

## See 15,000 Tele Sets In Chicago By January

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ber, attribute the sharp rise largely to Xmas buying.

In line with the rush of new buying WBKB scheduled two daytime shows this week and a special two-hour evening show yesterday to aid television dealers throughout the city. In addition, dealers who sold sets in the pre-Christmas weeks presented their greetings via the station's "Chicago Television Showcase," with WBKB and AFA co-operating.

## "Inquirer" To Handle Phila. Forum Activity

Philadelphia — The Philadelphia Forum, one of this City's most distinguished intellectual organizations, will be operated in the future under the auspices of The Philadelphia Inquirer Charities, Inc., it was announced Wednesday by Walter H. Annenberg, publisher of the "Inquirer" and the Hon. Curtis Bok, chairman of the board of governors of the Forum. Arrangements for the transaction were made by Roger W. Clipp, general manager of WFIL, WFIL-TV and WFIL-FM, which are owned by the newspaper.

Under the new setup, many of the outstanding Forum events will become available for broadcast by the stations. In the past, broadcast rights were seldom granted, and until two years ago when WFIL aired the ceremonies attendant to the presentation of the Philadelphia Award, that event had never been broadcast.

### Book Statement

In his statement announcing the move, Bok pointed out the advantages to Philadelphia of the association of the Forum with the "Inquirer" and its radio and television stations, explaining that support of both media will broaden public support of the Forum's activities. In addition, he said, proceeds from the many events connected with it will provide further funds for distribution to worthy charitable organizations.

Forum was founded in 1921 under leadership of the late Edward W. Bok and has presented some 20 cultural events each year since then. Programs, which are presented in the Academy of Music, have included many great musical artists, symphony orchestras, ballets, lectures and public forums. Annenberg expressed The Inquirer's intention of maintaining the high calibre of the events presented and of expanding still further the activities of the Forum.

## Network Nominations For Ten Top '47 News Events

Nominations for the 10 top news events of 1947 came from the news and special events departments of the four major networks and were used in compiling the list of the 10 most important events on Page 1 of today's RADIO DAILY.

The network nominations were as follows:

### National Broadcasting Co.

1. First uncensored broadcast ever made from Moscow—by NBC's Henry Cassidy Dec. 8, at beginning of Foreign Ministers' Conference.
2. Coast Guard cutter Bibb's rescue of passengers of downed flying boat Bermuda Sky Queen.
3. Texas City disaster.
4. Florida hurricane in September.
5. Mississippi and Missouri River floods.
6. Marriage of Princess Elizabeth and Philip Mountbatten.
7. Senate's vote on Taft-Hartley bill—first vote-by-vote account of Senate action on a bill direct from Senate Chamber.
8. First broadcast ever made direct from Congressional committee room during discussion of pending legislation—Greek-Turkish Aid bill.
9. Committee investigations of Howard Hughes, Maj. Gen. Bennett E. Myers (Ret.).
10. President Truman's message to the nation on American participation in European Recovery Program.

### Columbia Broadcasting System

1. Moscow and London Foreign Ministers' Conferences.

## Children's Show Sponsors Aiding 'American Heritage'

Chicago — Sponsors of the major kid shows of the networks are giving 100 per cent co-operation to the suggestion by the radio committee of the American Heritage Foundation that radio heroes be used in a campaign designed to entrench the basic tenets of Americanism into the minds of the nation's youths.

Move to incorporate the theme of Americanism into kid programs, such as "Tom Mix" and "The Lone Ranger," was decided last week by members of the committee, writers of the various programs for juveniles, agency personnel and sponsor personnel at a meeting in Chicago. Other programs which will co-operate in the move include "Sky King," "Jack Armstrong," "Terry and the Pirates," "Superman," and "Green Hornet." Good citizenship, intelligent use of the ballot box, tolerance and the democratic obligations of all Americans will be stressed in the scripts of these programs.

Represented or present at the meeting were E. R. Borroff, chairman of the Chicago radio committee and vice-president of ABC's central division; William Lewis, national chairman of the radio committee and, as vice-president and radio director of Kenyon & Eckhardt Agency, New York, representative of the Kellogg Company, sponsors of "Superman"; General Mills by Russ Neff of Knox Reeves Advertising Agency, Minneapolis, James Jewell, writer-producer of "Jack Armstrong," and Raymond Murer, legal counsel for King-Tren-

2. Truman Doctrine, Marshall Plan, (Special).
3. Truman's address on inflation at Special Session.
4. UN Partition of Palestine.
5. Taft-Hartley Law, activities and passage.
6. War Investigation Hearings. (Hughes-Meyer).
7. Hollywood Communism Investigation.
8. Texas City Disaster.
9. Royal Wedding.
10. French and Italian crises as result of Comany activities.

### American Broadcasting Co.

1. The Truman Doctrine and the Marshall Plan.
2. Communist Fight Back: Communist uprising in France and Italy.
3. UN Partition of Palestine.
4. Inflation at Home.
5. Passage of the Taft-Hartley Act.
6. Supreme Court Curbs John L. Lewis.
7. Anti-Communist Inquiries.
8. The Howard Hughes-Gen. Meyers Probe.
9. The Texas City Disaster.
10. The Wedding of Princess Elizabeth.

### Mutual Broadcasting System

1. The Cold War (i.e.—Truman Doctrine, Marshall Plan, etc.).
2. Enactment of the Taft-Hartley Law.
3. The struggle to meet rising prices.
4. The Congressional Investigations.
5. The Royal Wedding.
6. The Partition of Palestine.
7. The Texas City Disaster.
8. Memorial Day Plane Crashes.
9. The Hurricanes.
10. The World Series.

## Victor's Steady Price Line Emphasized By Murray

Price line on RCA Victor records was held steady during 1947 despite increased production costs and in the face of general increases by major competitors it was stated Wednesday by James W. Murray, vicepres in charge of record activities.

The firm's production filled public demand during 1947 better than any time in the past five years, Murray said. He attributed this to expanded manufacturing facilities, and the return of seasonal retail buying trends.

Murray also reported progress in restoring discs originally listed in pre-war catalogues, or by replacements of outdated works with new and technically improved versions. This work was carried out as rapidly as possible this year, and will continue at an accelerated pace in 1948, he added.

dle Broadcasting Corp. ("Green Hornet," "Lone Ranger"); Quaker Oats by Richard M. Compton, advertising manager of Quaker Puffed Grain division, Louis Tilden, vice-president of Sherman & Marquette, Inc., and Henry Selinger, writer-producer of "Terry and the Pirates"; Derby Foods, Inc., by Ed Thiele, advertising manager, Phil White, account executive of Needham, Louis & Brorby, Inc., and Ed Gardner, writer of "Sky King"; Ralston by Mary Afflick, writer-producer of "Tom Mix"; James Stirtion, assistant to Mr. Borroff; L. S. (Duffy) Schwartz, Chicago representative of the Advertising Council, and Phil Bowman, writer representative of the Chicago radio committee.

## RCA To Triple Output Of TV Trans. In '48

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three months have increased from 20 to 69, or more than treble, with another half-dozen or so expected to be approved before the end of the year.

The only limitation of transmitter sales during the next 12 months will be in the speed of production at the RCA plant here, it was said, and even at that total output is expected to be tripled. Delivery of transmitter equipment is now on a four-to-five months basis, it was said, depending on the specific and individual requirements of the station placing the order. Dollar volume will also be considerably high in transmitter sales; it was added, since the "average" cost of station equipment is about \$250,000.

## "Cabin B-13" Program Preview For Movie Execs

John Dickson Carr's suspenseful "Cabin B-13," one of the CBS scripts being made available by the network to motion picture studios for possible film production, will have its third airing over CBS Saturday, December 27, 8:00-8:30 p.m.

Screen executives on the West Coast will hear "Cabin B-13" in a special rebroadcast over KNX, Hollywood, Saturday, January 3, 4:00-4:30 p.m., in order to weigh its screen possibilities.

"Cabin B-13," story of a woman's harrowing sea voyage, had its air premiere on CBS' "Suspense" several years ago. By its repeat performance it joins several CBS tales which have merited retelling notably: Lucille Fletcher's "Sorry, Wrong Number," which incidentally is now before the cameras of Hal Wallis Productions and Norman Corwin's "The Plot to Overthrow Christmas."

## Texaco Retains CBS Spot For New Sunday Eve Show

With the switch of the Tony Martin show from CBS to ABC, the Texaco company is retaining its 9:30-10 p.m. EST, Sunday spot on Columbia and will present a new show featuring Gordon MacCrae, Evelyn Knight and Victor Young's orchestra. Miss Knight will also be heard on the Tony Martin show which will be presented on ABC, starting Dec. 31, in the Henry Morgan spot, 10:30 to 11 p.m., EST.

## New Iowa Indie Set

Des Moines, Iowa—Owned and operated by Independent Broadcasting Co., KIOA and KIOA-FM will go on the air next month, with studios an offices in the Onthank Building. All power will be 10 kw. day and 5 kw night. FM radiated power will be 40 kw. John W. Boler is president and general manager. Kenneth Durham is vice-president; John Gamble secretary, and Edwin Buckley, treasurer.

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