texas State Network. He will continue to handle regional representation for the Texas web which is already represented nationally by the Blair firm.

## Mutual Programs Provide Xmas Gifts For Children

A co-operative venture by Mutual network programs and MBS affiliated stations has resulted in the collection of more than one million gifts of toys and clothing for underprivileged or war-suffering children at home and abroad. Carleton Morse will distribute clothing and toy gifts to war-orphaned at the San Michele Colony in Rome, Italy, on Christmas Day.

In addition to the Morse distribution of gifts, more than 200,000 American underprivileged children will receive Christmas mementos from the Salvation Army on Christmas Eve. The Salvation Army gifts were rounded-up by Tom Moore, emcee of "Ladies Fair." Each is hand made and home made.

More than 675,000 children's gifts were contributed to "I Love A Mystery" and "The Bob Poole Show" by Mutual listeners. Both of the latter campaigns were conducted in co-operation with the Foster Parents' Plan for War Children, Inc.

## Five Pillsbury Programs Set For CBS Network

Chicago — When Pillsbury Mills, Inc. of Minneapolis starts sponsorship of the 9:15 to 9:30 a.m. (CST) segment of Arthur Godfrey's show on April 10, 1950, the flour firm will be sponsoring five major programs on the CBS network.

In addition to Godfrey, the other shows will be: "Pillsbury House Party," formerly heard on ABC, which switches to CBS, January 3rd; "Fun to be Young," a new show put together especially for Pillsbury's west coast subsidiary, Globe Mills, which starts January 7; "Grand Central Station," which has been sponsored by Pillsbury for five years; and Cedric Adams, newspaper columnist and commentator, whose daily five-minute program will follow "House Party."

The complete revised schedule is as follows: Art Linkletter's "House Party," 2:30 to 2:55 p.m. (CST) CBS coast-to-coast and Cedric Adams, 2:55 to 3:00 p.m. (CST); Both shows are five days a week. "Grand Central Station," 11:30 to 12:00 p.m. noon on Saturdays; "Fun to be Young," audience participation show with Jay Stewart, one of the west coast's most popular emcees, Saturdays 11:30 to 12:00 noon (PST) on a Pacific Coast regional network which includes Salt Lake City; and the Arthur Godfrey show, which will be at 9:15 to 9:30 a.m. on Mondays, Wednesdays and Fridays one week and Tuesdays and Thursdays on alternating weeks.

## Labor-Management Series To Be Continued On ABC

ABC will continue its Labor-Management broadcast series during 1950, it was announced yesterday. The broadcast procedure, however, will be reversed with the first 15-minute time segment, 10:30 to 10:45 p.m. being devoted to management and the second segment, 10:45 to 11 p.m. being devoted to labor. New time arrangement bowed last night.

Robert Nathan, the labor economist, will speak for the CIO and the NAM's "This is Your Business" will represent management during the first eight weeks of the series.

## P. R. Venture Rumor Denied By Gardner

(Continued from Page 1)

is no truth in any of the stuff that they print about it," Gardner said. "I am very happy—the sponsor is very happy—the writers are very happy and the only people who seem to be unhappy are the guys who don't understand the whole thing."

Teodore Moscoso, Jr., president-general manager of the Puerto Rico Industrial Development Company, confirmed the comment of Gardner.

"It has been forcefully brought to our attention," Moscoso said, "that Ed Gardner is being criticized for avoiding taxes because of his having moved his production activities to Puerto Rico. These accusations have been both unfair and untrue."

### "Must Qualify"

"First of all, anyone who lives and works in Puerto Rico is not subject to Federal Income Taxes on income earned in Puerto Rico. In the case of Gardner, he first must qualify under the U. S. Internal Revenue Code regulations, as to Puerto Rican residence and income, before any exemptions apply to his earnings."

Secondly, Gardner was definitely not granted exemption from Insular taxes solely on the basis of his radio recording activities. The certificate of qualification under our Insular laws was granted only because Gardner established a new, complete, independent production unit in Puerto Rico—to plan and film full length feature motion pictures as well as short subject films for television programs, in addition to his radio programs.

"He's posted a bond of \$250,000.00 of his own money—a business investment in good faith—and unless the film productions are forthcoming, local tax exemptions will not be operative."

## Short Wave Broadcast Hits Roumanian Market

Sales of textiles, foodstuffs, cigarettes and other goods skyrocketed recently in Romania following a Voice of America broadcast about Romanian currency troubles. The broadcast increased fears among the Romanian populace that they faced another currency devaluation.

Rumors of impending currency stabilization moves have been prevalent in Romania for some time but the buying spree really started following the broadcast which reported that the Bulgarian State Bank was refusing to change Romanian currency.

A reliable source close to the Romanian State Bank said that the Bulgarian move was brought solely on by the growing Romanian currency balance there. He said that Bulgaria had temporarily halted from buying Romanian goods and exchanging Bulgarian money for Romanian money.



## *Deep are their* **roots**

With television, you see far beyond the horizon. Radio brings you sounds from around the world. Electron microscopes peer deep into the world of the infinitesimal.

These, and other "leaves" on our new tree of knowledge are rooted in creative research—as carried out at RCA Laboratories in Princeton, N. J. Here, research scientists seek new scientific principles, improve on old ones, or put them to new uses.

Already on their achievement list are hundreds of important and basic developments in electronics, television, radio, electron tubes, radar, and recorded music. RCA research works continually to give you better products.

Examples now working for you include: Today's sharp-eyed Image Orthicon television cameras, television picture tubes, compact portable radios made possible by tiny new RCA electron tubes, the 45-rpm record-playing system with the fastest record changer

ever devised and distortion-free records.

Research in your behalf: Creative research into new principles is another way in which RCA Laboratories work to improve your way of living. Leadership in science and engineering adds *value beyond price* to any product or service of RCA and RCA Victor.

*Examples of the newest advances in radio, television, and electronics—in action—may be seen at RCA Exhibition Hall, 36 West 49th St., N. Y. Admission is free. Radio Corporation of America, Radio City, N. Y. 20.*



**RADIO CORPORATION of AMERICA**

*World Leader in Radio — First in Television*

# TELEVISION DAILY

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## TV RIGHTS ACQUIRED TO RANK PIX

### TELE TOPICS

**F**OLLOWING "STUDIO ONE" on CBS in New York Monday nites is an informal quarter hour presided over by Faye Emerson, without a doubt the most attractive and charming girl on the air these days. The show isn't much—some gossip by Miss Emerson and possibly a guest or two—but the personality of its hostess is so great that it usually makes mighty pleasant viewing. Most of the time Miss E. talks about the parties and first-nights she attends. It's not bad, as such chatter goes, but we've got a hunch that it would be much more interesting if her material were not so heavily coated with the glossy or nite club side of show business. Miss Emerson has definite ideas of her own on almost every subject, and we'd like to hear her talk about them free from the custom that prevents a performer from saying anything but kind words about fellow artists in public. . . . Commercials for milady's footwear by Ansonia that looks all but impossible to walk in are effectively delivered by Neva Patterson and fit neatly into the rest of the segment. Hardie Frieburg is the producer and Dick Linkroum directs. . . . We'd like to repeat Miss Emerson's New Year wish for her audience because it illustrates a point made above—"A world that's free, a peace that's real and a life that's a little better this year than it's ever been before."

**S**CORES OF PRESS RELEASES heralding all sorts of activities pass our desk every day. Most are widely divergent in both content and style, but almost all from stations and networks have one thing in common—they seldom mention competitors. We were quite startled, therefore, to receive the following in a wire from a station in Ohio that we shall call, with great originality, Station A: "The announcement by Station A that it would carry a 15-hour schedule on Christmas Day starting at 8 a. m. threw consternation into the ranks of its competitors Stations X and Y." We print this for whatever value it may have to instructors in trade publicity. We withheld the station's call letters because for all we know Stations X and Y may have thrown consternation out of their ranks and right back at Station A.

**R**CA VICTOR completing plans for introduction of their new receiver line featuring a 16-inch set for \$300. . . . Another casualty of the New York water shortage is water polo at NYAC, scheduled for WOR-TV coverage Jan. 11. Station will air the Columbia-Fordham basketball game instead. . . . "That Wonderful Guy," situation comedy series produced by Charles Irving and starring Neil Hamilton and Jack Lemmon bows on ABC Jan. 4, 9-9:30 p. m. Featured will be Cynthia Stone and Jo Hurt.

### Intensive Spot Drive Set By Chevy, N. Y.

One of the most heavily concentrated spot campaigns in TV was launched yesterday by Local Chevrolet Dealers Association (New York, New Jersey and Connecticut) to plug the unveiling of the 1950 car.

The drive, which runs through Jan. 11, provides for nearly 300 airings of one-minute teasers and new car commercials. Success of a similar campaign for the 1949 Chevrolet is the basis for the expanded TV drive. Campbell-Ewald is the agency for the dealers and films were made by Archer Productions.

Using all six New York stations, the campaign calls for complete blanketing of WOR-TV, with the spots to be seen on every available program every night for the two week period. Participations and station breaks have been bought on the other stations.

Spots will be used also on the Association's four local shows "Pantomime Quiz," WCBS-TV; "Famous Jury Trials," WABD; "Roller Derby" WJZ-TV, and "Winner Take All," WCBS-TV.

### WPIX Sells Boxing Show To N. Y. Hudson Dealers

Hudson Dealers of Metropolitan New York will sponsor Saturday night boxing from Ridgewood Grove over WPIX beginning Jan. 7. Thirteen-week contract was placed through Klores & Carter. Guy Lebow will describe the bouts and Jack Murphy will direct.

## Four Chicago-N. Y. Channels Will Be In Work By Summer

A fourth westbound channel between New York and Chicago will be placed in operation by AT&T next summer thus eliminating time-sharing by the four webs now feeding network programs.

The additional channel will be provided by a \$12,000,000 microwave relay hookup between the two cities. The 31 towers comprising the link have been completed and installation of equipment and testing is expected to be completed by summer. The hookup eventually will be extended to about 50 relay stations reaching Omaha and Des Moines. There are now three westbound

### TvA-SAG Meet

The boards of TvA and SAG have agreed to meet Jan. 6 to discuss their differences and proposals for peace in jurisdiction for TV talent. Place of the meeting and conditions are still being negotiated, with TvA suggesting New York and SAG holding out for Hollywood. TvA has offered to pay half the expenses of the SAG delegation should the meeting be held in New York.

### Feature Low Price Set In New Philco Line

A new low-price 12½ inch receiver has been introduced by Philco. Frederick D. Ogilby, v-p in charge of radio and television sales revealed yesterday. Philco has also introduced six other new TV models for 1950, he announced.

The model 1403 with the 12½ inch screen will retail for \$199.95 and has built-in aerial, Ogilby said. It provides a 97 square inch picture and has 20 tubes and two rectifiers.

Other models introduced range in price from \$229.95 to \$479.95 and contain such Philco features as "No Glare" optical system, new super-power circuit and high gain automatic station selectors. The most expensive model is a combination television receiver and radio-phonograph. The phonograph of this receiver plays all speeds of records, Ogilby added.

The v-p said that production is now in excess of 15,000 sets a week for tele receivers.

### Standard Gets 75, All Produced Since '44

Standard Television Corp. has acquired exclusive TV rights to 75 J. Arthur Rank feature films, all produced since 1944, it was announced yesterday by Irving Shapiro, president of Standard, who negotiated the deal with Robert S. Benjamin, president of the Rank organization in the U. S.

About fifty of the films included in the package have never before been shown in this country and all of these have been produced during the past two years. Total production costs of the 75 films is \$50,000,000.

Among those which have received theatrical exhibition in this country during the past two years are "I Know Where I'm Going," "Tawny Pipit," "Nicholas Nickleby," and "Waterloo Road."

According to Shapiro, "Mr. Rank's courageous and forward step in the development of the television market will result in a greater spread of distribution and greater profits for all motion picture companies."

Robert H. Wormhoudt is general manager of Standard, and Howard Linkoff heads advertising sales.

### NBC Names McPartlin Sales Chief Of WNBQ

Chicago—John McPartlin, a member of the NBC Chicago national spot sales staff for the past six years, has been appointed sales manager of NBC's local TV station, WNBQ, according to an announcement made here this week by I. E. Showerman, NBC vice-president and WNBQ's general manager.

George Morris, Jr., formerly on the sales staff of the web's local AM outlet, WMAQ, was named by Showerman as McPartlin's assistant.

McPartlin had been acting as coordinator of TV sales for both local and national spot sales under Oliver Morton, NBC central division national spot sales manager.

### Hooper's Top Ten (Network-November)

Texaco Theater...	NBC	65.0
Toast Of Town...	CBS	48.6
Talent Scouts...	CBS	42.8
Stop The Music...	ABC	39.1
Godfrey Friends...	CBS	39.1
Fireside Theater...	NBC	38.1
Studio One.....	CBS	36.0
Big Story.....	NBC	35.9
Amateur Hour....	NBC	35.7
Lone Ranger.....	ABC	34.8

and one eastbound channels available by coaxial cable. When the new relay system is opened it will provide the additional westbound channel and the current eastbound channel will be moved from the coax to radio relay. The eastbound TV channel now on the coax will be converted to telephone use.

### Towers 25 Miles Apart

The microwave link, in construction since August, runs through central New Jersey, Pennsylvania, Ohio and Indiana. Towers are from 60 to 200 feet in height, depending on local elevation, and are about 25 miles apart.

## AGENCIES

**P**ROCTER & GAMBLE has appointed Leo Burnett Co., Inc. Chicago, to work on a special advertising project.

**E. HOWARD YORK** has been elected a v-p of Doremus & Co., effective January 3. He is now in charge of the agency's Philadelphia office.

**VICTOR ARMSTRONG** will be transferred from J. Walter Thompson Company's New York office to its San Francisco office on January 1. The agency is also moving Carl Rhodes and Lyman Avery from the Detroit office to New York.

**THE DANIEL F. SULLIVAN CO.** of Boston has moved from the Statler Building to new quarters in the Union Savings Bank Building at 216 Tremont St., near Boylston.

**BOWKER & CO., INC.**, a new national public relations and advertising agency, has opened in Toledo, Ohio. Benjamin C. Bowker, president, was formerly assistant to the president and assistant to the chairman of the board of Willys-Overland Motors.

**ROBERT E. BOUSQUET** has been named v-p of Chambers & Wiswell, Inc. Boston, effective January 3.

**LAWRENCE WISSER** has been named to the executive staff of Storm & Klein, Inc. He was formerly with Lawrence Fertig & Co., Inc. and Federal Advertising Agency, Inc.

**BRISTOL-MYERS COMPANY** of Canada, Ltd., Toronto, has appointed Kenyon & Eckhardt, Ltd., for Resistab, a new antihistamine.

**JOHN D. SMALL** has been elected a v-p of Emerson Radio & Phonograph Corp. He will continue as an executive assistant to the president.

**WEISS AND GELLER**, New York, announces the appointment of Ernie Byfield, Jr. as director of television, effective immediately. Byfield was formerly assistant director and director of sustaining shows at NBC-TV, and for two years was a film writer with MGM in Hollywood. Prior to that he was in charge of the frozen foods division of College Inn food products.

**BETTY POWELL**, formerly time-buyer at BBD&O, has been appointed radio director of America's Future, Inc., non-profit, educational foundation. She succeeds T. R. Ewart, who has returned to his public relations business in Dallas. Miss Powell will direct promotion of the weekly transcribed series, "Americans, Speak Up!," heard every Monday night over New York's WINS and on approximately 100 station coast to coast.

## 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 Peatman, Director. Survey Week of December 16-22, 1949

TITLE	PUBLISHER
A Dream Is A Wish Your Heart Makes.....	Walt Disney
A Dreamer's Holiday.....	Shapiro-Bernstein
All The Bees Are Buzzin' 'Round My Honey.....	Santly-Joy
Bibbidi Bobbidi Boo.....	Walt Disney
Bye Bye Baby.....	J. J. Robbins & Sons
Charlie My Boy.....	Bourne
Dear Hearts And Gentle People.....	E. H. Morris
Don't Cry Joe.....	Harms
Envy.....	Encore
Farewell Amanda.....	Chappell
Festival Of Roses.....	Witmark
Hush Little Darlin'.....	Michael
I Can Dream Can't I.....	Chappell
I Must Have Done Something Wonderful.....	(Undetermined)
I Never See Maggie Alone.....	Bourne
I Wanna Go Home With You.....	Paxton
If I Ever Love Again.....	Paxton
I've Got A Lovely Bunch Of Coconuts.....	Cornell
Jealous Heart.....	Aculf & Rose
Merry Christmas Polka.....	Alamo
Merry Christmas Waltz.....	Advanced
Mistletoe Kiss.....	Shapiro-Bernstein
Mule Train.....	Walt Disney
Old Master Painter.....	Ribbins
River Seine.....	Remick
Room Full Of Roses.....	Hill & Range
Rudolph The Red-Nosed Reindeer.....	St. Nicholas
Slipping Around.....	Peer
Stay Well.....	Chappell
That Lucky Old Sun.....	Robbins
There's No Tomorrow.....	Paxton
You're Always There.....	Bregman-Vocco-Conn

## Second Group

A Thousand Violins.....	Paramount
Crocodile Tears.....	Johnstone-Montei
Daddy's Little Girl.....	Beacon
Everything They Said Came True.....	Johnstone-Montei
Happy Times.....	Harms
Hop Scotch Polka.....	Cromwell
I Want To Wish A Merry Christmas.....	Republic
If It Doesn't Snow On Christmas.....	Lombardo
In Santiago By The Sea.....	Life Music
Johnson Rag.....	Miller
Just A Kiss Apart.....	J. J. Robbins & Sons
Just For Fun.....	Paramount
My Love Loves Me.....	Famous
My Street.....	Campbell
Rain Or Shine.....	Bregman-Vocco-Conn
She Wore A Yellow Ribbon.....	Regent
Sitting By The Window.....	Shapiro-Bernstein
Souvenir.....	Beacon
There's A Bluebird On Your Windowsill.....	Mellin
Too-Whit Too-Whoo.....	Gallico
Toot Toot Tootsie Goodbye.....	Feist
'Way Back Home.....	Bregman-Vocco-Conn
Wishing Star.....	Broadcast Music
Younger Than Springtime.....	Chappell
You're Breaking My Heart.....	Mellin

## COAST-TO-COAST

### Get Well Greetings

Hartford, Conn.—Prosecutor Nathan Hillman of the Police Court here personally thanked listeners of WDRC recently for sending him more than 300 letters and postcards during a serious illness. When he returned home from the hospital, Hillman broadcast via telephone on Jack Zaiman's program over WDRC. Listeners were originally asked to send cards and letters to the hospital patient.

### Radio Engineer Honored

Pittsburgh, Pa. — Duquesne University honored Ted C. Kenney, chief engineer of KDKA recently at ceremonies which dedicated the University's FM radio station WDUQ. The Rev. Francis P. Smith, S.S.P., president of Duquesne, presented a citation to Kenney for his "genuine interest in the cause of education by radio and especially to the establishment and development of educational radio at Duquesne."

### Sinatra WTIC Guest

Hartford, Conn. — Frank Sinatra was a guest on WTIC's "Juke Box Jingles" program on December 5. The "voice" played at the State Theater here over the weekend, and his interview by disc jockey Ross Miller was his only radio appearance in the city.

### Stork News

Stuebenville, O.—It's a boy for Mr. and Mrs. George H. Wilson, Jr. born December 2. George is program director for WSTV, and has currently assumed the role of Santa Claus.

### WMMW Stages Program

Meriden, Conn.—WMMW's Talent Party heard Saturday mornings took to the stage for a benefit performance for child welfare, December 17th and was sponsored by the Meriden Junior Chamber of Commerce. The Talent Party features promising young talent of Central Conn. The stage show and broadcast will emanate from the Meriden Theater.

### Streibert Participates

Athens, O.—Theodore C. Streibert, president of WOR, N. Y., participated in the inauguration ceremonies of WOUI, educational FM station of Ohio University. Streibert was the guest of John C. Baker, president of the University, who headed the ceremonies. WOUI is a 10-watt station and operates on 88.1 megacycles.

### Negotiating Terms

Columbus, Ind.—WCSI-FM is attempting to complete arrangements with WCFL, Chicago, for broadcast rights to the Chicago Blackhawk Ice Hockey Games this year. Station is also negotiating for broadcast rights to Chicago basketball games. WCSI was the key station here to carry the Chicago Cardinals Professional football games, for the past two years.





# RADIO DAILY

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TEN CENTS

## SEE REVENUE OF \$435 MILLION FOR '49

### Staying In Radio-TV, Dorothy Schiff Insists

Dorothy Schiff, publisher of New York Post and owner of KLAC-TV, Los Angeles, and KLAC, said yesterday "I do not intend to sell KLAC and KLAC-TV. During this past week I refused two offers that were in excess of \$1,250,000. It is my sincere intention to remain in the television and radio business. KLAC and KLAC-TV have progressed far beyond any of our expectations. From progress of late it appears that KLAC-TV will be one of first television stations in a major city to strike black."

### Hughes Forms Company For Sale Of AM-TV Shows

Chicago—Formation of a new service for stations called Rush Hughes Radio and Television Features was announced here this week by Hughes, 25-year radio veteran, who said he will offer a "sales-aid" service to a 12-state area.

Rather than syndicating shows, Hughes said he will aid stations to sell shows patterned after successful ones he has aired and will "break" (Continued on Page 2)

### Graham, Cone Named To D. Of C. Committee

Washington Bureau of RADIO DAILY Washington — Appointment of Philip Graham, president of WTOP, Washington, and publisher of the Washington Post, as vice-chairman of the Commerce Department's Advertising Advisory Committee has been announced by Secretary of Commerce Charles Sawyer.

Stuart Peabody, assistant vice- (Continued on Page 3)

### \$64 Question

"What one book, one play, one movie—and one entertainer—do you think has the best chance of being remembered 50 years from now?" is the question being put to WNEW listeners by Gilbert Seldes on his Lively Arts program. On Sunday, January 1 at 10 p.m. Seldes will broadcast his listeners' opinions majority choices.

### Debate

"Television, 1950 — Good or Bad?" will be the topic on the American Town Meeting of January 3 over ABC from 9 to 9:30 p.m. Cartoonist Al Capp will support the good side while Norman Cousins, editor of the Saturday Review of Literature, will take the opposite viewpoint.

### Bowl Broadcasts Set For New Year's Day

CBS, which has exclusive broadcast rights to both the Rose Bowl and Orange Bowl grid classics on January 2, has planned extensive pre-game coverage of festival activities prior to the actual game broadcasts.

The web kicked-off its previews of the Pasadena Rose Bowl Game with a special broadcast on Dec. 23 from the West Coast which featured a top roster of CBS talent and the Queen of the 1950 Tournament of Roses, Marion Brown, a Pasadena College freshman and her six-girl court of honor. The network also (Continued on Page 6)

### Clay Morgan Resigns As Executive Of NBC

Clay Morgan, an executive of NBC for 13 years, 12 of which he served as assistant to the president, has resigned as of December 31 to enter business for himself as an independent public relations and publicity consultant.

Morgan, widely known in press (Continued on Page 2)

## Don Lee License Renewed; Coy Voted For Revocation

Washington Bureau of RADIO DAILY Washington — Although it found the network in wilful violation of the network rules, a majority of the FCC has voted to renew the station licenses of the Don Lee Broadcasting System. Chairman Wayne Coy and Commissioner Frieda B. Hennock voted to revoke the licenses, while Commissioner Paul Walker did not participate. The stations are

## NAB Expects Figure 4.5% Above '48, But Operating Expenses Are Up For Member Stations, Webs

### Threat Of Web Strike Continued Yesterday

Directors affiliated with the New York local of the Radio and Television Directors Guild "will definitely go out on strike sometime Saturday, Dec. 31" if their demands for network recognition and wage and hour adjustments are not met. Ben Meyers, attorney for the Guild yesterday told RADIO DAILY between negotiation meetings at NBC. Meyers said that the major obstacle "at (Continued on Page 2)

### Soap Company Using Spots On 6 ABC Outlets

Colgate-Palmolive-Peet Company has signed a contract of \$205,738 for spots during 1950 on six ABC stations. The order covers 80 announcements and participations a week on WJZ, New York; WENR, Chicago; (Continued on Page 3)

### Sellers Will Join NAB To Serve FM Division

Washington Bureau of RADIO DAILY Washington — NAB announced yesterday that Edward L. Sellers, formerly executive director of FMA, will join its staff on Jan. 1. FMA is in the process of merging with NAB. (Continued on Page 2)

Washington Bureau of RADIO DAILY Washington — NAB predicted yesterday that the total 1949 broadcast revenue will top \$435,000,000. This is 4.5 per cent better than last year, but operating expenses are believed to have risen 4 per cent. A possible fresh decline in overall average profits in 1949 was foreseen by (Continued on Page 3)

## Symphonic Series Set For ABC Presentation

The realms and mood of true American orchestral music will be explored by the American Arts Orchestra under the direction of Karl Krueger on a new ABC series from 10 to 11 p.m. (EST) beginning Tuesday, February 6.

Dr. Krueger, one-time conductor with the Detroit Symphony Orchestra, is now in the process of integrating the new orchestra group. He said for the first season "the American (Continued on Page 3)

## Hudnut Will Sponsor New Winchell Series

Walter Winchell will get a new sponsor, William R. Warner & Co. Inc. in behalf of Richard Hudnut Permanent Wave and other hair products, on January 1 for his ABC (Continued on Page 3)

### Overseas Interview

Israel G. Jacobson, director in Hungary for the American Joint Distribution Committee who was held a prisoner and expelled by Hungary, was heard on the NBC News of the World program last night at 7:15 p.m. Jacobson was recorded on tape by the network following his release by the government in control in Hungary at the present time.

KGB, San Diego, KDB, Santa Barbara, KFRC, San Francisco, and KHJ and KHJ-FM, Los Angeles. In view of the extensive findings in which the Commission sets forth violation after violation of the network rules, the decision to renew appears to be supported only by a desire on the part of the Commission not to tear apart the entire (Continued on Page 6)

## COAST-TO-COAST

### New WHDH Musical

Boston, Mass.—A new Sunday quarter-hour, presenting mezzo-soprano Murielle Halle, has been logged by WHDH. Sponsor is the Habitant Soup Company of Manchester, New Hampshire and Montreal. The program, titled "Revue Musicale," also features organist Kenneth Wilson, Bill Green at the piano and violinist Don Gordon. Musical comedy hits, light classics and French art songs are the show's ingredients.

### WTAM Receives Award

Cleveland, O.—WTAM has been presented with a Safety Award by the Greater Cleveland Safety Council and the Industrial Commission of Ohio. As group winner, WTAM was cited for "outstanding effort and achievement by their supervisory forces and employees" in maintaining such a high safety standard. Jacob E. Hines, WTAM program director, represented the station at the presentation luncheon and received the award in WTAM's name.

### Quinn Added To WBTV Staff

Charlotte, N. C.—Bill Quinn, formerly with radio station WTYC in Rock Hills, S. C., has been added to the production staff of television station WBTV, according to an announcement by Larry Walker, director of the WBT television operation. Quinn is working with Charles Bell, production manager. He has been associated with the Columbia University station in N. Y., WKLB at North Adams, Mass., as continuity chief; assistant program director of the rural radio network at Ithaca, N. Y. prior to his work in Rock Hill.

### Triple Celebration

Philadelphia, Pa.—Ramon Bruce, disc jockey of radio station WHAT, presented the third "Snap Club" dance on December 16th. The "Snap Club" is a program conducted by Ramon Bruce heard daily over WHAT, boasting a membership of over 10,000. Each month a dance is held for the members at one of the local dance halls. On December 16th, there was a triple celebration, the monthly dance, the birthday of Ramon Bruce, and his 4th anniversary at WHAT.

### Local Contest Winners

North Platte, Neb.—The winner of a speech contest jointly sponsored by the Junior Chamber of Commerce here and radio station KODY has been declared the winner of the statewide "I Speak For Democracy" competition. Miss Lorna Wilson from here was declared the state winner over 18 finalists at Lincoln. A transcription of her speech will be sent to Tulsa, Oklahoma, for the regional finals.

### Jerry Grove Joins WHAT

Philadelphia, Pa.—Jerry Grove has joined the announcing staff of WHAT. Jerry was formerly with station WIP.



### Man About Manhattan. . . !

● ● ● **BIGTOWN SMALL TALK:** A west coast radio columnist is toying with the idea of starting a letter-writing campaign to draft Fred Allen back to the airwaves. He can have our signature right away. . . . Lennen & Mitchell very happy with the new Hooper. Old Gold is the only advertiser to wind up with two TV'ers among the top ten—"Stop the Music" in 4th slot and "Amateur Hour" in 9th. Agency especially tickled since both shows are so low-budgeted. . . . Hy Gardner to be heard as crystal-ball'er on "We the People" tomorrow. . . . Vic Sack, director of CBS' "Grand Slam," planned to San Francisco to tie the well-known knot. . . . Marion Dougherty joining J. Walter Thompson as assistant to Bob Tucker, head of talent. . . . Earl Peed, editor of Telecast, will be a Daddy before the new year is a month old. . . . Ivon Newman, WVNJ veep, huddling with the Daily Mirror's Over-the-River columnist, Eddie Zeliner, regarding a nitely series of chatter beamed for the L. I.-Bklyn trade. . . . Best of the TV spots, in our book, are Spry and BVD. Of the 'live' spielers, give me Rex Marshall batting for Auto Lite on "Suspense."



● ● ● Credit Alton Alexander with a sensational adaptation of "Alice in Wonderland" and dip your lid to Lester Lewis for putting on a great Christmas Eve stanza on his "H'wood Screen Test"—prob'ly the finest session the show has yet enjoyed. Franklin Pangborn, as White Rabbit, and Jean Aubuchon, as Alice, were thoroughly delightful in the sketch. In fact, the whole idea went over so big that for New Year's Eve, Lewis will offer "David Copperfield," with Edward Everett Horton as Micawber.



● ● ● **THE MORNING MAIL:** "Dear Sid," writes Wallace A. Walker, gen'l manager of WFCI, Providence, R. I. "I was very interested to note the item in your col'm of Dec. 22nd regarding using Walter Kiernan on a big night-time variety show. I have talked to ABC many times in the past two years urging the exact same thing. Many other station managers have agreed with me and we would be most happy if someone could bring this to a head." (Ed. note: What do I hafta do now to get some action—get up a petition?)



● ● ● Incorporation of the firm of Roger Brown, Inc., as successor to the Earle Ferris Co., Inc., has just been announced. All stock in the predecessor company has been obtained by Brown, who is the firm's new president. Earle Ferris will serve as chairman of the board. Roger Brown, who's 35 years old, joined the Ferris organization in Nov. 1945, and became gen'l manager in '46. Earle Ferris will continue as a public relations counsel, as well as operating Radio Feature Service, Inc; Hope Associates Corp., and as N. Y. head of the Ferris and Harshe partnership.



● ● ● Ralph Slater, the famed hypnotist just back from a year in England, asks the col'm to contact Bob Tighe, former managing editor of Radio & Television Journal. Seems Ralph needs Tighe as a witness for a case that comes up in the Brooklyn Federal Court Jan. 4th. It further seems that the manufacturers of sleeping pills are no end irked with friend Ralph over his "Time To Sleep" record, claiming that it is impossible to be put to sleep from the playing of the record. Ralph sez if he can't prove his case, he'll eat the record—and it's made of vinalite. As an innocent bystander, our dough is on Slater. We've seen him work too often to doubt his powers. If Bob Tighe is listening in on this, he can reach Ralph at 155 W. 72nd St., N. Y. C.

## AGENCIES

**T**HE NATIONAL ADVERTISING AGENCY web will hold its annual eastern meeting in the Warwick Hotel, Philadelphia, on January 28-29. Fort Wayne, Ind., will be the scene of the western meeting on January 20-22 at the Van Orman Hotel.

KAY ROBERTS has severed affiliations with Mildred Fenton. She has retained clients Cathy Mastice, Sheriff Bob Dixon and Dickie Orlin in addition to three package shows and other deals.

SEWARD SMITH has joined the New York staff of Brooke, Smith, French & Dorrance, Inc.

STANDARD VARNISH WORKS to Lucerna Company, Inc. Radio television, newspapers, magazines and trade papers will be used.

AMERICAN HALVAH CANDY PRODUCTS have appointed the Alvin Epstein Advertising Agency. Jean Epstein is the account executive.

J. STUART MACKAY has been named assistant general manager of All-Canada Radio Facilities Ltd., effective January 1.

THE PAUL LYNN HELLER ADVERTISING AGENCY of Washington, D. C., will operate as a corporation after Jan. 1.

KING-SIZE SHOES, INC., of Brockton, Mass. to David O. Alber Associates, Inc. for a promotion campaign.

RIKERS, INC., New York Restaurant chain, has engaged William Warren, Jackson & Delaney. Radio advertising will be used. Contracts have been signed with WJZ, for a 13-week test campaign. Stevens P. Jackson is the account executive.

**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  
HENRY GREENFIELD, Mg. Director N.Y. 19  
117-119 W. 46 St.

**SEE PAGES  
1131 to 1144**

FOR A COMPLETE  
SECTION  
DEVOTED  
TO

**FREQUENCY  
MODULATION**

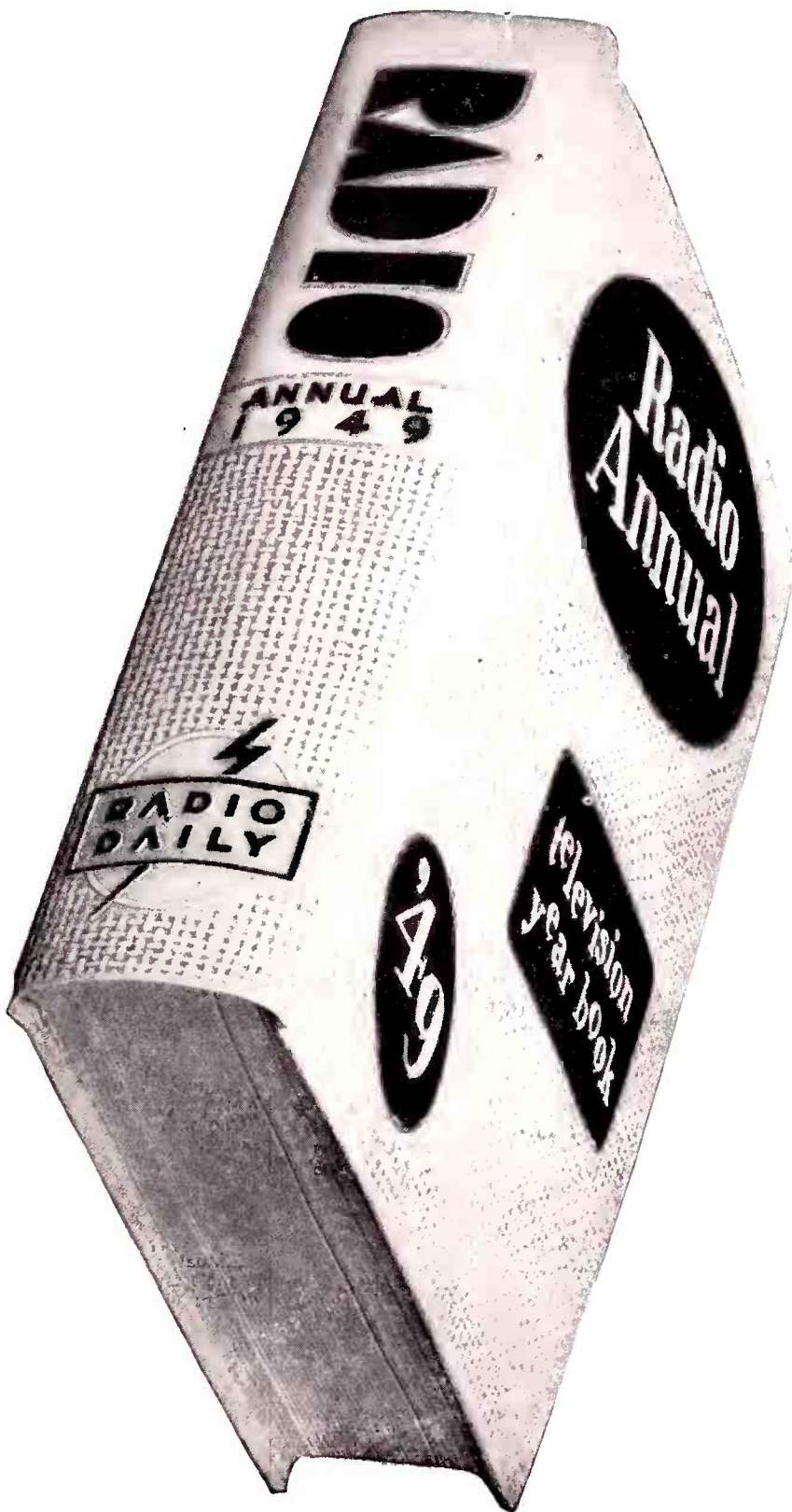
GIVING  
FM STATIONS  
IN OPERATION

—  
FM ASSOCIATION  
PERSONNEL  
&  
OTHER  
USEFUL  
INFORMATION



ONE OF 1001  
SUBJECTS COVERED  
IN THE

**RADIO ANNUAL &  
TELEVISION  
YEAR BOOK  
for 1949**



## Renew Don Lee Web License; Coy Opposed

(Continued from Page 1)

structure of today's network broadcasting. It is well authenticated that the Commission has before it charges of as serious a nature against the major networks. Had it refused to renew the Don Lee licenses it might have been forced to take similar action against the national network, in view of insiders here.

What seems likely is that the entire picture of network operation will be studied in a general hearing as soon as the Commission can find the time to call it. A tightening of the network rules may then be sought, with renewed warnings that compliance will be expected.

### May Revise Communications Act

In the meantime, the Commission is thought to be determined to push its efforts on Capitol Hill for revisions of the Communications Act which will make it better able to cope with violations of the sort engaged in by Don Lee. Specifically, the Commission is certain to try to win the right to impose penalties less severe than license revocation.

"Had the authority to order a suspension, assess a penalty or impose some other action of less than a 'death sentence' we should have no hesitancy whatsoever in doing so in this case," the Commission majority said yesterday.

Earlier in the same paragraph it stated after 43 paragraphs of findings of violation that "we are convinced that the attitude which responsible Don Lee officers displayed in this record with respect to the Commission's chain broadcasting regulations—an attitude which can at best be characterized as one of indifference — warrants critical examination of the qualifications of the applicant to be a broadcast licensee."

**Jones Supports Miss Hennock**  
Commissioner Robert F. Jones, one of the majority, said he agreed with Miss Hennock's dissent, but that he could not deny the Don Lee renewals because "the activities of other major networks described in complaints and other facts in the Commission files parallel the prima facie evidence upon which the Commission designated the Don Lee applications for renewal on February 15, 1946. Since no other major networks' licenses have been designated for hearing while the instant proceeding has been pending, equal justice under the Commission's network rules requires that the licenses of Don Lee Broadcasting System be renewed."

AC - DC Transcription Players  
Tape, Wire, Disc Recorders  
Sales-Rentals-Service  
**MILLS RECORDING CO.**  
161 N. Michigan Ave.  
Chicago, Ill. De 2-4117

## WINDY CITY WORDAGE

By HAL TATE

● ● ● James Shelby, radio director of the McCann-Erickson ad agency, left over the week-end for a two-week stay in Florida. He'll spend some time in Tampa and then goes on to Miami. . . . Bradley Kincaid, the original "Kentucky Mountain Boy," now a WWSO (Springfield, Ohio) executive, will be featured guest on the Phillips 66 WLS-National Barn Dance on Saturday night. . . . New World Distributors, local DuMont TV set distributors, have renewed Frann Weigel's "Stop the Record" show on WGN-TV for an additional 13 weeks. Show, a daily hour program broadcast on WGN-TV, is a Rose Dunn-Stan Joel package. . . . Montgomery Motor Sales is trying something new in this country by starting sponsorship of Sunday soccer games over WBKB. The Sidney Clayton agency placed the business with Jack Flatley, account executive for WBKB.

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● ● ● Beulah Karney, who's been telling the gals around town what cooks for years, will probably launch a regular TV show over WENR in a few weeks. She's had sponsors like Colgate's, Celanese and others on for nearly 8 years on her WENR show. . . . Johnny Desmond, singing star of Don McNeill's "Breakfast Club," is cutting two new sides for M-G-M records. They're "C'Est Si Bon" and "If You Could Care for Me." . . . Rush Hughes Radio and Television Features gets under way shortly after the first of the year. Rush, one of radio's pioneers having been in the business over 25 years, will not set up a syndicated transcription firm, but will instead lease programs in each locality with local announcers handling the programs. Rush will personally aid stations in making sales in their respective communities. . . . Chuck Acree is now syndicating his "Something to Talk About" column to more than 200 newspapers. His Mutual "Man on the Farm" show goes merrily along.

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● ● ● Radio stars dominate the stage shows which Balaban & Katz is presenting at their neighborhood theaters for the first time in years. Jerry Colonna, Johnnie Johnston, Penny ("Blondie") Singleton head the bill at the Uptown, while Mel Torme, Ella Fitzgerald and Jerry Murad's Harmonicats have star billing at the Marbro. . . . Horace Heidt's find, Dick Contino, heads his own revue at the Southtown. . . . Allied Automobile Company has bought two shows on WBKB—both quarter-hour programs across-the-board. One stars Negro singing star Fletcher Butler while the other is a variety film program. Charles S. Timken Agency handles the Allied account. . . . Robert Savage, continuity editor of ABC in Chicago, was the author of an original script, "The Christmas Story," presented by the web last week.

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● ● ● A two-hour all-star program headed by Henny Youngman, will be presented by WGN-TV New Year's Eve under the sponsorship of the Chicago Motor Club. Art Jarrett, the Step Brothers and scores of other acts will parade before the cameras during the special New Year's Eve party. . . . Esther Rojewski, WBKB camera girl, and Tom Moore of that station's transmitter department eloped and are spending a three-week honeymoon in Florida. Phil Ruskin, a member of WBKB's crew, has been promoted to assistant director. . . . Herbert S. Laufman & Co., TV producers, proud of the records chalked up by two of their programs—Fairteen Club co-sponsored by the Fair store and Pepsi-Cola, and "Women's Magazine of the Air," sponsored by the Hyland Electrical Supply Company. Both shows have chalked up fine ratings and have been renewed numerous times by the sponsors.

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## Bowl Broadcasts Set For New Year's Day

(Continued from Page 1)

plans special programs on Dec. 29, 30, 31 and Jan. 2, featuring Red Barber, the coaches of the California and Ohio State football teams, and assorted celebrities of the sports world and the Tournament of Roses.

Also, CBS will broadcast a description of the colorful Tournament of Roses parade on Jan. 2.

Game broadcast time has been set for 4:45 p.m. to approximately 7:30 p.m. (EST) next Monday. The game will be telecast live over KTTV, Los Angeles, with filmed highlights to be shown over the full CBS-TV web on Tuesday, Jan. 3.

### Three Special Shows Set

Building up to the Orange Bowl contest which pits Santa Clara against the University of Kentucky at Miami on January 2, CBS has announced three special preview broadcasts for Dec. 28, 30 and 31.

Sportscasters Mel Allan and Connie Desmond will do a quarter-hour feature report on the 28th including interviews with Bowl officials and sportswriters. On the 29th, Allan and Desmond will interview the coaches of the Bowl contestants and on the 31st will air a description of the New Year's Eve Orange Bowl Parade at 11:15 p.m. (EST).

The actual game broadcast will be aired from 1:45 to 4:45 p.m. (EST) under the sponsorship of Gillette Safety Razor Co. over the full aural web with a live telecast over WTJV, Miami. Filmed highlights will be telecast to the full TV net on Jan. 3.

### ABC Covering Games

Accounting for a full afternoon's programming on Dec. 31, MBS will air, starting at 1:45 p.m. (EST), exclusive play-by-play descriptions of the annual Blue-Gray and East-West football classics. Sponsored by Gillette Safety Razor Co., the Blue-Gray game will emanate from Montgomery, Ala., and the East-West feature from San Francisco.

The web has also contracted for exclusive coverage of the 'Gator Bowl grid contest from Jacksonville on Jan. 2, starting at 1:45 p.m. (EST). The 'Gator Bowl game will feature the University of Missouri versus Maryland.

Mutual started building interest in the East-West game with a special preview broadcast from the San Francisco Press Club dinner on Christmas Day and also plans a Dec. 29th preview highlighted by interviews of Bowl officials, coaches of the opposing teams and well known sports figures.

### Wisner, Britt For Blue-Gray

Harry Wisner and Jimmy Britt will broadcast the Blue-Gray game and Ernie Smith and Mel Venter will describe the East-West contest.

A 'Gator Bowl preview broadcast has been scheduled for 8:30 p.m. (EST) on Jan. 1, with Al Helfer and Bob Wolfe who will do the play-by-play.

# TELEVISION DAILY

Section of RADIO DAILY, Thursday, December 29, 1949 — TELEVISION DAILY is fully protected by register and copyright

## RECEIVER-PRICE TREND IS DOWN

### TELE TOPICS

THERE'S AN OLD STORY, been around a long time, about an actor who approached vaudeville's leading impressario and offered to commit suicide on stage for \$10,000. "It'll be the greatest act you ever put on," he said. The producer thought this over for a while and then said, "Sounds good, alright, but what will you do for an encore?" . . . This chestnut came to mind as we were watching Milton Berle's return to the Texaco show after a two-week vacation. Every week Berle knocks himself out on the show and assumes an untenable position whereby he must top himself the following week. The result is that the show has fallen into a pattern that is forced and repetitious. . . . This week's edition was no exception. Berle made his entrance from the rear of the studio wearing a striped Gay '90's bathing suit and carrying a parasol. He bounded up on stage and went into his opening monologue. This was all quite familiar and there was nothing new in the rest of the show. The Bogginos tossed each other around, Harry Richman sang a few songs, Boris Karloff appeared as a "painless dentist" in a tired skit with Berle, and Leonard Sues' trumpet stint was full of sound and fury. Berle tried to get cute in the finale, "Uncle Miltie's New Year's Party," and there is nothing more unappetizing than the sight of the comedian in an Eton jacket, lace collar and shorts.

ADD TO TELEVISION's effect on the outside world dept.: In testimony before the Wisconsin Public Service Commission hearing on a fare increase for the Transit Company, Milwaukee, a spokesman for the utility cited TV as a factor for a decrease of trolley and bus riding at night. Many persons who would use public transportation at night are staying at home to watch tele, he said. Milwaukee has only one station, WTMJ-TV, and as of Dec. 1, had 60,546 receivers installed. . . . World Video prexy Henry White checks in at Hollywood's Beverly Hills Hotel Jan. 12 on a week's trip to book talent for "Celebrity Time" and look over properties for "Actor's Studio."

ACCORDING to the Radio City intelligence bureau, Burr Tillstrom and Fran Allison will journey east next month to originate "Kukla, Fran and Ollie" from New York for a week. . . . Colorful ceramic ash trays bearing a miniature receiver model are being sent to the trade by KDYL-TV, Salt Lake City. . . . Hal Tunis, WMGM disc jockey, begins a weekly talent showcase over WATV Jan. 9 under sponsorship of Tele King Corp. . . . Whatever happened to Public Prosecutor; Barney Blake, Police Reporter and Eddie Drake?

### Faulty Station Equip. Hurts Films: Johnston

One of the biggest obstacles to greater acceptance of the film in TV programming is antiquated, non-professional 16 mm. projection equipment in use at stations, Russ Johnston, former NBC film director and now vice-president of Jerry Fairbanks, Inc., said yesterday in an address before the third quarterly forum of the National Television Film Council at the Hotel Astor.

Consequently, Johnston said, even if producers make perfect films for TV, stations will favor live production because of the poor quality of projection. There is no truly professional 16 mm. projection equipment available, he said, although various laboratories are working on projectors utilizing the principle of electronic scanning. Another obstacle to good film projection, he said, is the fact that stations use incooscopes instead of image orthicons in airing movies.

Johnston said that use of film will increase, however, because of rising costs of live production, rehearsal charges, cable charges and similar expenses. He said that Fairbanks' new multiple camera filming technique will make possible low cost films because it can bring in a half-hour film in a total of three hours.

### Keay Joins WFIL-TV

Philadelphia — Andrew I. Keay, formerly with ABC, has joined WFIL-TV in charge of sales service, working under direct supervision of Kenneth W. Stowman, sales manager. Keay was with ABC for five years.

## Heavy L. A. Viewing Reported In Survey By ATAS Committee

West Coast Bureau of RADIO DAILY

Hollywood—Set owners in the Los Angeles area watch TV from four to five hours a day on the average, according to a survey by the research committee of the Academy of Television Arts and Sciences. The committee, headed by Michael E. Kuh, reported that weekday viewing is predominant, with the largest audience available between 6 and 10 p.m.

Saturday and Sunday viewing percentages were close, with Saturday showing a slight edge, the group said. Average normal size audience was 3.67, while the largest recorded averaged 13.7 viewers per set.

### Nielsen's Top Ten

(New York, Nov.-Dec.)

Texaco Theater....	NBC	80.0
Talent Scouts.....	CBS	59.1
Toast Of Town....	CBS	56.5
Lights Out.....	NBC	49.7
The Goldbergs....	CBS	48.5
Studio One.....	CBS	45.0
Suspense.....	CBS	44.3
Philco Playhouse...	NBC	43.9
Godfrey Friends...	CBS	41.7
Ford Theater.....	CBS	38.3

### NBC O&O's Option New Comm'l Spot Pix

A new pattern in TV time sales providing product and package identification of ten brands during a one-minute film spot has been developed by Earl Thomas and Russell Varney and has been signed by NBC for airing on WNBT soon after the first of the year with options for the web's other owned-and-operated stations.

#### Involves Quiz

Aimed at lower budget advertisers, the operation involves a quiz built around the various products displayed in the film. Four spots will be aired each day, with the entire 13-week series to be filmed in advance.

Starting with the NBC stations, Thomas and Varney plan to have the series, titled "Spot The Sponsor," on the air in 50 markets by the end of next year. Station agrees to take the series, then sells the participations and when the contracts are in, production is begun.

### New Lines Readied To Follow Lead Of RCA, Philco

Downward trend in receiver prices, with the emphasis on more picture for less money, will be continued in the new 1950 lines about to go on the market. The two largest manufacturers, RCA and Philco, have already announced new low priced models and the other major manufacturers are expected to follow suit as new lines are introduced after the first of the year.

RCA Victor yesterday announced 14 new models in its first-quarter 1950 line, seven of which utilize for the first time the firm's new short-necked 16-inch metal-coned tube with "Filterglass" face plate, said to minimize the effects of unwanted light.

#### 16-Inch Model Outstanding

Outstanding in the new line is a 16-inch table model selling for \$299.95, and a 10-inch table set in a metal cabinet at \$169.95. Another innovation for RCA is the inclusion of a 33 1/3 rpm record player in combination consoles. All sets except those in metal cabinets have built-in antennas and all TV-only models are provided with built-in phono jacks.

Leading the Philco line is a 12 1/2-inch table model to retail for \$199.95. Other new Philco sets, announced this week, range from \$229.95 to \$479.95. Frederick D. Ogilby, vicepee in charge of sales, said the firm's output is now in excess of 15,000 sets a week.

Indications that DuMont plans to keep its sets competitively priced were seen by the trade in a statement yesterday by Ernest A. Marx, general manager of receiver sales, who said that the firm will continue allocations to dealers indefinitely. "even though our January, 1950 production will be double that of January, 1949."

### WNBW Boosts Rates

Washington — NBC announced a new rate schedule for WNBW, its Washington TV outlet. The rate increases announced by NBC Washington general manager, William R. McAndrew, amount to approximately 25 per cent, and take effect Jan. 16.

Program rates will be increased in class A time from \$200 per hour to \$375 per hour. Programs in class B and class C time will be increased proportionately. Although there is an increase in time charges, the required rehearsal time provision of the current rate card will be revised.

Between noon and 5 p.m., it was found, women control program selection with an average of 76.2, followed by men with 16.15 and children, 7.65. From 5 to 7 p.m. children lead in program selection with 46, followed by women, 29.25, and men, 24.75. Men control the selector switch from 7 to 11 p.m., with 59.8, followed by women, 35.35, and children, 4.85.

General preferences for suggested programming were films, newer films and name stars. In specific categories, fashion shows, programs for children and more educational shows were the top choices.

## PLUG TUNES

On Records and Transcriptions  
**TELL ME WHY**  
 RYTVOC, Inc.  
 1585 Broadway New York 19, N. Y.

"HUSH LITTLE DARLIN"  
 Recorded By  
 Perry Como Eddy Howard  
 Dick Haymes Curt Massey  
 Kay Kyser Jerry Colligan  
**MICHAEL MUSIC CO., Inc.**  
 1619 Broadway Jerry Johnson  
 New York City Gen. Mgr.

You'll LUV this novelty!  
**IT MUST BE L U V**  
**MANOR MUSIC COMPANY**  
 1619 Broadway New York City

Nothing Can Stop This!  
**"FOREVER WITH YOU"**  
 by the writer of "My Happiness"  
**FORSTER MUSIC PUB., INC.**  
 1619 Broadway, New York 19, N. Y.  
 216 S. Wabash Avenue, Chicago 4, Ill.

On Records & Transcriptions  
 Billy Reid's Latest  
**"TOO WHIT TOO WHOO"**  
**AL GALLICO MUSIC CO., INC.**  
 501 Madison Ave. New York, N. Y.

Revival of a Million Copy Hit!  
**"AM I WASTING  
 MY TIME ON YOU"**  
**STASNY MUSIC CORP.**  
 1619 Broadway New York City

## THE OLD MASTER PAINTER

recorded by  
 PHIL HARRIS RCA Victor  
 RICHARD HAYES Mercury  
 DICK HAYMES Decca  
 SNOOKY LANSON London  
 PEGGY LEE-MEL TORME, Capital  
 JACKIE PARIS National  
 FRANK SINATRA Columbia  
 with others to follow

ROBBINS MUSIC CORPORATION

# WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS:**—The three Robbins, namely Jack, Howard and Buddy, may start taking bows for setting a terrific pace for a comparatively new firm. . . . J. J. outbid several major publishers for the rights to the "Gentlemen Prefer Blondes" score and two numbers in the hit musical. "Bye Bye Baby" and "Just A Kiss Apart" are both up there with the nation's 'most-performed-songs.' . . . ● Just about here we think is the proper space to tell how much we like deejay Howard Malcolm's WCOPesetic New Year Greeting. . . . quote:—here's hoping you have a nifty fifty. unquote:—Woody Woodland, prexy of WCSS, Amsterdam, N. Y., mailed all Morey Amsterdam's Christmas Greetings from that lively little burg nestled in the foothills of the Mohawk Trail. . . . thus even Morey's Yuletide cards bore the postmark, "Amsterdam." . . . ● Jack CBSmith, on whose programs have appeared numerous guests, will himself make a guest appearance Monday when he will be heard on Gordon McRae's NBCoast-to-coaster, "The Red Mill." . . . ● Red Benson, whose clowning Fridays over WOR-TV, is big time, may add to his chores by accepting a disk jockey stint on a major network. . . . Red not only can spin and chin with the best of the platter turners, but can also write a tune and, what's more, sing it. . . . ● A new song, written by Jerry Back will be preemed on "Carolina Calling" CBSunday morning at 8:30 via WBT, Charlotte. . . . ditty is titled, "Charlotte From Charlotte, N. C." (are you reading Ken Treadwell? . . . we'll be a-listening.)

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● ● ● Perhaps a personal background as an orchestra leader may have something to do with it. . . . former Ork Pilot George Paxton, whose music firm is scarcely two years old, has three current numbers listed with the leading songs of the day. . . . "I Wanna Go Home With You," "If I Ever Love Again" and "There's No Tomorrow." . . . ● Duke Niles joins the Fred Fisher Music Co. next week. . . . firm is working on several Fred Fisher tunes featured in the current 20th Century-Fox musical, "Oh, You Beautiful Doll." . . . ● When we first heard them, we predicted prolonged popularity. . . . we're referring to the two Beasley Smith-Haven Gillespie sockeroos, "That Lucky Old Sun" and "Old Master Painter" published by Robbins Music Corp. . . . ● Joe Santly and his son Harry, have formed a new pubbery, Sanson Music, their initial plug tune, "Happy Valley," clefted by Cliff Friend. . . . ● Bernie Wayne and Margarite James have placed a commercial ballad with Porgie Music. . . . the complete title is "I Don't Know Whether To Laugh Or Cry Over You." . . . Jeannette Davis' Columbia waxing will launch the song when it is released next week. . . . ● Seemingly unaware of the battle of the Giants, (for Color TV or not,) the public goes blithely along demanding new sets. . . . and wisely determined to worry about color TV only when it has been perfected and marketed.

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● ● ● **ON AND OFF THE RECORD:**—Capitol has another good biscuit cut by Ray Anthony's Band in "Sitting By The Window" flipped with an instrumental rendition of "Dixie." . . . top deck, features a nice warbling effort by Dick Noel with support by the Skyliners. . . . ● Count Basie bounces back into the limelight with a Victor disk which should get plenty of juke box play. . . . platter features a sort-of combined instrumental-and-choral version of "St. Louis Baby" reversed with "Normania," strictly in the Basie groove. . . . ● After nine years on WAAT, Disk Jockey Dave Miller, moves his waxings and chatter to WPAT where for the next five he'll be heard five hours a day, seven days a week. . . . (Strictly a Miller-diller). . . . ● Jerry Wayne should add to his laurels and number of fans with his latest Columbia waxing of "Send Ten Pretty Flowers" with the rhythmic "Blue Ribbon Gal." . . . with backing by a choral group and Hugo Winterhalter's bright orchestral accompaniment, this one is labeled HIT. . . . ● Maestro Johnny Long is now a Colonel on the staff of Governor (Louisiana) Earl K. Long.

## PLUG TUNES

Our Latest HIT  
**"ECHOES"**  
**LAUREL MUSIC CO.**  
 1619 BROADWAY NEW YORK CITY

Bing Crosby, Gracie Fields,  
 Sammy Kaye, Johnny Desmond,  
 Jo Stafford, Doris Day  
 Are All On

**THE LAST MILE HOME**  
**LEEDS MUSIC CORPORATION**

Making Our Debut With A Hit!  
**"A NEW SHADE OF BLUES"**  
**MAYPOLE MUSIC CO.**  
 22 E. 67th St. New York City  
 Phone: REgent 7-4477

**I WISH I KNEW**  
 Should step right out in front—  
 Just recorded for RCA-VICTOR  
 by DOLPH HEWITT  
**ADAMS, VEE & ABBOTT, Inc.**  
 216 S. Wabash Ave. Chicago 4, Ill.

## My Heart Goes With You

by Thomas G. Mesner

— ◆ ◆ —  
**JAMES MUSIC, Inc.**

1650 Broadway Room 709 N. Y. C.

Brand New Novelty!  
**"If I Had A  
 Million Dollars"**  
 (I Would Give It All to You)

TONY PASTOR'S  
 Sensational COLUMBIA Record  
 #38577

**RYTVOC, Inc.**  
 1585 Broadway New York 19, N. Y.



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 60

NEW YORK, FRIDAY, DECEMBER 30, 1949

TEN CENTS

## NAME KINTNER PRESIDENT OF ABC WEB

### Directors' Strike Off; Talks Will Continue

The proposed strike of radio and television directors, scheduled for some time Saturday, was averted yesterday when network representatives agreed to recognize the Radio and Television Directors Guild as bargaining agent for TV floor managers. Frederick Bullen, executive secretary of the New York State Board of Mediation, prevailed upon the directors, after the long-sought recognition had been granted, to postpone the possibility of any strike until January 31, 1950 by a continuation of negotiations on

(Continued on Page 2)

### FCC Withholds Reply To Para. On Transfer

Washington Bureau of RADIO DAILY Washington—The FCC told Paramount Pictures it cannot give a quick answer on the Paramount application for transfer of the licenses of radio and television properties owned by Paramount affiliates to the new United Paramount Theaters, Inc. The company had asked

(Continued on Page 6)

### Anahist Company Buys Two Mutual Programs

The Anahist Co., Yonkers, N. Y., which for the past month has been sponsoring "Counterspy" over ABC, announced yesterday the sponsorship of two additional network programs over 345 Mutual stations.

Effective Jan. 1, the antihistamine (Continued on Page 2)

### Top Ten Radio News Events Of 1949

RADIO DAILY'S selections of the top ten radio news events of 1949 and the outstanding network broadcasts follows:

- 1—Russia's Atomic Explosion
- 2—The Atlantic Pact.
- 3—Devaluation of Foreign Currency.
- 4—U.S. Treason Trials.
- 5—Communists Take China.
- 6—Soviet Clashes with Vatican and Tito.
- 7—Labor Strikes for Pensions.
- 8—Washington "Five Per Centers."
- 9—Unification Hearings.
- 10—The "Veep" and his Bride.

### Outstanding Broadcasts

- CBS' "Mind In the Shadow" Documentary.
- NBC's "Living, 1949" Series.
- ABC's Documentary, "The Berlin Story."
- Mutual's Coverage of "World Series."

### Beecham Is Signed To Record For Columbia

Columbia Records, Inc., has signed Sir Thomas Beecham to an exclusive recording contract, Edward Wallerstein, president, announced yesterday. The noted British conductor has recorded with the Columbia Symphony Orchestra in the past week and will make other discs with the Royal Philharmonic Orchestra when he returns to London.

### Chartoc Takes Post With TV Research Firm

Chicago — Appointment of Shepard Chartoc as general manager of Jay & Graham Research, Inc., publishers of Videodex Television Reports, was announced by Allan V. Jay, president. The new executive post was created in the firm's recent expansion to 19 cities.

As general manager, Chartoc will (Continued on Page 3)

### Woods Is Elected Vice-Chairman Of Board

Robert E. Kintner, executive vice-president of the American Broadcasting Company, yesterday was named president of the network and Mark Woods was elected vice-chairman of the board of directors, following a meeting of the board in New York City. Edward J. Noble retains

(Continued on Page 3)

### Craig Sees Good Year For Radio And Video

"The contention made in the early days of television that radio was on its way out" has been refuted by the sale of 10 million radio sets this year, according to the John W. Craig, v-p of Avco Manufacturing Corporation and general manager of the Crosley Division. Radio sales in 1950 will be only slightly under those of the past year, he said, with a sound market of some six million

(Continued on Page 7)

### 14 Of 20 Leaders In 1948 Still At Top, Says Nielsen

The latest Nielsen ratings show that 14 of the top 20 evening programs last year are still in the upper brackets. CBS continues to dominate the field with 13 shows in the top 20, with NBC having six and ABC one.

The first five in the ratings for the week of November 20-26 were, (Continued on Page 2)

## Webs Plan Special Pickups As New Year's Eve Features

Catering to America's desire for gay music, light chatter and exuberant spirit on New Year's Eve, the major webs have announced programming plans for late Saturday evening continuing through the early hours of Sunday morning. Dance music, Times Square cut-ins at Midnight (EST), and remote pickups from major cities at Midnight in different time zones across the nation will be the order of the day.

NBC will observe New Year's Eve with the usual four-hour dance parade of name bands across the coun-

try, and, as an added fillip, will cut into a Times Square pick-up at midnight and will pick-up dance music from two night clubs in Paris during the course of the evening.

In addition, in observance of the start of the New Year and a new half-century, NBC has planned an extensive series of special programs devoted to an analysis of the past fifty years and the possibilities offered by the next fifty years.

"Voices and Events," an hour-long one-shot to be broadcast at

(Continued on Page 6)

### Historical

A "History of Radio" room at the Carnegie Museum in Pittsburgh will be started on January 10 by Walter Evans, president of Westinghouse Radio Stations, Inc., during the KDKA Day program of the Pittsburgh Radio and Television Club. The exhibit will be opened to the public during National Radio Week next November.

### Deadline

Columbus, O.—A deadline of January 16, 1950 for entries in the 14th American Exhibition of Educational Radio Programs has been announced by I. Keith Tyler, director of the Ohio State University Institute for Education by Radio, which sponsors the yearly exhibit. Entries should represent broadcasts between Jan. 15, 1949 and Jan. 16, 1950.



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JOHN W. ALICOATE : : Publisher
FRANK BURKE : : : : Editor
MARVIN KIRSCH : : Business Manager

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WEST COAST OFFICES
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WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlmeade Rd. Phone: Wisconsin 3271
CHICAGO BUREAU
Hal Tate, Manager. 612 N. Michigan Ave. Phone: Superior 7-1044
SOUTHWEST BUREAU
Paul Girard, Manager. Tower Petroleum Bldg., Dallas, Texas. Phone: Riverside 3518-9

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FINANCIAL (December 29)

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

Table with columns: Bid, Asked. Rows include DuMont Lab., Stromberg-Carlson.

Table with columns: Bid, Asked. Rows include DuMont Lab., Stromberg-Carlson.

Anahist Company Buys Two Mutual Programs

(Continued from Page 1) manufacturer will pick up the tab for "The Falcon" and on Jan. 7 will commence sponsorship of "True or False," a quiz show.

The drug maker also announced increased expenditures in other advertising media. Foote, Cone & Belding is the agency.

WANTED Total \$70,000, 12 months, on controlling interest in 3 new stations. All or any part. Interesting proposition. Need active managers. Box No. 297, RADIO DAILY 1501 Broadway, New York 18, N. Y.

Directors' Strike Off: Talks Will Continue

(Continued from Page 1) wages, hours, seniority and vacation and severance pay.

Nicki Burnett, executive secretary of the New York local of the Guild and a free lance director, yesterday told RADIO DAILY that the Guild sought increases in minimum pay for all members. He said the Guild was asking that minimum pay for TV directors be upped to \$300 per week; that associate directors and floor managers be raised to \$200 per week; and that AM directors be given \$200 per week; associate AM directors be upped to \$150 per week; and local directors (WCBS-WNBC etc.) a minimum of \$100 per week. Full directors in both AM and TV now receive a flat \$130 per week minimum. Floor directors and associate directors have been receiving a \$95 per week minimum after ten months of service.

The Guild is also demanding an eight-hour work-day for floor managers and associate directors and is seeking, according to Burnett, "to get rid of the kickback on directors' commercial fees."

It has been customary for the networks to deduct 25 per cent of any commercial fees from the director's regular salary if the fee exceeds \$65, Burnett said.

The agreement to continue negotiations until January 31st was reached after network officials agreed to make retroactive to Jan. 1, 1950 any pay increase which is granted Guild members. However, said the network executives in attendance at yesterday's meeting at CBS, this was in no way to be construed as agreeing to a pay increase.

14 Of 20 Leaders In 1948 Still At Top, Says Nielsen

(Continued from Page 1) all on CBS and they were: Lux Radio Theater rating 28.1; Arthur Godfrey's Talent Scouts, 22.3; Jack Benny, 22.0; My Friend Irma, 21.7 and Mystery Theater, 18.6. NBC's Fibber McGee and Molly followed in sixth place with 18.9 and Charlie McCarthy with 17.9 on CBS was in seventh. The top ten was filled out by Day in the Life of Dennis Day on NBC at 16.6, People are Funny on NBC with 15.4 and Walter Winchell on ABC with 16.4.

Other top shows were: Amos 'n' Andy, 16.1; You Bet Your Life, 15.9; Bob Hawk, 15.7; Horace Heidt, 15.7; Bob Hope, 16.6; Red Skelton, 15.5; Gene Autry, 15.3; Inner Sanctum, 14.9; Mr. District Attorney, 14.8 and Bing Crosby, 14.8.

Weekday shows were topped by Arthur Godfrey with a 10.4 rating.

Programs in the top 20 a year ago not included in this report were Duffy's Tavern, Phil Harris-Alice Faye, Big Town, Mr. and Mrs. North, Stop the Music and Fred Allen. Newcomers were You Bet Your Life, Bob Hawk, Horace Heidt, Red Skelton, Gene Autry and Bing Crosby.

Ed Kahn Of WGN Dies Following Long Illness

Chicago — Ed Kahn, production manager of WGN, died here at his suburban Wheaton home after an illness of several months. He was 38 years old. He had been associated with WGN since 1942.

Ed, whose full name was Edmund Franklin Kahn, was an accountant before entering radio in 1937 in New York in the production office of the "We, the People" program. Within a short time he became production supervisor of such programs as "Sky Blazers," "Gangbusters" and "Mr. District Attorney."

Joining the WGN staff as assistant production manager seven years ago, he quickly built a name as outstanding producer of mystery dramas. Including among his best known shows were such popular programs as "Mystery Playhouse," "Crime Files of Flamond" and "County Sheriff."

Mr. Kahn is survived by his widow, Alice and three children, Dennis, 9, Judy, 6, and Sandra, aged 18 days.

Christian Science services were held Tuesday afternoon in Wheaton, followed by cremation ceremonies.

Will Represent WROL

S. E. Adcock, owner of WROL, Knoxville, Tenn., announced yesterday the completion of arrangements with Avery-Knodel, national representatives, to represent the station in the New York, Chicago, San Francisco and Los Angeles markets.

Send Birthday Greetings To— December 30, 31, January 1, 2, 3, 4, 5. Lists names of people to be contacted for birthday greetings.



Bird Dog

This cocker usually hunts birds. But here she is casting a maternal eye on the newly-hatched pheasants. She's protecting these little birds.

Advertisers need some protection, too, in tough, competitive markets like Baltimore. The best protection you can get against competitors is a strong campaign on W-I-T-H.

The cost is so little! And the results so big! You get more listeners-per-dollar from W-I-T-H than from any other station in town. So call in your Headley-Reed man and get the full W-I-T-H story today.

AM WITH FM Baltimore 3, Maryland TOM TINSLEY, President Represented by Headley-Reed



## Kintner Heads ABC; Woods Is Vice-Chairman Of Board

(Continued from Page 1)

the post as chairman of the board. The election of Kintner to the presidency of the network and the elevation of Wood to vice chairman took the trade with surprise.

Kintner assumes the duties of the network president on January 1, 1950 at which time Woods will undertake his new board responsibilities.

Kintner, 40-years-of-age, in his new post will be the youngest president of a national network; joined ABC in 1944 following his discharge from the Army. Prior to entering the military service he had been a reporter, a Washington correspondent and the co-author, with Joseph Alsop, of a nationally-syndicated Washington column. He was discharged from the Army as a Lieutenant Colonel after having received the Legion of Merit for distinguished service.

As a newspaper reporter, he was a member of the editorial staff of the New York Herald Tribune. He has also written for the "Saturday Evening Post" and is the author of "Men Around The President" and "Washington White Paper."

Woods has been one of the outstanding figures in the radio and television field. He has been president of ABC since its inception as a separate network in January, 1942. Prior to that, he had been assistant executive vice-president and administrative officer of NBC, then became its vice-president and treasurer before his election to the Blue Network post in 1942.

Woods entered the radio field ear-

ly in the 1920's, when AT&T set up a subsidiary corporation to operate radio station WEAJ, now WNBC. He established many of the first policies of network commercial broadcasting in the triple capacity of financial officer, assistant secretary and office manager of the radio subsidiary.

In announcing the action of the ABC board, Mr. Noble said:

"In his new office, Mr. Woods will be enabled to render greater service to our network and to our affiliated stations by being relieved of the burden of administrative duties and given wider scope to function in the fields of sales, talent and programming. The rapid development of television and the continued growth and expansion of radio broadcasting make it imperative that he have more time to devote to the broader problems of radio and television, sales and programming."

### Woods Praises Kintner

Mr. Woods, announcing the election of Kintner as president of the network, said:

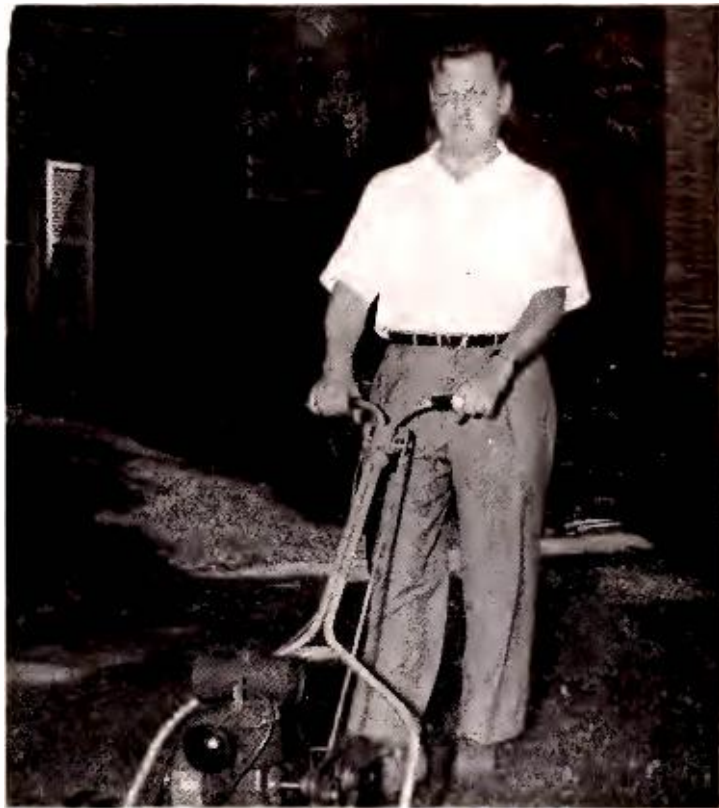
"Mr. Kintner has established himself as an outstanding executive officer in the radio and television field. He has brought to our network a new, young, and vigorous trend of thought and operation which has made the American Broadcasting Company an outstanding factor in radio and television. I am confident that under his administration the network will continue the sustained progress which has marked it since its organization."



KINTNER



WOODS



## He Doesn't Let It Grow Under His Feet

Manicuring the lawn with a mechanized mower or trimming the ears off a "shilly-shallying fuzzy-duzzy," he is a tireless worker who cuts through grass and the complexities of big government with equal facility.

As a widely listened-to network news commentator, he brings his intense energy to bear nightly on "the top of the news as it looks from Washington." His aggressive reporting has built a weekly audience estimated at 13,500,000, great numbers of whom regard him with esteem akin to religious fervor.

Currently sponsored on more than 300 stations, his broadcast—the Fulton Lewis, Jr. program—is the original "news co-op." It offers 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).

## Chartoc Takes Post With TV Research Firm

(Continued from Page 1)

coordinate all phases of the Videodex quantitative and qualitative audience ratings and television program analysis service.

A former New Yorker, Chartoc came to Chicago in 1943 as Midwest director of press information for CBS. He was also appointed director of special events and education. In 1946, he organized the syndicated package firm of Chartoc-Colman Productions, and later became radio and television director of Buchanan Company in Chicago.

Jay & Graham Research, Inc., began operations in Chicago during September, 1948, with an intensive analysis of television viewing habits by the diary panel method. Additional panels were established in New York last March and Los An-

## Cable-Car Greeting Wired From S. F. To INS Clients

International News Service clients received an unusual special service Christmas Eve—a musical and pictorial holiday greeting on their teletype machines. Sent from INS' San Francisco bureau, the greeting was a picture in teletype characters of a typical Bay City cable car and beneath it, a fancifully formed "Merry Xmas." The picture and greeting were preceded and followed by the teletype bells, usually used to signal bulletins and flashes, ringing out the rhythm of "Jingle Bells."

geles in June. In the last three months, panels have been extended to Baltimore, Boston, Buffalo, Cincinnati, Cleveland, Columbus, Dayton, Detroit, Milwaukee, New Haven, Philadelphia, Pittsburgh, Schenectady, St. Louis, Toledo and Washington.

## COAST-TO-COAST

### Dick Haymes Emcees

Milwaukee, Wis.—“Our Christmas Stocking,” a special holiday program starring Dick Haymes, was aired at 3:00 p.m. on Christmas Day over WISN. Haymes starred in the Christmas fantasy, “Mr. Stone And The Christmas Angels,” during the program. He also acted as Master of Ceremonies. Musical entertainment was provided by Lyn Murray and his chorus, Russ Morgan, David Rose, Bob Eberly, Helen Forrest, The Page Cavanaugh Trio, Monica Lewis, Carmen Cavallero, the Three Suns and Eddie Howard.

### Benefit Party

Wichita, Kans.—Radio station KFH and KFH-FM, in cooperation with the Salvation Army and the Wichita Amvets, sponsored the first annual Christmas program and party for 1,500 under-privileged children here. The party was held in the 9th floor auditorium of the KFH Building and ran from 2 to 4 p.m. Christmas Eve. The kiddies, who began filling the lobby at nine in the morning, were entertained by a puppet show, a magician, boy accordionist, and many other acts.

### New Year's Event

Hartford, Conn.—The publisher of the Hartford Courant, John R. Reitemeyer, will broadcast a New Year's message over WDRC, Dec. 31. His message will be heard during the regular Hartford Courant newscasts over WDRC at 6:05 and 11:05 p.m. that night.

### Sen. Johnson To Speak

Washington — Senator Edwin C. Johnson, chairman of the Senate Interstate Commerce Committee and key man on Capitol Hill on radio matters, will be the featured speaker at the FCC Bar Association dinner the night of January 12. The annual dinner will honor the members of the FCC.

## NEW on the Air! NEWS

That's Fair!

Listen to

**FRANK EDWARDS**

Starting January 2  
Coast-to-Coast  
Mutual Network  
10 P.M., EST

Sponsored by

**AMERICAN  
FEDERATION OF LABOR**



### Man About Manhattan. . . !

● ● ● **FRIDAYDREAMING:** Ralph Edwards readying both of his shows (“Truth or Consequences” and “This is Your Life”) for teevee. . . Lowell Thomas, still on crutches from his Tibetan accident, vacationing at Lake Flacid. . . Sammy Kaye looking for a new male vocalist to replace Don Cornell, who is now on his own but still under Kaye’s management. . . When Irving Berlin was interrupted while singing “Alexander’s Ragtime Band” on “Stop the Music” recently, he said to Bert Parks: “After 39 years, it’s about time!” . . . Morey Amsterdam mulling another B’way fling as producer-star. . . Mercedes McCambridge, fresh from her film triumph in “All the King’s Men,” pinch-hitting for Elspeth Eric on “Young Dr. Malone,” while latter vacations in Bermuda. . . Sid Paul, one of our favorite ether emoters, landed the lead on a new WMCA documentary. . . Jimmy Blaine, vocalist on “Stop the Music,” doubles at nite as a staff announcer at ABC. . . Aside to Bill Slater: Did you see P. 24 of the current TeleVision Guide? . . . John Tillman readying an article on video fluffs. . . Meade Davidson, WWRL newscaster, seriously ailing. . . Jack Gilford has taken over one of the comedy leads in the forthcoming B’way revue, “Alive and Kicking.” . . One line description of “Samson & Delilah” from Herb Sheldon: “It’s about a longhair who gets clipped.”

★ ★ ★ ★

● ● ● **SHORT STORY:** Merle Abner, of WLW’s Swanee River Boys quartet, recently bought himself a Crosley car. He had no garage for the car. So he bought a tent. On Christmas Eve the car was stolen. So was the tent. Marking prob’ly the first time a car and garage have ever been stolen on a package basis. Next day the car was recovered. The garage, however, has disappeared without a trace.

★ ★ ★ ★

● ● ● Taking advantage of one of the greatest natural exploitation stunts of the year, 20th Century-Fox’s Alfred Palca will blanket the nation’s New Year’s Eve (via some 1094 stations) with one-minute spots heralding the coming year on behalf of their new picture, “Twelve O’Clock High.” The spot announcement, now being shipped to every state in the union, breaks up the plug for the film with ten-second breaks to announce the time left before midnight. As it gets close to the final moment, the announcer calls off the seconds in fractions of the minute, winding up with “It’s Twelve O’Clock High! Happy New Year!”

★ ★ ★ ★

● ● ● **OUR HAT’S OFF DEPT’:** Comedienne Kay Murtah’s guffawmance in “Texas, Li’l Darlin’.” . . Herb Sheldon’s monthly sales letter which acts as a liaison between his time salesmen, the sponsor-to-be and the program itself. . . Bob Stevens’ production, direction, casting and editing of CBS’ “Suspense” and “Romance.” . . Ruth Webb’s thrashing at the Nightcap.

★ ★ ★ ★

● ● ● David O. Alber Associates, Inc., with Gene Shefrin as account exec, have been retained by the Children’s Council, Inc., of Westchester, in connection with their “Cinderella Ball” to be held in May to raise funds for underprivileged Westchester youngsters to summer vacation at Camp Loyaltown, Hunter, N. Y. Publicity firm, incidentally, recently copped first place among independent radio publicity offices in two radio editor polls.

★ ★ ★ ★

● ● ● **SMALL TALK:** Jim (BMD) Cox’s face is still red. Some of the fine water colors he picked out for his Christmas cards were by an artist named James W. Cox, and he’s still being ribbed about it. . . Roger Price on the Arthur Lesser show tonite. . . James Monke has joined the cast of “Road of Life.”

## SAN FRANCISCO

By NOEL CORBETT

TV disc jockey Del Courtney had an impressive list of guests for his opening KPIX show. Herb Caen, who writes books about San Francisco; Joe Louis, who’s here to box a former sparring partner; Dude Martin, who’s a hillbilly with a hep band; Leighton Noble and Eddie Fitzpatrick, ork leaders, helped to spark things up.

KFRC’s Bill Niefeld and Harrison Wooley arranged a special Christmas party for orphans at the Press Club December 20.

Bill Andrews, KNBC salesman is in his 25th year of radio. He started on KLX in Oakland; later went to NBC at 111 Sutter; announced “One Man’s Family”; went to Hollywood as NBC’s night manager; served as flight operator in the Ferry Command, then back to NBC in San Francisco.

### WJR Distributes Bonuses

Detroit—WJR employees received a Christmas bonus of 10 per cent of the annual staff salary this year keeping intact a policy of year-end bonuses inaugurated fifteen years ago, Harry Wismer, Goodwill Station general manager, revealed yesterday. Since 1934 WJR staff members have received year-end bonuses based on a percentage of their annual staff wages.

### Hollywood’s New

## COUNTRY CLUB HOTEL

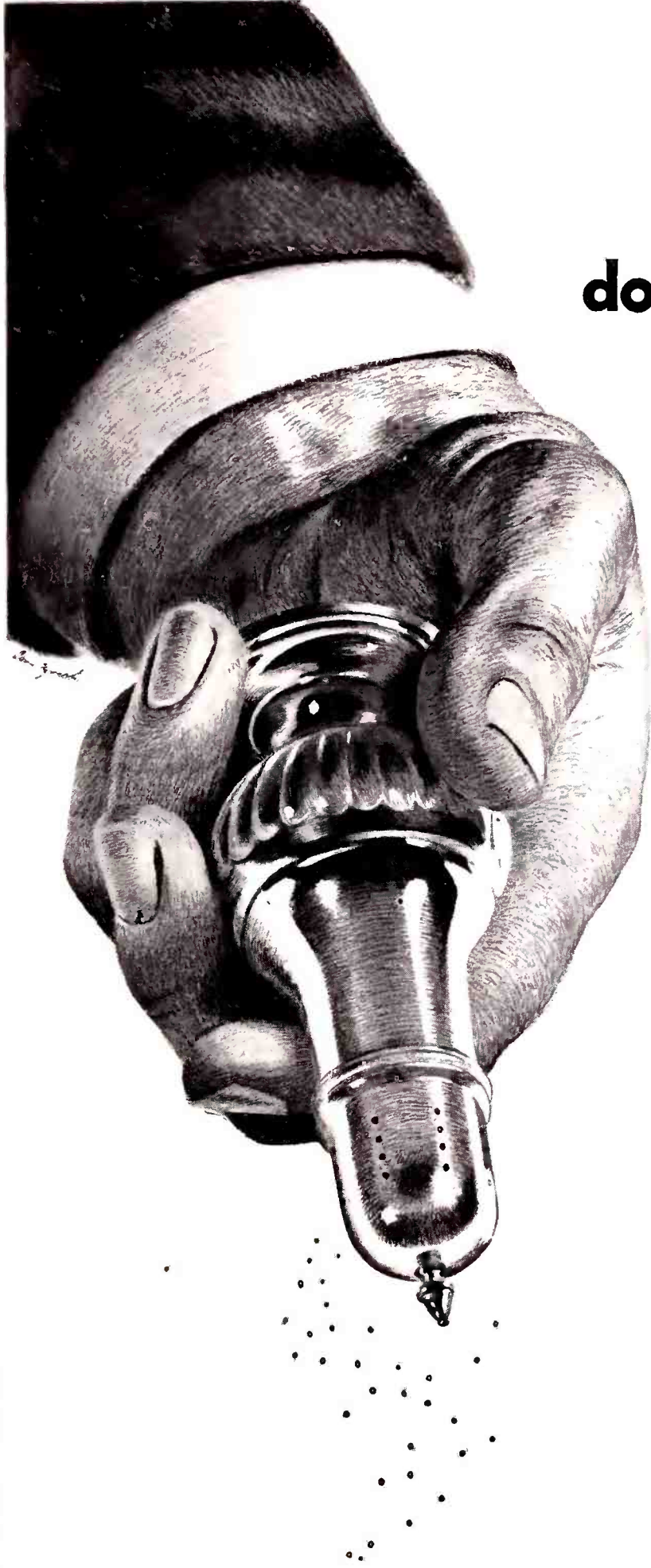
- The Country Club Hotel occupies a magnificent location in the heart of the exclusive Wilshire residential district . . . adjacent to Wilshire Country Club and overlooking the expanse of its gorgeous fairways and greens.

- Rates from \$6.00 up. Single Kitchenette Apartments Available by Week or Month.

## COUNTRY CLUB HOTEL

445 North Rossmore Avenue (Vine St.)  
Hollywood 4, Calif.

Telephone: HOLLYWOOD 9-2701



# Better start doing this to part of your money

YOU KNOW how money is!

Today it's in your hand, and the next day it *isn't!*

A lot of people, however, have found an excellent way to make certain they will have money when they need it most.

They **salt away** part of their pay each week in U. S. Savings Bonds through the Payroll Savings Plan where they work.

They know that saving this way assures them of the money for a down payment on a new home . . . a new car . . . or retirement when the time comes.

Furthermore, in ten years they get back \$4 for every \$3 invested in U. S. Savings Bonds.

Why don't **YOU** start saving money *regularly* and *automatically* where you work, or at your bank through the Bond-A-Month Plan?

**Automatic saving is  
sure saving —  
U.S. Savings Bonds**



*This space contributed  
by RADIO DAILY.*

# Webs Plan Big New Year's Eve; N.Y.C. Indies Also Going 'All-Out'

(Continued from Page 1)

1:30 p.m. on Saturday afternoon, will feature a roundup of the news events of the first fifty years of the century backed up by recorded comments by the outstanding news personalities of the era. James Fleming will edit and narrate the special program.

Other special programs over the week-end include: on Saturday, at 2:30 p.m., "Boys Town, Italy" which will feature Alcide di Gasperi, Premier of Italy, Myron Taylor, U.S. Envoy to the Vatican, and Gen. Mark Clark; at 3:00 p.m., "Armed Forces Across the International Date Line" a series of armed forces pickups from Tokyo and Guam; and at 3:30 p.m., "Forecast—1950," a special program narrated by Robert Trout which will be made up of around-the-world news pickups from NBC foreign and domestic news bureaus.

## Special 'Round Table' Set

On New Year's Day, NBC plans a special University of Chicago "Round Table" program which will review the half century just passed and will predict some possible developments during the next fifty years. Also the web will gather together ten of the nation's outstanding newsmen for a review entitled "Voice of the Press" of the half century passed and a prediction of possible headlines during the half century to come. This program features such journalists as Roy Roberts, Whitelaw Reid, Virgil Pinkley, William H. Hessler and Wright Bryan. "Round Table" will be heard at 1:30 p.m. and "Voice of the Press" will air at 1 p.m. All times are Eastern Standard.

Mutual will start its "Dance Parade" at 11 p.m. (EST) with remote pickups from New York hotels featuring name orchestras and will cut into a Times Square pick-up at 11:55 p.m. From that time on through the early morning hours MBS will follow Father Time through the time zones ending up at 4 a.m. with a pick-up from Hawaii featuring the music of Niumalu Hozl.

Between the hours of 11 p.m. and 4 a.m., Mutual will broadcast the music of Guy Lombardo, Ray Anthony, Emil Coleman, Hal McIntyre, Art Waner, Ray McKinley, Dick Jurgens, Lawrence Welk, Freddie Nagle, Jimmy Palmer, Xavier Cugat and Mr. Hozl.

## ABC Features Bands

ABC has planned a similar evening and early morning program of dance music complete with the Times Square cut-in at Midnight. In addition, the web will broadcast a special pre-game broadcast from New Orleans at the Sugar Bowl Dinner. This show will be emceed by sportscaster Harry Wismer and will feature interviews of sports personalities present at the dinner.

Music-wise, ABC will offer listeners the orchestras of Hal Wayne, Frankie Masters, Henry Busse, Jack

Nye, Buddy Clark, Dick Jurgens and Leighton Noble. San Francisco will be the termination point of ABC's cross country trip in pursuit of the turn of the mid-century.

CBS will present a cross country "Dancing Party" featuring the music

## Brief Encounter

*One of the shortest sponsored shows on radio, a description of the stroke of midnight in Times Square, to be heard over WOR from 12-12:03 a.m. on January 1 will be bankrolled by the Eveready division of National Carbon Co. The three minutes will also be used to describe the lighting of a huge spotlight advertisement being placed in Times Square by Eveready.*

of a large variety of name bands from key cities throughout the nation.

On New Year's Day, highlighting the turn of the half-way mark of the 20th Century, CBS will present a special program, sponsored by Chevrolet. Entitled "Mid-Century," this show will bring together in New York the chiefs of CBS news bureaus throughout the world for an analysis of the state of civilization as it enters 1950. Edward R. Murrow will chair the discussion which, in addition to the foreign bureau heads, features Eric Severeid and Larry Leseur.

## Indies Announce Plans

A nostalgic glance at 1949 will be given by several independent stations in reviews of top news events and music from the year. WLJL will begin bright and early on The House That Jack Built show from 7 to 10 a.m. with the top tunes of the year. Following this on the same station from 10 to 11 a.m. will be music from the theater during 1949.

Music composed since 1900 will come in for consideration on WQXR's Our Musical Heritage Series from 8:05 to 10 p.m. beginning on New Year's Night. WQXR will present other compositions of this century in further programs each Wednesday, Saturday and Sunday.

A round-the-clock feature which began this week and continuing until New Year's Day are greetings from MGM stars such as Lena Horne, Gene Kelly, Frank Sinatra and others heard on station breaks over WMGM.

Another backward glance at 1949 is the WOR program highlighting the ten top news stories of the year as compiled by the United Press. Earl Johnson, v-p and general manager for UP, will narrate on the broadcast from 10:15 to 10:45 a.m. with assists from WOR newscasters and Bernard Baruch.

A similar review of 1949 news will be broadcast in Italian by WHOM from 4:30 to 5 p.m. While this is the feature presentation of the station,

other broadcasts with a New Year theme will be carried in Polish, Jewish, Spanish and German.

In honor of the day itself with no glance in either direction will be greetings from WOR personalities heard from 8 to 9 a.m. in the mornings. Greetings from WOR-TV stars will be broadcast from 12 to 12:30 p.m. on January 1.

WQXR will air Volume II of "I Can Hear It Now" on the first day of 1950 with sounds and voices which made history since 1945 taking the spotlight.

## WNEW To "Crystal Gaze"

WNEW will go crystal gazing on a program titled Calling the Future to be heard from 5 to 5:30 p.m. on January 1. Allyn Edwards will place calls to leaders in all walks of life and interview them about their prophecies of things to come.

Other programs include a New Year's message by the Rev. Carl Chworowsky of the Unitarian Church in Brooklyn at 9:45 p.m. on WEVD.

The whole half-century will be scanned on a WVNJ review to be broadcast from 7:35 to 8:30 p.m. Hit songs of 1949 will be carried by the

# FCC Withholds Reply To Para. On Transfer

(Continued from Page 1)

for in a letter written last week for a Commission okay by Jan. 1 for the assignment of the control of Balaban and Katz stations in Chicago (WBKB and WBIK) and WSMB-FM, New Orleans, to the new theater company.

In the case of the New Orleans stations, Paramount asked for Commission approval for the transfer of control of 50 per cent of the stock of Paramount Richards Theaters, Inc., which controls 50 per cent of the stock of WSMB, Inc., from Paramount Pictures to United Paramount Theaters, Inc., and a transfer of the other 50 per cent of Paramount Richards Theaters, Inc., from E. V. Richards, Jr., to United Paramount Theaters. The stations were held equally by Paramount Pictures and Paramount Richards, but will be turned over entirely to United Paramount Theaters.

The transfers are pursuant to the Paramount consent decree in the Government anti-trust suit.


station in a program from 10 to 10:30 p.m. WWRL will also banner hit songs on New Year's Eve from 10:15 to Midnight.

• faces • facts • figures • wins •

faces • facts • figures • wins •

## AMERICANS, SPEAK UP!

10:45-11:00 P. M.  
MONDAY



A series of inspiring, informative talks by prominent Americans. These excellent public service programs are available for sponsorship on WINS. Variety says: "Commercial Possibilities Are Good."

wins • faces • facts • figures • wins •

# WINS

50KW NEW YORK

CROSLY BROADCASTING CORPORATION

# TELEVISION DAILY

Section of RADIO DAILY, Friday, December 30, 1949 — TELEVISION DAILY is fully protected by register and copyright

## NEAR 4,000,000 SETS AT YEAR END

### TELE TOPICS

**A**FTER SEEING Dr. Franz Polgar's amazing demonstration on the Godfrey show Wednesday nite, we regretted that we had missed the hypnotist's own short-lived stanza on CBS. On the Chesterfield show, Polgar gave cards to five members of the cast. After reading the cards for two minutes or less, two of them, musicians Sy Schaeffer and Lee Irwin, fell asleep. There was no doubt that they were completely under and their reactions to two post-hypnotic suggestions were most interesting. While we were watching the act we thought that Schaeffer and Irwin had been hypnotized previously by Polgar and that their reaction to the cards was in itself the result of this previous hypnosis. We checked with some folks at CBS and with Polgar himself yesterday and learned that our suspicions were unfounded. Polgar said he has passed out the cards to fifty students who were total strangers to him and has had perhaps 35 of them go under. He's still under contract to Trimount Clothes, he said, but he received several offers for guest shots yesterday as a result of his appearance with Godfrey.

**T**HE RIVALRY between NBC and CBS has been extended now to the field of grand opera. Early yesterday morning our Western Union teletype started clicking with a wire inviting us to see Opera Television Theater's "Carmen" on CBS Jan. 1 and right behind it came a message from NBC inviting us to a press confab Tuesday on the NBC opera series which kicks off Jan. 14 with Kurt Weill's "Down In The Valley." Marion Bell and William McGraw will sing the principal roles in "Valley," supported by Ray Jacquemot and Kenneth Smith. The work will be staged by Charles Polacheck and conducted by Peter Herman Adler. . . "Mid-Century," to be sponsored on CBS-AM by Chevrolet Jan. 1 will be repeated that nite as a TV sustainer. . . KING-TV, Seattle, and KFMB-TV, San Diego, have signed with Telenevs-INS for daily newsreel service.

**C**B S PULLING OUT ALL STOPS for the Ken Murray show, will do a special pickup from its 39th Street theater for a half-hour preceding the preem Jan. 7. 'Twill be one of those Hollywood-type previews with Faye Emerson, Robert Q. Lewis and Doug Edwards handling emcee chores. . . Philadelphia's Mummies Parade will be scanned by WFIL-TV with Petrol Corp. picking up the tab for Cities Service. Jim Felix and Dale Park will be behind the mike and Herb Horton will direct. . . Colgate-Palmolive-Peet has signed a 52-week renewal for its portion of "Howdy Doody" on 24 NBC interconnected stations. Ted Bates is the agency.

### Craig Sees Good Year For Radio And Video

(Continued from Page 1)

home receivers and at least three million auto sets predicted.

In his year-end statement, Craig declared that radio manufacturers having fresh designs and features will continue to find good markets.

In 1950, "television will continue as the nation's fastest growing industry," Craig reported. He estimated that the demand for sets in recent months will extend into the Spring, although there is likely to be a slackening during the summer months as in 1949. "The industry should sell around 3,200,000 sets" in the year, he added.

One of the factors in TV which will help create demands will be new designs and improvements, Craig went on to say. "Up to the present, for example, television cabinet styling has simply imitated radio. We believe at Crosley that television should have its own distinct design, recognizing that television is a theater in the home."

The 1950 line of Crosley receivers, Craig noted, will present "a proscenium arch screen in curved bow-front cabinets which simulate an attractive stage."

Shorter picture tubes will enable the manufacturer to provide larger screens in the same size cabinet, the Crosley official said. "This year probably will see the 12½ inch tube replace the 10-inch tube in top sales volume."

### Receiver Production Increase Of 75% Planned By W'house

Sunbury, Pa.—Westinghouse TV receiver output will be increased by 75 per cent during 1950, F. M. Sloan, manager of the home radio division, said in a year-end report released today. Manufacturing facilities at the firm's seven-and-a-half acre plant here are being increased by one-third, he said. The expansion program, started last month, will be completed in the first quarter of 1950.

Pointing out that there are more than 24,000,000 families within range of the 98 stations on the air despite the freeze, Sloan said. "With only 3,800,000 television receivers in operation at the end of the year, there is a potential market of 20,000,000 families, and this will be increased

### NBC Courier

When Mayor William C'Dwyer and Mrs. C'Dwyer arrived at Newark Airport last night, hizzoner carried under his arm a can of film. "Give this to some NBC man," said he.

Seems that when Harry Walsh, NBC cameraman, filmed the departure of the newlyweds from Miami for later use on NBC-TV, he could find no messenger at plane time. The city's Chief Executive very graciously volunteered to lug the celluloid back to his city and his public.

### 98 Stations On Air In 58 Markets—Double 1948

At the end of 1949—the first big year in the television boom—there are almost 4,000,000 receivers in use throughout the country and 98 stations on the air in 58 cities. By comparisons, there were 49 stations in operation at the end of 1948 and about 1,200,000 receivers.

The figure of 4,000,000 sets is a trade estimate based on the NBC research department total of 3,497,000 sets as of Dec. 1 and reports received since that date of extraordinarily heavy sales preceding the Christmas holiday season.

According to Hugh M. Beville, Jr., NBC research director, more than 472,000 sets were sold throughout the country during November. Sales for September, October and November of this year totaled 1,187,000. From Jan. 1 through Sept. 1, 1,310,000 receivers were sold, NBC said, showing that sales in the past three months have nearly equaled the total number of sales for the first eight months of the year.

It is believed that New York now has a circulation of one million sets. The NBC report listed 950,000 installations as of Dec. 1 and retail sales figures indicate that the total is now closer to the million mark.

Seven new TV markets have been opened since the last NBC report Nov. 1. They are Utica, N. Y.; Binghamton, N. Y.; Huntington, W. Va.; Tulsa, Okla.; Bloomington, Ind.; Phoenix, Ariz., and San Antonio.

### Cities Service Cancels Tele Version Of "Band"

TV simulcast of "Band Of America" on NBC will be dropped by Cities Service Jan. 9, with the oil company planning a series of films to be used as video spots. The AM version of the show, radio's oldest continuous series, has been renewed for year, effective Jan. 23.

In announcing the cancellation, Cities Service said:

"Cities Service is sold on the new advertising television medium. The results of the network TV test exceeded expectations. The show was well received by the company's trade, customer and dealer organizations.

"The plan to substitute television spot films at this time for the simulcast Cities Service radio program is predicated on the decision to wait for a wider distribution of TV stations and home receivers in Cities Service marketing areas."

### DuM. Holiday Show Raises Polio Funds

More than \$178,000 has been received yesterday for the Eastern Area Sister Kenny Institute as a result of the DuMont web's five-hour Christmas Party last Sunday night, with donations still coming in.

According to officials of the Sister Kenny Foundation the goal of \$250,000 set for the show will be surpassed. Gifts received thus far ranged from 50 cents to \$5,000. With a breakdown still to be made, several gifts of \$5,000 each are already listed and seven or eight of \$1,000 each have been tabulated, DuMont said.

The all-star show was emceed by Morey Amsterdam, assisted by Don Russell. Twenty-five telephone operators were on duty until an hour after the show went off the air.

as soon as the FCC makes a decision on the difficult technical problems now before them."

Predicting industry-wide production of 3,500,000 sets next year, the report said:

Sees Market Picture "Brighter"

"The market picture becomes even brighter when it is realized that the industry has made tremendous progress in improving quality while reducing prices by almost fifty per cent in the past five years. Although such drastic price reductions cannot be expected in the future, further savings will probably be possible barring the type of economic activity responsible for the strong inflationary period during 1946 and 1947."

Section of RADIO DAILY, Friday, Dec. 30, 1949

## New TV Tube Coating Revealed By Corning

A new method for coating the inside surface of TV picture tubes has been announced by John L. Ward, manager of Corning Glass Works' electrical products division. This method, a laboratory development of a new electrically conductive opaque coating, can be applied at the time of manufacture of the glass bulb and eliminates the need for carbon coating of the bulb by laborious hand methods in TV tube manufacturing plants.

### Permanently Fused To Surface

Also, because the bulbs can be coated by Corning Glass Works at the time of manufacture, this operation will be eliminated at the tube-maker's plant. In addition, the new coating is permanently fused to the surface of the glass and will not be affected by washing or other reclaiming operations.

Ward also stated that this is a completely new type of coating with all the desirable features of the presently-used carbon coating such as non-reflectivity and opacity. As soon as facilities for commercial production are available, the company plans to coat all its glass TV tubes with the new material.

Ease of applying the new coating, Ward pointed out, will simplify the final assembly of the new rectangular all-glass tube and speed its adoption by the TV industry.

## Tele View of the Week



Non-owners of TV sets viewing Packard-Bell video receivers on display at the Packard-Bell Television Theater, recently opened in the heart of the apartment house section of Los Angeles, where most of the tenants do not as yet own sets. Packard-Bell, largest coast manufacturer of TV sets, believes it is the first company to establish a theater of this kind in a residential area of a major city.

## Tallest AM-TV Tower In U. S. For WCON

Foundation work for the largest radio and TV tower to be constructed in the United States has just been completed in Atlanta, Ga. Designed and fabricated by International Derrick and Equipment Co. for WCON, the tower will rise 1,000 feet above Atlanta. The addition of a super gain RCA pylon on top of the tower will make the structure 1,057 feet high.

### Foundation Is Ponderous

Foundations for the tower and guy anchors are unusually large, a total of 500 tons of concrete being poured in their construction. Interlaced steel rods and various types of fill were used in setting the anchors securely.

A feature of the tower will be a one-man elevator for hoisting maintenance workers up to a height of 798 feet. In addition, an inside ladder will run the entire length of the tower.

So that persons in the surrounding area will be fully aware of the structure's sponsor, 14-foot flashing letters at a height of 400 feet will spell out WCON-TV. It is estimated that the call sign will be visible for a distance of 20 miles away.

### Completion Planned For February

Plans call for completion of the tower by the end of February. Construction of the tower is under the supervision of IDECO.

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## Ruby Service Constructs TV Film Editing Rooms

Ruby Editorial Service, Inc., affiliated with the Ruby Co., has constructed a battery of eight editing rooms at 729 Seventh Ave., New York, for the use of TV film producers, Edward Ruby, president, announced. Each room, a complete workshop in itself, is sound-proof, air-conditioned and fully equipped with the latest type of apparatus. Ruby stated that the units were designed to meet the demands of professional standards and techniques and were available for rental by day, week, month or longer periods.

## New TV Manufacturer Previews 1950 Line

Atwater Television Co., Brooklyn, N. Y., a newcomer in the field of video set manufacturing, previewed their 1950 line of sets this week at the Park Sheraton Hotel, N. Y. I. R. Ross, general sales manager introduced the new line which features a 19-inch console-combination listing at \$449.50 and other receivers including a 12½-inch and 16-inch model, which he reported, has resulted in nearly \$2 million in orders thus far. Mid-west distributors of the line will see sets in Chicago's Palmer House in January.

## PRODUCTION PARADE

### GE Equip. For S.A.

The first FM broadcasting station in Venezuela will go on the air this month using a 250-watt transmitter manufactured by the General Electric Co., Electronics Park. Sold by International GE S.A., Venezuela, the transmitter will be operated by Radio Cultura with studios in Caracas. In addition to providing FM programs, the new transmitter will serve as a point-to-point relay.

### Sightmaster Sightmirror Available

The Sightmaster Corp. has announced the issuance of a patent covering its Sightmirror which will make it available for public use for any television receiver now in existence. Sightmirror, which serves as a filter to eliminate glare and the possibility of eyestrain and softens the picture, also has the advantage of being a decorative mirror when the set is turned off.

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