

RADIO DAILY



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FINANCIAL

(January 16)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
ABC	8 3/8	8	8 1/8	- 1/8
Admiral Corp.	23 3/4	22 1/4	23	- 1/4
Am. Tel. & Tel.	147 1/4	146 3/4	147 1/4	+ 3/8
CBS A	30	29 1/4	30	+ 1/2
CBS B	30	29 1/4	30	+ 1/2
Philco	35 7/8	34 3/4	35 1/2	- 1/4
RCA Common	13 3/4	13 3/8	13 3/4	- 1/8
RCA 1st pfd.	73 3/4	73 3/4	73 3/4	+ 1/2
Stewart-Warner	13 1/2	13 3/8	13 1/2	- 1/8
Westinghouse	31 1/8	30 1/2	31	+ 1/4
Westinghouse pfd.	104 1/2	104 1/2	104 1/2	- 1/4
Zenith Radio	33 3/4	33	33	- 3/4
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	16 1/4	16 1/4	16 1/4	- 1/4
Nat. Union Radio	3 1/4	3 1/8	3 1/8	- 1/8
OVER THE COUNTER				
DuMont Lab.		15	16	
Stromberg-Carlson		12 1/4	13 1/2	

Stork News

Phoenix, Ariz.—One child, boy, to Mr. and Mrs. Robert Garland was born January 3 at the Good Samaritan Hospital here. Father is on the KOOL sales staff.

For SALES MAGIC in the "MAGIC CIRCLE" Hire **WIBW**

The Voice of Kansas TOPEKA
REH LUDY, General Manager

Clear Channel Support Given By Farmer Co-ops

(Continued from Page 1)
vital to our rural population, the National Council of Farmer Cooperatives hereby expresses its opposition to any legislation which would impair or prevent the improvement of rural radio service, which at best is quite inadequate.
"Many of the rural people depend to a large extent upon clear channel stations for their radio service and such service should be protected and improved. This is even more true now because we realize that television, now available to large metropolitan areas, will not be available to many rural areas for an indefinite period.
"Therefore, the Council requests that no action be taken by the Congress or the Federal Communications Commission which would allow the breaking down of 'clear-channels' serving rural areas. On the contrary the Council urgently recommends that such clear channel stations be granted sufficient facilities to serve farm communities and rural areas not presently enjoying the superior radio service available to all metropolitan areas. In recent months, the United States has been a party to an international radio frequency allocation conference with other North American nations. During the conference, the Council vigorously protested the demands of the Cuban government for broadcasting rights on channels which are so essential to the people of the United States. The Council again requests that the United States Department of State maintain a firm stand against the attempted inroads of foreign nations on radio channels utilized by stations in the United States."

WHOM Renews Request To Move Studios To N. Y.

(Continued from Page 1)
II Progresso Italo-Americano, when it had a second application pending seeking approval of their contract to buy WINS from the Crosley interests. However, since the contract expired without completion of the purchase, the WHOM management is again applying to the Commission for the transfer. The station now operates from both Jersey City and New York.

Mutual Co-op Sales Reported On Increase

(Continued from Page 1)
sponsors during the past three months was Fulton Lewis' news commentary with 174 new sales. Other programs which figured in heavy sponsorship acquisition are "Behind The Story" 105; Cedric Foster, 56; Gabriel Heatter's "Mail Bag," 37; "Mutual Newsreel," 29; "Tell Your Neighbor," 27; and "Kate Smith Speaks," 26.
A total of 13 programs figured in aggregating the 504 total.

Trammell Gives Opinion On Radio As Career

Teen-agers seeking careers in radio should take special courses in broadcasting at college and get jobs in local stations, according to Niles Trammell, chairman of the board of NBC. The NBC exec said in an article written for "The Betty Betz Career Book," recently published, that radio "demands many special qualifications which can be obtained only through education and experience."
Trammell points out that radio is an around-the-clock proposition and makes many demands on time and stamina. Norman Blackburn, Hollywood TV network exec, and Mary Margaret McBride were also contributors to the book from NBC.

Annual Guild Ball

The Radio and Television Directors Guild will hold their annual ball on Friday, January 20 at the Hotel Astor. Ray Block's orchestra will provide the music for dancing after nine p.m.

"Aunt Jenny" In 14th Year

"Aunt Jenny," CBS soap opera, starts its 14th year of broadcasting on Wednesday, January 18 at 12:15 p.m. (EST), it has been announced by CBS. "Aunt Jenny" is sponsored by Lever Brothers on behalf of Spry. Dan Seymour announces and Bob Steele directs.

Recommend Controls For Canadian Radio

(Continued from Page 1)
respect of the principles of Christian philosophy and add value to the broadcasts." Programs should be fashioned in keeping with the principles that inspire the line of conduct of the rural population.
The brief adds, however, that the Farm Women believe it desirable to maintain the present organization of Canadian radio, with both National and private systems, as the best means of serving the general interest of all Canadians.
It asks that the French network of the CBC be developed so as to reach all French speaking homes across the country and that programs designed for the rural population be broadcast at times better suited to the rural way of life, in the daytime and not at the end of the evening.

Shulton, Inc., Sponsoring 'High Adventure' On NBC

(Continued from Page 1)
p.m. Sponsorship will be on behalf of Shulton's line of men's toiletries with heavy promotion of Old Spice For Men, an after-shave lotion.
Program will be written, directed, produced and musically scored by Robert Monroe.

Pussy Cats in Boots



It's rare enough to see *one* puss in boots. To get *two* pussy cats in *two* boots is a right neat trick.
There's a neat (and easy) trick to buying radio time in Baltimore. You just spend a *little* bit of money on W-I-T-H, and then see *big* things happen!
You see, W-I-T-H delivers more *home* listeners-per-dollar than any other station in town. And *in addition*, a survey made under the supervision of the Johns Hopkins University showed that of all radios playing in taverns, 67.3% were tuned to W-I-T-H.
That means that you get *big* results from *small* appropriations on W-I-T-H. Call in your Headley-Reed man and get the whole W-I-T-H story today!

WITH

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