

NBC Now Subscriber To U. S. Hooperatings

(Continued from Page 1)

and affair for the trade guys and down through the months of Hooper's busy year — considering Nielsen, BMB and all kinds of new electronic gadgets—the rating man, knowing the characteristic of a kindly press agent, always manages to hold back at least one press release.

When the trade boys put away their steaks yesterday and reclined in a mellow mood, Hooper suddenly pre into his act like an announcer setting a commercial fee. However, Hooper's commercial did seem to be within the limits of the NAB code. His release led off with the announcement that NBC had subscribed to U. S. Hooperatings, the first network to fall in line. Neither Hooper or NBC would say how much the network is paying but it's understood to be well in excess of \$25,000 or the twice a year service.

Other Subscribers Listed

Other advance subscriptions to U. S. Hooperatings have been received from General Mills, Gulf Oil, CA, Lever Brothers, Carter Products, Brown Shoes, Ralston-Purina, Gillette, Dancer-Fitzgerald-Sample, Gardner Advertising and Newell-Emmett. Hooper said there are tough subscribers now to pay the actual cost of U. S. Hooperatings. Originally he asked for \$200,000 from the industry—one-half of this from the networks and the other half from agencies and sponsors. Hooper's Santa Claus release made some comparisons between BMB figures and U. S. Hooperating statistics, the differences being overwhelming to behold. Where BMB's nighttime lineup shows NBC has 1,120,000 radio families, the average evening audience tabbed by U. S. Hooperatings in the Winter of 1948 15,557,000 listening homes for NBC. And just because it was Christmas, Hooper had something to say about Nielsen and his audimeter. It that's a story that can be told by month or day of the year.

For 1949, the first U. S. Hooperating survey will be made between Jan. 15 and Feb. 15 with the report to be published April 15. Second survey is scheduled from Oct. 15 to Nov. 15 and will be published on Jan. 15, 1950.

SOUTHWEST SIDELIGHTS

DON GILLIS, composer, and conductor of the NBC Symphony broadcasts, conducted the San Antonio Symphony Orchestra last Saturday, Dec. 18, in the playing of his own "Symphony No. 7." He shared the podium with the orchestra's regular conductor, Max Reiter. Gillis' "Symphony No. 7" was written for Texas Christian University and was given its first performance there with Gillis as conductor. He was awarded a Doctorate of Music on the occasion.

John T. Dunford, New York ad agency executive, was a recent visitor to San Antonio as part of a tour he is making of all CBS stations carrying the Sunday concerts of the New York Philharmonic Symphony Orchestra. While here he was a visitor at K TSA, local CBS outlet.

John W. Scott, KABC, San Antonio, news editor spoke at the regular luncheon meeting of the San Antonio Lions Club. Scott, who recently returned from an extended European trip, discussed the present conditions of the countries he visited and the effect American aid is having.

Dr. Otto Wick, associate professor of music at Trinity University of San Antonio, will leave for New York City where he will conduct a radio broadcast of two excerpts from his opera "The Lone Star." The selections to be used are "San Antonio" and "The Alamo Dirge." The broadcasts will be over WNYC and is at the invitation of the New York Symphony.

Dale Evans, film and radio star, paid a visit last week to the WFAA, Dallas studios, where a few years ago she was a featured singer. Miss Evans was shopping and visiting with friends while her husband, Roy Rogers, was hunting on the King Ranch.

For the ninth consecutive year WOAI, San Antonio, will broadcast the Christmas Eve midnight mass from the St. Mary's Church there. Brother Peter Rogers will act as narrator for the mass. The sermon will be delivered by the Rev. Joseph Sammon, OMI. The full choir of St. Mary's parish will sing a mass composed by the late John Steinfeld, former organist of St. Mary's, and the Marian Choristers will be heard in traditional Christmas carols. Richard L. Carr will direct the choir. Henry Guerra of WOAI will announce the service.

Mrs. Pauline G. Reiter, has been named chairman of a "Listening Post" committee which will help

select programs and performers on the air which will be considered for "Oscars of the Air." She is the wife of Max Reiter, conductor of the San Antonio Symphony Orchestra. Awards will be made by the University of Georgia's Henry W. Grady School of Journalism with the assistance of the NAB.

D. M. Teague, district commander, Fifth District American Legion, presented WFAA, Dallas, with a public service award for the presentation of programs on the outlet in behalf of the Legion.

Bill Michaels, manager of KABC, San Antonio, has announced that all employes of KABC will receive two weeks salary as a Christmas bonus. The staff will also go on a 35-hour week.

Frank Fallon has joined the announcing staff of KITE, San Antonio, according to Charles Balthrope, station owner and manager. Fallon is a former dramatic student and football star representing Alamo Heights.

Mrs. Tim Healy had as a recent guest on her daily broadcasts over KLIF, Dallas, Louis Veda Quince, Dallas Little Theater director, whose latest effort "Ladies in Retirement" is scheduled to open for a three-day run.

AFRS Xmas Programs To Feature Top Stars

(Continued from Page 1)

aired on the December 25th broadcast, have been transcribed by the top sports commentators. This week's programming has been in preparation for at least one month. It was pointed out. Transcriptions of excerpts from big shows were started last week.

The Armed Forces Radio is beamed to the Atlantic area, Europe and the Near East. Servicemen in Vienna, Italy, Greece and Egypt will be able to hear the American broadcasts. In addition, letters from the Holy Land have indicated that the programs have been often heard there with fair reception.

WMCA's FM Transmitter Going On Air Dec. 25

WMCA will begin FM operations December 25 at 2:30 p.m., Leon Goldstein, vice-pres. in charge of programs, announced yesterday.

The station's FM schedule will duplicate all AM programs from 3 p.m. to 9 p.m. WMCA-FM has been assigned Channel 222 and a frequency of 92.3 megacycles, the bottom of the commercial FM dial in New York.

The new FM transmitter is located atop the Chanin Building.

For Profitable Selling—Investigate

WDEL

WILMINGTON
DELA.

WGAL

LANCASTER
PENNA.

WKBO

HARRISBURG
PENNA.

WRWA

READING
PENNA.

WORK

YORK
PENNA.

WEST

EASTON
PENNA.



STEINMAN

STATIONS

Clair R. McCollough, Managing Director

Represented by **ROBERT MEEKER ASSOCIATES**

Chicago

San Francisco

New York

Los Angeles

Veteran Broadcasters

Samuel Woodworth, vice-president-general-manager of WFBL, Syracuse, has completed his 26th year in the field of radio broadcasting and Chas. F. Phillips, vice-president in charge of sales and programs at the same station, has completed his 24th year.

1906 1948

Henri
CONFISEUR

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

Famous French Candies
15 East 52nd St.
AIR CONDITIONED