



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 29

NEW YORK, TUESDAY, NOVEMBER 15, 1949

TEN CENTS

NAB FINANCING GETS CONSIDERATION

CAB Takes Issue With Dunton On TV

The Canadian Assn. of Broadcasters has challenged a statement by A. D. Dunton, chairman of the board of governors of the Canadian Broadcasting Corp., on the status of Canadian television, as quoted in RADIO DAILY on Nov. 1.

In a letter to RADIO DAILY last week, T. J. Allard, general manager of the CAB, which represents 95 of Canada's 119 privately-owned stations, questioned in particular Dunton's assertion that television in Canada is "wide open" for private broadcasters. Said Allard: "This

(Continued on Page 2)

Capital Radio Women Will Hold One Day Clinic

Washington—A publicity clinic, designed to give D. C. women's club, Embassy and other organizational publicity chairman an insight on how to use radio to promote their activities, will be given Thursday, Nov. 17 by the Nation's Capitol Radio Women on the American University campus. The clinic is sponsored by the public relations division of the university and the

(Continued on Page 6)

Texas Co. To Sponsor Met Opera Airings

The Texas Company will sponsor the Metropolitan Opera Saturday afternoon radio broadcasts over the ABC web for the tenth consecutive year starting November 26, it was announced by George A. Sloan, Chairman of the Board of the Metropolitan Opera, W. S. S. Rogers, Chairman of the Board of the Texas

(Continued on Page 8)

Plan Xmas Drive

Camden, N. J.—Preparing for a big Xmas drive on the 45-rmp music reproduction system, the RCA Victor Home Instrument and Record Departments are readying an intensive and complementary program, employing national advertising, a new radio program for children, and a variety of point-of-sale display units to spotlight 45-rpm instruments and records as ideal Xmas gifts for all family members. Special emphasis will be placed on the expanding childrer's market.

BMB To Suspend; New Service Studied

Plans to suspend operations of Broadcast Measurement Bureau on December 31 except for servicing operations on the Second Study which is scheduled to be released next month, were announced last weekend following a meeting of the executive committee of BMB.

Decision to curtail operations was made by NAB, AAAA and ANA, the three associations which are mem-

(Continued on Page 8)

Davis Named Vice-Pres. Of Kenyon & Eckhardt

Hal Davis, publicity director of Kenyon & Eckhardt Agency, New York, yesterday was named vice-president of the agency following a meeting of the board of directors. Two other executives were elected to similar positions. They are Rob-

(Continued on Page 5)

Shelley Named President Of Radio News Directors

Jack Shelley, of WHO, Des Moines, Ia., was elected president of the National Assn. of Radio News Directors, succeeding Sig Mickelson, during the closing business session of the NARND convention held in New York last week.

Ben Chatfield, WMAZ, Macon, Ga., was named first vice-president; Jim Bormann, Cedar Rapids, Ia., second vice-president; Sheldon Peterson, KLZ, Salt Lake City, Utah, treasurer,

Members Of Board Finance Committee Meet To Discuss Budget Problems And Make Recommendations

Drewry Announces Peabody Plans

Athens, Ga.—January 9, 1950 is the deadline for entries in this year's Peabody Awards competition, according to an announcement yesterday by Dean John E. Drewry of the University of Georgia's Henry W. Grady School of Journalism, which administers the awards.

Winners will be announced at a luncheon meeting of the Radio Executives Club of New York on May 4 by Edward Weeks, Peabody board

(Continued on Page 2)

Twelve ABC Stations Get Promotion Awards

Twelve radio affiliates of ABC have won top honors in the net's sixth annual competition for outstanding audience promotion of network programs. Award certificates are given by ABC based on question-

(Continued on Page 6)

State Dept. to Send Music Series Overseas

All Sunday's programs of the New Friends of Music chamber music series at Town Hall, and all subsequent programs this season, will be recorded by the International

(Continued on Page 4)

Washington Bureau of RADIO DAILY

Washington—The problem of financing NAB operations for the balance of the year and effecting additional cuts in operations came before the Board's Finance committee at a meeting held yesterday on the eve of the three-day session of the full NAB board. It is no trade secret that the

(Continued on Page 5)

Butler To Address REC Luncheon Thurs.

Ralph Starr Butler, formerly vice-president in charge of advertising for General Foods Corp., will be the guest speaker at the luncheon-meeting of the Radio Executives Club of New York at the Hotel Roosevelt, Thursday, at 12:30 p.m.

Butler, pioneer in radio advertising who for 17 years supervised the

(Continued on Page 2)

Georgia Tells High Court FCC Right In WGST Case

Washington—The State of Georgia told the Supreme Court in great detail yesterday that the FCC judgment concerning the ability of a radio station to serve the public interest cannot lightly be set aside by a state court. In the case of

(Continued on Page 4)

Record TV Reception

Montreal—A television broadcast was viewed here Friday night, according to D'Alton Woodlock, of Iberville, Quebec. He brought television equipment which he built himself to the apartment of Mr. and Mrs. Albert Desjardins, and the three watched a boxing match staged in Madison Square Garden, New York.

Both Barrels

The law of averages took time out Sunday night on ABC's "Stop the Music," when two listeners collected fat jackpots for identifying a "Mystery Melody." The first tune, "Chief Hckum," had gone unidentified for six weeks. Minutes after it was successfully named, another listener hit the bull's eye—naming the new tune—"Rustic Dance."



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

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WASHINGTON BUREAU
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Phone: Wisconsin 3271

CHICAGO BUREAU
Hal Tate, Manager.
360 No. Michigan Ave.
Phone: Randolph 6-6650

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

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FINANCIAL

(November 14)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	71 ¹ / ₂	73 ³ / ₈	71 ¹ / ₂	- 1 ¹ / ₈
Admiral Corp.	29 ¹ / ₈	29 ¹ / ₈	29 ¹ / ₈	- 3 ¹ / ₈
Am. Tel. & Tel.	146 ¹ / ₂	146 ¹ / ₈	146 ¹ / ₈	- 1 ¹ / ₄
CBS A	25 ³ / ₈	25 ¹ / ₈	25 ³ / ₈	+ 1 ¹ / ₄
CBS B	25 ¹ / ₈	25 ¹ / ₈	25 ¹ / ₈	- 3 ¹ / ₈
Philco	30 ³ / ₈	29 ³ / ₄	29 ³ / ₄	- 5 ¹ / ₈
RCA Common	12 ¹ / ₂	12 ¹ / ₄	12 ³ / ₄	- 1 ¹ / ₂
RCA First Pfd.	73 ³ / ₄	73 ³ / ₄	73 ³ / ₄	+ 1 ¹ / ₂
Westinghouse	27 ³ / ₈	26 ⁷ / ₈	27	- 1 ¹ / ₂
Westinghouse Pfd.	100	100	100	- 1 ¹ / ₄
Zenith Radio	28 ³ / ₈	28	28	- 1 ¹ / ₄

NEW YORK CURB EXCHANGE

Hazeltine Corp.	143 ³ / ₄	141 ¹ / ₂	141 ¹ / ₂	+ 1 ¹ / ₈
Nat. Union Radio	2 ¹ / ₂	2 ³ / ₈	2 ¹ / ₂

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	14	15
Stromberg-Carlson	13 ³ / ₄	15

Whitney In New York

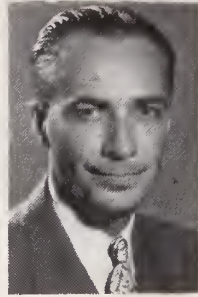
George Whitney, Don Lee General Sales Manager, is in New York on business and is stopping at the Biltmore Hotel. Whitney will call on the Blair offices, Don Lee's eastern sales representatives, and clients in New York, Chicago and St. Louis. Whitney's tour concerns both AM and TV business. He'll return to Los Angeles around December 1.

RADIO DIRECTOR'S RIGHT HAND

11 years proved performance, 4A Agencies. Secretarial skills. Production, scripts, E.T.'s, traffic, spot time buying, contracts. On the other hand; college, tact, personality. Write Box 287, RADIO DAILY, 1501 Broadway, New York City.

Butler To Address REC Luncheon Thurs.

(Continued from Page 1)



DENNY
ny, NBC executive vice-president who will speak in connection with the presentation of a Junior Achievement Award to an NBC affiliate.

The annual national radio award to the best Junior Achievement radio broadcasting company in the United States will be presented to the Junior Broadcasting Company of Peoria, Ill.

Denny will present the award (an illuminated scroll signed by Justin Miller, president of NAB and the presidents of the four major networks) to William Allan Linsley, president of the Junior Broadcasters Company, who will be guest of honor. Linsley will be featured on broadcasts of the four major networks during his New York visit.

Linsley, a 16-year-old junior at Woodruff High School, Peoria, was elected to come to New York to receive the award by fellow-members of the prize-winning company.

Linsley's group broadcasts over WEEK, Peoria affiliate, a regularly scheduled series of Saturday morning programs covering teen-age sports, fashions, social activities and high school chatter. Recordings of their broadcasts were entered in competition with the works of other Junior Achievement radio companies, together with financial statements and annual reports.

Second place award has been made to the Big Four Broadcasting Company, sponsored by WMBD, Peoria, Ill., national award winner in 1947. Honorable mention has been given to Talent Unlimited, sponsored by the New Bedford (Mass.) Gas and Edison Light Company.

Peabody Award Plans Announced By Drewry

(Continued from Page 1)
chairman, and Dean Drewry. Four awards are to be made this year in the field of television, in addition to those in radio. Entry forms are being mailed this week to stations and networks throughout the U. S.

The Peabody awards are designed "to recognize the most disinterested and meritorious public service rendered each year by the broadcasting industry, and to perpetuate the memory of George Foster Peabody, benefactor and life trustee of the University of Georgia.

CAB Takes Strong Issue With Dunton On Video

(Continued from Page 1)

statement must be compared with the fact that, so far, no application for a television license by any privately owned broadcasting station in Canada has been granted."

Allard had this rebuttal for Dunton's statement that only one private operator had applied for permission to build a TV transmitter (at the time the Nov. 1 story was written): "To our definite and certain knowledge," said Allard, applications have consistently and repeatedly been made by broadcasting stations KKEY and CFRB, Toronto, CKAC and CFCF, Montreal, and on other occasions by CHML, Hamilton, Mr. Al Leary, of Toronto, and Canadian Famous Players Limited. We are also led to understand that an application was made by CKLW in Windsor."

Jessel Guesting

George Jessel who is in New York this week for personal appearance on November 18th at the Roxy for opening of "Oh, You Beautiful Doll," will also do Elgin Tele show and "We The People" show while here. On return trip to the west coast he will stop over in Chicago for p.a. then to Hollywood for Crosby show and two Martin and Lewis shows.

COMING and GOING

W. W. CHAPLIN, newscaster heard on NBC, this week will broadcast his "Report on America" from Phoenix, Ariz., and the following week from Albuquerque, N. M.

JAMES HANRAHAN is in town from WEWS-TV, Cleveland, for conferences at the headquarters of the Columbia network.

MERRILL "RED" MUELLER, London correspondent of NBC, has arrived in New York, and now is leaving for Dallas, Tex., where he will discuss International Forums at the convention of Sigma Delta Chi.

G. RICHARD SWIFT, general manager of WCBS, together with JACK STERLING and BILL LEONARD, station personalities, spent the past week-end fishing off Montauk Point.

BENEDICT GIMBEL, Jr., president and general manager of WIP, Philadelphia, today is in New York on business, while GORDON GRAY, vice-president of the station, is in Harrisburg, attending a meeting of the Pennsylvania Association of Broadcasters.

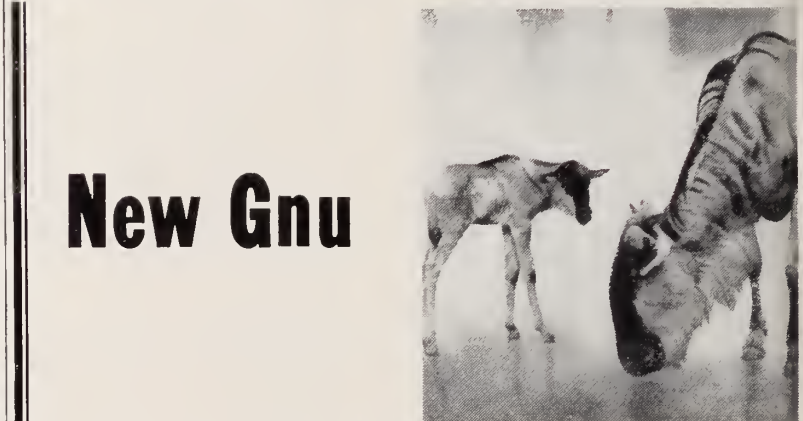
WILT GUNZENDORFER, general manager of KROW, Oakland, Cal., is in town on a short business trip.

DREW PEARSON, American network commentator, on Armistice Day was in Hays, Kansas, for a special network program in connection with the Freedom Train.

HENRY MORGENTHAU, III, assistant program director at WNEW, is spending a week in the Virgin Islands.

TONI ARDEN, Columbia Recording featured artist, is in Detroit for a one-week appearance at the Fox Theater.

HOMER CANFIELD, western network manager of NBC, is in Gotham to confer with program officials of the web.



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.

BALTIMORE, MARYLAND
Tom Tinsley, President • Represented by Headley-Reed

"THEATRE TIME"

**The FIRST Open-End "NAME" STAR DRAMATIC
TV 1/2-HOUR SHOW—BUILT ESPECIALLY FOR TV!**

Regional and national advertisers will find "THEATRE TIME" the perfect vehicle for use in selected markets. Now, for the first time, local advertisers may sponsor a big-time TV dramatic show at a cost within their budgets!

Available on 16mm Kinescope film (new improved Paramount process) at sensationally low cost through syndication—starting at \$135.00 including 15% agency discount!

Time allowed for opening identification, two commercials, closing signature.

"THEATRE TIME" includes such stars as LUISE RAINER (twice Academy Award Winner) in "THE LOST CHILD," original story by Alfred Bester; CHESTER MORRIS (Boston Blackie on the screen) in "GARCY'S GIRL," original story by Carl Bixby; and other names.

Nationally known writers, direction by Carl Eastman. Series will include mystery, comedy, melodrama, suspense, etcetera.

ARRANGE FOR YOUR SCREENING NOW!—RESERVE THE MARKETS YOU WISH!

"THEATRE TIME" is a Meleo Production, produced by Chick Vincent and Gerry Law

Distributed Exclusively By

KASPER-GORDON, Inc.
140 BOYLSTON STREET, BOSTON 16, MASS.
Devonshire 8-7357

CHICAGO

By HAL TATE

MRS. ION BURRIS is critically ill at the Illinois Central Hospital following a recent stroke. Seventy-nine years old, she is the mother of Bill Irvin, radio editor of "The Chicago Sun-Times" and the mother-in-law of Doris Keane, owner of the Radio Institute of Chicago.

Phillips 66 gasoline is ready to renew the WLS-National Barn Dance for the 4th consecutive 13 weeks. Program is heard on 92 ABC stations and originates at the 8th Street Theater. Lambert & Feasley, Inc., N. Y., handles the Phillips account.

News commentator Moulton Kelsey and his wife, who was formerly a radio actress in St. Louis, have packaged a show titled "Home Front" in which several stations have expressed an interest. With the Kelseys expecting a youngster in March, "Home Front" deals with the trials and tribulations of parents-to-be.

Georgia Tells High Court FCC Right In WGST Case

(Continued from Page 1)

WGST, Atlanta, where the Commission insisted that the Regents of the State University System, to whom the station was licensed, exercise the powers and authority to which they were licensed, "federal power is exclusive," said State Attorney General Eugene Cook.

It was after the FCC insisted that the station abrogate a management contract with Southern Broadcasters, Inc., that a state court held the station was liable for the money which would otherwise have gone to the firm. A major stockholder of the firm is Sam Pickard, former Federal Radio Commissioner and former CBS vice-president.

The Georgia Supreme Court concluded that the FCC was not clearly ruling on a matter of public interest when it ordered the WGST licensees to take over and terminate their arrangement with SBI. This conclusion is sharply scored by the state, which charged also that the state court, "in giving effect to private contractual rights superior to and in conflict with the power of Federal regulation under the Communications Act of 1934, was contrary to the prior decisions of the court."

The Commission is expected to file an *amicus curiae* brief in this case.



California Commentary . . . !

• • • New York dramatic critics may not have liked Ken Murray's "Blackouts" but this week he signed a one-year deal (Budweiser beer) at \$20,000 per week for a one-hour "Blackouts" TV show on CBS beginning Jan. 7th. Show will originate in

Hollywood Manhattan. . . . The "Sippy Hollywood Theater," a transcribed feature since its first show years ago, will go "live" on NBC immediately after the first of the year. . . . Vice-President Alben Barkely has been added to the list of stars who will be heard on "Kids Day Salute," next Thursday, November 17th over ABC network. Harry Von Zell will emcee and Edgar Bergen, Bing Crosby, Jimmy Fidler, Arthur Godfrey, Gabriel Heatter, Bob Hope, Drew Pearson, Red Skelton, Dinah Shore, Walter Winchell and other names will appear. Gifford Phillips announced that Teevee Productions has signed a contract with Gay Forester for a TV program tentatively titled "The Show Must Go On." Miss Forester will act as raconteur and mistress of ceremonies bringing on top show business figures from the stage, variety halls, and other phases of the industry. Show will be written by Al Mannheimer, Fred Kohner and Frank MacDonald.

★ ★ ★ ★

• • • Now it's grand openings for TV stations—New Tulsa station KTOV has appointed a Hollywood agent to round up stars and ship 'em along for the premiere by air. . . . Ben Gage will originate his newest video program, "Talent Time at the Trails" featuring amateur entertainers, from his nitery beginning this winter over one of the local TV stations. . . . Allan Jones, ABC network star, has been offered a series of four starring musical productions this winter by the Detroit Civic Light Opera Assn, teeing off in January with the lead in the "The Chocolate Soldier." . . . Kay Kyser has landed a TV show on NBC, with Ford Dealers paying the bills, it starts as soon as the opening show (from New York) can be whipped together. It will be Kinescoped to the rest of the country. . . . Curt Massey set for his first waxing session with London Records. He will open with four sides. . . . Larry Kolpack, exec. veepee of Larry Finley Prods. called in all his reps for a long confab over weekend for big promotion. . . . Taylor Holmes signed with Jerry Fairbanks Studios for holiday video presentations. He and Vincent Price will narrate Charles Dickens' stories for Christmas presentation. . . . Frank Veloz, star of the KNBH "Veloz Show," has found time to write a screen story called "Waltz at Dawn," based on an early phase of his dancing career with Yolanda.

★ ★ ★ ★

• • • Tommy Dorsey is negotiating three separate deals pertaining to his big Casino Gardens Ballroom in Ocean Park—and all point to television. . . . The late Buddy Clark's recording of KFWB's Bill Anson's tune "When I Write My Song" has been released. Ironically, while several of the deejays around town have been playing it on their programs, Anson hasn't received a copy as yet. . . . Mark Finley and Jim Parson of the MBS Publicity staff will address U.C.L.A. public relations students today. . . . KECA deejay, Ira Cook and Mrs. Cook, left following stint on "Dollars or Doughnuts" show on Friday, for a four-day vacation in Las Vegas. They will revisit scene of their honeymoon. . . . Nelson Leigh, who has portrayed Christ in the LA "Pilgrimage Play" for many years, was signed to play the Ghost of Christmas Past in "A Christmas Carol." Video presentation to be filmed at Jerry Fairbanks Studios for Stokey-Ebert Prodn. . . . Hal Roach, Jr., who heads Hollywood's Television Film Producers Assn., in NY trying to talk Petrillo out of royalties and footage demands on film production.

PROMOTION

"Tasteful" Publicity

An unusual tie-in between an entertainment-world celebrity and a candy company was effected recently when Buddy Basch worked out a plan for The Sweets Company of America, makers of "Tootsie Rolls." The promotion included the Tony Martin record "Toot Toot Tootsie, Goodbye."

The agreement had Sweets Company furnish Basch with cartons of "Tootsie Rolls" for disc jockeys, editors and columnists. Basch was given 224 cartons (each has 24 5c "Tootsie Rolls"), of which he kept 112. He sent 16 to a Chicago associate and 96 to one in California. A card attached to the cartons (printed in chocolate brown) tied the promotion together with its copy: "Tootsie Rolls' are a good-buy and Tony Martin's 'Toot Toot Tootsie, Goodbye' is a sweet record!"

State Dept. to Send Music Series Overseas

(Continued from Page 1)

Broadcasting Division of the U. S. Department of State and rebroadcast world-wide, exclusive of this country, it has been announced by Ira A. Hirschmann, president and founder of the New Friends of Music and president of WABF (FM), which carries the programs locally.

The broadcasts by the State Department are non-commercial and are presented solely for the purpose of furthering the Government's aim to portray to the peoples of other countries a full and fair picture of American life, culture and customs.

The performances will be heard in the Far East, Latin America, Europe and Africa, where American information officers in consulates and embassies pass the recordings on to broadcasting stations for local release.

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

WBAL

means business
in Baltimore

Financing For NAB Given Consideration

(Continued from Page 1)

drain on the \$700,000 operational budget for 1949 has been heavy and some of the factors have been the financing of BMB's Second Study, the 12½ per cent reductions in membership dues until the end of this year and the establishment of Broadcast Advertising Bureau as a radio and sales promotion service to the membership.

Several approaches have been suggested to strengthen the NAB coffers. One is a drive to re-enlist some of the membership of larger stations who resigned this year and to bring into the NAB fold new member stations. It has also been suggested that the full board adopt a definite scale of membership fees for TV stations and that an effort be made to get all TV stations enrolled as due paying members.

Board Meets Today

The financing problems will have bearing on the deliberations of the board which meets today to iron out operational problems. It is doubtful if the board will underwrite any further audience measurement research and that if BMB is continued it will have to operate as private enterprise.

Another knotty problem will be the disposition of Broadcast Advertising Bureau headed by Maurice B. Mitchell. The board is faced with deciding whether BAB should be retained as a service of NAB or setup as private enterprise.

The NAB structure committee is expected to present the board today a report on recent discussions with FMA toppers, along with a broad proposal for an offer of merger to be approved by the board before going to the FMA board. FMA still does not definitely propose a merger, a high official said last night, but it will listen attentively if NAB does suggest a basis for consolidation.

Principles Discussed

When the NAB structure group met here last month, FMA toppers met informally with the committee and were told that NAB plans for the integration of FM and TV efforts would be best served by a joining of the two organizations. General principles for a merger were discussed at that time, but no definite proposal was offered by NAB. It is anticipated that such a proposal might this week be agreed upon at NAB, after which it would be forwarded to FMA for consideration by the board and, if the board approves, by the membership.

The structure committee met yesterday at NAB headquarters, with Chairman Clair McCollough of WGAL, Lancaster, Pa., presiding. Other members include Campbell Arnoux of WTAR, Norfolk, Va.; Everett Dillard of WASH - FM, Washington, former president and still a director of FMA; Paul Morency of WTIC, Hartford; John F. Meagher, of KYSM, Mankato, Minn.;

★ AGENCY NEWSCAST ★

A SEVENTEEN-MAN committee has been established under the chairmanship of Earl C. Donegan, of McCann-Erickson, Inc., to organize the current United Hospital Fund Campaign among the advertising agencies of Greater New York. The Fund has a goal of \$3,367,000 a sum which would offset the losses incurred by the 86 voluntary, non-profit hospitals in the city which treat all comers, regardless of ability to pay. Serving with Mr. Donegan on the committee are Walter R. Hine, J. Walter Thompson Co.; Guy Richards, Compton Advertising, Inc.; Luis Dillon, Foote, Cone & Belding; William MacFarland, N. W. Ayer & Son, Inc.; Carle E. Rollins, J. M. Mathes, Inc.; Glenn Wiggins, Kenyon & Eckhardt, Inc.; Thayer Cummings, Batten, Barton, Durstine & Osborn, Inc.; E. J. K. Bannvart, Cecil & Presbrey, Inc.; Florence McGrady, The Caples Company; Paul A. Danielson, Paris & Peart; Herman Daych, St. Georges & Keyes, Inc.; Julian G. Braun, Hirshon-Garfield, Inc.; A. W. Lewin Company; H. A. Thompson, Anderson, Davis & Platte, Inc.; Louis E. Dean, Kudner Agency, Inc.; Theodore M. Seller, MacLean Advertising Agency, Inc.

LENNEN & MITCHELL, INC., has been appointed by Newsweek magazine, effective Jan. 1.

WILLIAM ROSS FRY has joined the Detroit staff of Brooke, Smith, French & Dorrance, Inc.

ALBERT PLEUS has been appointed manager of sales promotion and advertising of the Fleischmann division, Standard Brands, Inc. He has been sales promotion manager of the Fleischmann division for the last four years.

MELVILLE BURKE, stage and film director, has joined the television department of the William Esty Co. as staff director. His current assignment is "The Colgate Theater."

MARK BENNETT BYRON, formerly New York advertising manager for Yardley of London, Inc., has joined the William Esty Co. as a vice-president.

KENYON & ECKHARDT has been appointed by the Bristol-Myers Co., for a new product.

and Henry Slavick of WMC, Memphis.

The board will be guests tonight at a dinner tendered jointly by the NAB president, Justin Miller, and President Eric Johnston of the Motion Picture Association of America. Although neither organization offers any details on the matters to come up, a strong possibility was seen here that the two industry leaders are interested in working out some sort of joint industry approach to common problems.

TRACY, KENT & CO., INC., has been named by Julian Freirich, Inc., Long Island City, N. Y., packer of smoked meats.

BERMINGHAM, CASTLEMAN & PIERCE, INC., has been named by Virginia Maid Hosiery Mills of Pulaski, Va., effective Dec. 1.

WILLIAM WARREN AGENCY has been appointed by Restaurants of the Months, Inc.

THE WALKER CO., radio station representatives, has moved its offices to larger quarters at 347 Madison Ave., New York.

Davis Named Veepee Of Kenyon & Eckhardt

(Continued from Page 1)

ert D. Wolfe and Donald C. Miller.

Davis came to K & E four years ago after wartime service in the Navy. Prior to then he operated his own public relations office and spent six years in the publicity department of CBS.

Wolfe, manager of the Hollywood office, will continue on the west coast as vice-president in charge of their coast operations. Prior to going west Wolfe was associate radio director in New York for eight years.

Miller, manager of the agency's Detroit office since February, 1928, was formerly an executive of the Packard Motor Car Company.

Orchids
to our



KAY WEST and

KEX Portland, Ore.

.. national winners of the

"LIFE-LINE OF AMERICA" TROPHY

presented this week by

GROCERY MANUFACTURERS OF AMERICA, Inc.

To GROCERY MANUFACTURERS OF AMERICA, many thanks for selecting KEX's Kay West as the winner of the second annual "Life-Line of America" Trophy. . . the eminent award for outstanding interpretation of the respective roles of the farmer, the processor and the grocer in supplying America's food needs! As time-buyers everywhere know, Kay West's promotions of food products really are outstanding. That's one reason why Kay West's program (1:30-2:00 PM, Monday through Friday) is perhaps the most popular women's show in the BIG Pacific Northwest territory! Free & Peters has details.



WESTINGHOUSE RADIO STATIONS Inc

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

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

NEW BUSINESS

WGN-TV, Chicago: Television Forecast, Inc., Chicago, will sponsor "Coming Attractions," the period just preceding sign-off, on WGN-TV, daily for 52 weeks. The account is handled direct. Seeman Bros., for "Air Wick," is sponsoring a weekly announcement in "Spin the Picture" on WGN-TV, Saturday, 7:00-8:00 p.m., for 26 weeks. Wm. Weintraub, New York, is the agency. Louis Milani Foods, Maywood, California, are sponsoring 2 additional one-minute film announcements weekly on WGN-TV for 8 weeks. Jourdan Co., Los Angeles, California, handles the account. Home Federal Savings & Loan Assn., Chicago, will sponsor 3 weekly one-minute film announcements on WGN-TV for 13 weeks beginning November 28. The advertising Division, Inc., Chicago, handles the account. Weingartner Mfg. Co., Chicago, will sponsor a one-minute live announcement on "Stop, Look & Learn" on WGN-TV, Wednesday, 7:30-8:00 p.m., for 5 weeks beginning November 16. Lausensen & Salomon Agency, Chicago, handles the account. D. L. Clark Co., Pittsburgh, Pa., (confectioners) will sponsor a one-minute film in "Trail Blazers' Theater" on WGN-TV, Wednesday, 5:30-6:30 p.m., for 13 weeks from November 16. Batten, Barton, Durstine & Osborn, N. Y., is the agency.

WCBS, New York: Standard Brands, for Chase & Sanborn regular and instant coffee, has contracted for 52-weeks participation in "Hits and Misses" and the Phil Cook program. The announcements in the "Hits and Misses" program starring Harry Marble will be aired Monday through Friday effective immediately. Air time is 5:30-6:00 p.m. Participations in the Phil Cook show have been purchased for Tuesday through Saturday also effective immediately. Program is aired Monday through Saturday, 8:15-8:30 p.m., EST. Agency for Standard Brands is Compton Advertising Inc.

Twelve ABC Stations Get Promotion Awards

(Continued from Page 1)

naires submitted to network advertisers and their agencies.

Winners in Group 1 (cities of more than half a million) are WCOP, Boston; KXOX, St. Louis, and WCAE, Pittsburgh.

KCMO, Kansas City; KJP, Seattle, and KOIL, Omaha took honors in Group 2, (cities with populations of between 100,000 and 500,000.)

In cities of 50,000 to 100,000, Group 3, WNAX, Yankton, Sioux City, WENE, Endicott, N. Y., and WELM, Elmira, N. Y. were the winners.

Honors in Group 4, stations in population areas of less than 50,000, went to KVOS, Bellingham, Wash., WHBL, Sheboygan, Wisc., and WHBF of Rock Island, Ill.

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 October 28-November 3, 1949

TITLE	PUBLISHER
A Dreamer's Holiday.....	Shapiro-Bernstein
Ain't She Sweet.....	Advanced
Be Goody Good Good To Me.....	United
Dear Hearts And Gentle People.....	E. H. Morris
Dime A Dozen.....	E. H. Morris
Don't Cry Joe.....	Harms
Envy.....	Encore
Georgia On My Mind.....	Peer
Headless Horseman.....	E. H. Morris
Hush Little Darlin'.....	Michael
I Can Dream Can't I.....	Chappell
I Never See Maggie Alone.....	Bourne
I Only Have Eyes For You.....	Remick
Jealous Heart.....	Acuff & Rose
Last Mile Home.....	Leeds
Maybe It's Because.....	Bregman-Vocco-Conn
Let's Take An Old Fasnioned walk.....	Berlin
Mule Train.....	Walt Disney
Now That I Need You, (Waere Are You).....	Famous
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
Story Of Annie Laurie.....	Santly-Joy
That Lucky Old Sun.....	Robbins
Through A Long And Sieepless Night.....	Miller
Toot Toot Tootsie Goodbye.....	Feist
Wishing Star.....	Broadcast Music
Younger Than Springtime.....	Chappell
You're Always There.....	Bregman-Vocco-Conn
You're Breaking My Heart.....	Mellin

Second Group

TITLE	PUBLISHER
Crocodile Tears.....	Johnstone-Montei
Festival Of Roses.....	Witmark
Hawaiian Sunset.....	Republic
Hop Scotch Polka.....	Cromwell
It's A Great Feeling.....	Remick
It's A Wonderful Life.....	Lombardo
Just For Fun.....	Paramount
Let's Harmonize.....	Santly-Joy
Make Believe (You Are Glad When You're Sorry).....	Bregman-Vocco-Conn
Makin' Love Ukelele Style.....	Mayfair
Meadows Of Heaven.....	Laurel
My Bolero.....	Shapiro-Bernstein
My Own My On'y My All.....	Paramount
My Street.....	Campbell
River Seine.....	Remick
Scattered Toys.....	Goldmine
Some Enchanted Evenin'.....	Chappell
Song Of Surrender.....	Paramount
Souvenir.....	Beacon
There's Yes Yes In Your Eyes.....	Witmark
You Told A Lie.....	Bourne

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BEHIND THE MIKE

THE talented family personnel on one of WWRL's foreign programs bill themselves as "The Hungarian Barrymores."

Tina Prescott, who has appeared on the Barry Wood show and CBS Fashions, signed for nightly piano sessions at the swank Town House.

We'd like to toss a couple of bouquets to a bunch of unsung guys who are doing a great job—the TV crews on out-of-town originations. We're thinking especially of the grand job producer Vance Hallack, director John Rogers and their crew are turning in on Ted Granik's NBC simulcast, "American Forum of the Air," out of Washington, D. C. And the lads use only 2 cameras.

Roberts and Carr Prod. will do a second series of three-dimensional commercials for the Cities Service "Band of America" videocast—a technique developed by artist Jack Eisner.

Dorothy Kirsten, who co-starred with Bing Crosby in "Mr. Music," will do "Manon Lescaut" for the Met this year.

WVNJ now devoting 85 per cent of its time for music programming and cutting down still further on "talk" shows.

Bob Bright, now working in association with Bob Loewi, has signed up welter champ, Sugar Ray Robinson, for a TV series.

Gov. Val Peterson has requested Sid Ascher to act as his rep in formally commissioning "Sheriff" Bob Dixon an Admiral in the Great Navy of Nebraska.

Cosmopolitan mag negotiating with Morey Amsterdam for serial rights to his book, "Bright Sayings of My Wife."

Capital Radio Women Will Hold One Day Clinic

(Continued from Page 1)

alumnae chapter of Theta Sigma Phi, national women journalists fraternity.

Ruth Crane, director of women's activities for WMA, WMAL-TV, will discuss "Television, How and When to Arrange Publicity"; Elinor Lee, director of community service for WTOP will talk on "Interviews and Spot Announcements on Women's Programs," and Hazel Markel, director of program service at WTOP, will cover "Talks, Discussions and Public Service Programs." Chairman of the radio and television section of the clinic is Mary Burnham, assistant director of women's activities for WMAL, WMAL-TV.

Ross Named Coral V.P.

Michael Ross has been named vice-president of Coral Records, Inc., New York, wholly-owned subsidiary of Decca Records. Ross, who joined Decca in March, 1947, will continue to serve in his former capacity as general sales manager of Coral Records.

TELEVISION DAILY

Section of RADIO DAILY, Tuesday, November 15, 1949 — TELEVISION DAILY is fully protected by register and copyright

SEE CO-OP EMPIRE STATE ANTENNA

TELE TOPICS

THE big problem of comedians wearing out on a weekly series was raised by no less a personage than Henny Youngman on "This Is Show Business" Sunday nite. Milton Berle's number one boy said that he has turned down offers from eight sponsors (sic) because he did not want to do a show every week. A discussion of Mr. Youngman's professed popularity among advertisers would be out of place here, but the problem he spoke about is real indeed. That Berle has begun to wear thin with many who have seen him since last season is, we think, an accepted fact. That several weekly dramatic shows employ two separate production crews is in itself recognition of the toll that a week-in and week-out grind can take, among performers and behind-the-scenes personnel alike. Similar thinking has been expressed by agency sponsor execs, and it has been reported that the Texaco show will go bi-weekly after the first of the year. . . . The premise that a commercial show must appear every week to make a sales impact is a result of the old radio pattern. TV's appeal and impact are so much greater than AM's that the same conditions need not be applied to both. It is encouraging that the ice has been broken and that one or two bi-weeklies are on the air and more are on the way. We think the trend will grow to the benefit of the industry, talent and the public.

SHORT takes: Marked improvement is evident in "Bowling Headliners," now on DuMont. Show is much smoother in all departments, aided by Dick Shepard's handling of a quiz portion and also by a camera located behind the pins. . . . Last week the character of George Bigelow, a regular on the AM version of the Aldrich Family, was introduced on the TV program. Expertly played by Lionel Wilson, the role might enhance the show if developed further. . . . Add the Charioteers, Mata and Hari and Charles Sanford's ork to the lineup of the Elgin-American Thanksgiving Day show on NBC. Mel Tolken and Lucille Kalen will script, with choreography by Ester Junger, sets by Fred Fox and costumes by Paul DuPont.

"CAMERA CLUB," new show with Rex Marshall and Fran Larsen, has been auditioned on closed circuit at CBS for possible bankrolling by Pathe Cine, which will market a new Pathe movie camera line in this country. Newell-Emmett has the account, and John Peyser directed. . . . Ted Streibert, Julius Seebach and Jack Poppele, top echelon at WOR-TV, will address the ATS meeting at the Park-Sheraton tonite. Forum on program and production problems will highlight the Society's December meet. . . . First public stock issue of Skiatron Corp. offers 275,000 shares at \$1 per.

KRON-TV, 3rd In S.F., Pye, Ltd. To Export Sets To U. S. Market

San Francisco—NBC's affiliate in the Bay Area, the Chronicle-owned KRON-TV, goes on Channel 4 today. There will be an hour-long dedicatory variety show which will kick-off KRON-TV's air activity at 7 p.m. It will be a dramatized story of San Francisco and the Bay region. The Texaco Star Theater will follow at 8, with a special salute to KRON-TV by Milton Berle.

City Now Has 3 Stations

The advent of KRON-TV brings the number of stations here to three. The others are KPIX and KGON-TV. KRON-TV will be on the air six nights a week, Sunday through Friday and operate from studios in the Chronicle Building, Fifth and Mission Streets. The main studio is on the ground floor and has 40 x 60 feet of operating space. The second floor has rehearsal studios, cutting and dark rooms and executive offices. The transmission facilities are located at Television Peak in the San Bruno Mountains south of San Francisco where it works in cooperation with KNBC-FM.

Charles Thieriot is general manager; Harold P. See, formerly with WBAL-TV and WNBW, is director of operations; Al Isberg is chief engineer, Pat Crafton is program man-

ager. They head a staff totaling 23. Programs will be transmitted on a 15,000 visual power and 7700-watt audio power. Later, when the FCC gives the go-ahead on using the new antenna's directional facilities, the watt output will be upped to 100,000.

Pye, Ltd., giant electronics manufacturing firm plans to begin production of TV receivers for export to this country early next year, William Jones, spokesman for the company, said yesterday on his arrival in New York aboard the America. The sets will be produced at Pye's plant at Ajax, Ontario, he said.

Jones also attacked the British government's lack of speed in developing TV and said, "Private enterprise stands ready to build the stations and then let the Government take them over, because the Government is so slow."

He added: "There is a \$20 tax on our \$98 nine-inch table model in Britain and owners have to pay a \$5.60 viewing license. 200,000 sets have been licensed in the London area. The radio and phonograph business is more or less dead in Britain because there is a tax of 66 2/3 per cent on them."

Sen. Johnson Clarifies Stand On Color-Tele And 'Freeze'

Washington Bureau of RADIO DAILY

Washington—Lifting of the television freeze now "would be both a scientific and economic absurdity," Chairman Edwin C. Johnson of the Senate Interstate Commerce Committee wrote over the weekend.

In a letter to FCC Chairman Wayne Coy, Johnson said "easily identified selfish interests are laboring day and night to lift the freeze now and nothing more." The time to lift the freeze, he said, will be "when the proposed 42 UHF channels are allocated on a city-by-city basis throughout the nation and standards for their use promulgated. . . . the sooner that is done, the better."

As for color, Johnson said he hopes for broad general standards as soon as possible, with competition then to take the art toward perfection. Compatibility, while desirable, certainly should not be the primary basis for a decision," he added.

Johnson called upon the Commis-

sion to lose no time in approving standards "for the immediate commercial utilization of a larger number of channels in the UHF band so that a realistic nation-wide competitive system of television can be developed.

"I regard it as tragic," he said, "for the ultimate development of television that the VHF allocation heretofore made is handicapping the adoption of a truly equitable and scientifically practical VHF-UHF allocation. However, I trust that the Commission's final allocation in both bands will take into consideration the problems both of set owners and television licensees and not provide a hodge-podge for each city which may have to be revamped again in a few years."

Johnson said his letter was occasioned by the inconsistency of recent reports in the press on his present attitude toward video problems.

Other Outlets May Join NBC, ABC Atop Bldg.

Plans are being formulated for the construction, atop the 102-story Empire State Building, of a master transmitter antenna mast which could accommodate all stations in the New York area, it was learned yesterday.

It was reported also that RCA engineers, with the approval of the FCC technical staff, are working to perfect a transmitting tower which would provide equal signal service to all outlets.

NBC Now Sole Occupant

For the past ten years, NBC has been the sole TV occupant of the world's highest tower. This year, however, the building demanded a sizeable rent boost, and NBC decided to take in a partner on the site rather than pay the full increase alone. ABC has already received permission from the FCC to move its transmitter to the Empire State from the Hotel Pierre and has begun work on the project.

Recently, the building has been sounding out other stations on the possibility of a move. It is believed that only two, CBS and WOR-TV definitely are not interested. CBS recently completed a new installation at the Chrysler Building and feels that it is getting satisfactory coverage. WOR-TV has its own tower atop the Palisades and also is getting good reception.

Three other stations, however, DuMont, WPIX and WATV, are considering the possibilities of a switch. In addition to providing improved coverage because of the added height, location of several stations atop the building simplify installation of new receivers and antenna-orientation of presently-installed sets.

Okon WDTV Flack Chief

Pittsburgh—Ted Okon has been appointed director of publicity and promotion of WDTV, DuMont o. & o. station here, it was announced yesterday by general manager Donald A. Stewart. Okon formerly was in the promotion department of the J. P. Harris Amusement Co. He is a graduate of the University of Pittsburgh.

Cleve. Passes 100,000

Cleveland—Sale of 13,617 receivers in Cleveland has boosted the area's total to 101,358, figures compiled by the Bureau of Business Research of Western Reserve University revealed yesterday. Of the total, 95,643 are in homes.

Shelley President Of News Directors

(Continued from Page 1)

Rochester, N. Y., who resigned. Holdovers on the board were Bruce Berrington, KXOK, St. Louis; Ben Chatfield, WMAZ, Macon, Ga.; Bob Bodeen, WOC, Davenport, Ia.; James Bormann, WMT, Cedar Rapids; Ed Kirk, WPTF, Raleigh, N. C.; Fred Hinshaw, WLBC, Muncie, Ind., and Sid Pietzsch, WFAA, Dallas.

Annual Awards Announced

The following NARND annual awards were presented at the convention, on the recommendation of the association's board of judges:

Class I: Individual contribution to the progress of radio news.

Arthur Stringer, FM director, National Association of Broadcasters for his work as secretary of the NAB News Committee, as secretary of the Council on Radio Journalism and his work in organizing and developing its program of internships for radio news teachers, for his organization of radio news clinics throughout the country, and for other services to radio news.

Class II: Radio station with best records of community service in news.

Winner: WHAS, Louisville, Kentucky.

Honorable mentions: KNX, Hollywood, California and WMAQ, Chicago.

Class III: Outstanding television news presentation.

Winner: WBAP-TV, Fort Worth, Texas.

Honorable mentions: WFIL-TV, Philadelphia, and WTMJ-TV, Milwaukee, Wis.

Among Friday's convention speakers was Justin Miller, NAB president, who decried encroachments on freedom of speech in the field of broadcasting. Miller centered his attack on tightening government control of radio, and cited the situation in England at the time of the Munich pact as an example of government suppression of the airing of opposition views in a time of national crisis.

Resolutions Adopted

A panel discussion on Saturday of "Profitability of Professional Radio Newsrooms," led by Wilton E. Cobb, manager of WMAZ, Macon, Ga., pointed up the axiom that local names and local coverage can build a show that competes on favorable terms with a network offering. In fact, said Cobb, "We have found in our area, which is an average situation among thousands of other average situations in the United States, that it is possible with emphasis on local news to build up a higher listener rating and do a much greater public service at a cost much lower than the average syndicated show." Cobb concluded: "If a station has a good network affiliation, and backs it with an energetic local news department, any such station has a good chance and every reason to dominate the market."

Among the resolutions adopted by

COAST-TO-COAST

First Male Guest

Washington, D. C.—Edward C. Van Devanter is a brave man and will appear on the "Lunching At the Mayflower" program with Bab Lincoln over WMAL. He will be the first man to appear on the quarter-hour program of news of Washington society.

Waiting For Stork

Miami, Fla.—Bea Gray has taken a six months leave of absence from her job as traffic and copy chief at WTVJ to await the arrival of her child expected in January. Ann Rutledge, who formerly worked in the copy department at WKAT, has taken over Mrs. Gray's position during her absence.

Sandstrom Promoted To GM

Pittsburgh, Kans.—Thad M. Sandstrom has been appointed general manager of KSEK. Sandstrom has been associated with KSEK since January of this year. Prior to that time, he was promotion manager of KTOP, Topeka. He succeeds James M. Griffith, who has purchased an interest in KVAK, Atchison.

New Community Program

Silver Spring, Md.—WGAY has just inaugurated a new program to provide a window through which the entire community may look in on the organizations which perform vital functions in community life. The show "Suburban Spotlight," is aired Monday, Wednesday and Friday from 12:45 to 1:00 p.m.

the convention at the Commodore Hotel were:

1. Expressed appreciation of organization membership to all who made this convention so successful, in particular such persons who came as Justin Miller, president of NAB; Ben Cohen, information officer of UN; Edward Canham, past president of ASNE; Robert Richards, public relations director of NAB and director of Voice of Democracy contest in schools; Gen. Omar Bradley; Edward R. Murrow Elmer Davis; Charles H. Wolfe, of McCann-Erickson; and Jack Shelley, of WHO who was convention chairman.

2. Asks NAB to set up news clinic again as done in the past and to revive the abandoned Radio News Committee of NAB so as to impress on radio management the good value of good radio news.

3. Commended the governors of those states in which legislation has been passed granting radio news men the same right of privilege and right to keep confidential their sources of news, and resolution also asks NARND to seek, with cooperation of management, the passage of such legislation in other states to secure for radio news the same privileges and access to news as enjoyed by other media.

4. Commended the FCC for the lifting of the Mayflower ban on radio editorializing and asking for further freedoms so that radio might enjoy complete editorial rights, and asking also that management use great discretion in the selection of this personnel for this function in a station.

5. Resolution asking all news editors and the wire services and stations to be more alert to news of the United Nations and to make use of that news in helping the UN in pursuit of world peace.

6. That NARND president discuss with the NAB NARND associate sponsorship of the NAB Voice of Democracy Contest for school pupils, but with no expense to NARND.

Optimist Week Programs

Hollywood, Calif.—National Optimist week was keynoted over KFVB during the week of November 7. The Warner Bros. station beamed two programs in recognition of celebration. Roy Rogers and the Riders of the Purple Sage were heard at 8:15 a.m. and in the evening at 8:10 a special program starring Lionel Barrymore in "Mr. Grumpy Grows Up" was presented.

Carroll Appointed Manager

New Britain, Conn.—Robert E. Carroll has been appointed manager of radio station WHAY. Carroll spent many of his years in radio, both in the South and middle Atlantic States and formerly held the position of national sales manager at WNDR, Syracuse, New York.

WDET Election Returns

Detroit, Mich.—Transmission lines from City Hall in downtown Detroit carried the election returns to the homes of WDET's listeners. Bulletins were flashed throughout the evening and night interrupting the regularly scheduled programs. The City Hall assignment was handled by program director Paul Morris and Jerry Sherman, special events.

Seasonal Program Returns

Milwaukee, Wis.—"Gimble and Ellie," Christmas program returned to the air for its twelfth consecutive year over WISN. The show is broadcast seven times weekly: Monday thru Saturday at 4:45 p.m. and Sundays at 12:15 p.m. Members of the cast include Kermit McIntosh, Gloria Krueger, and Charlotte Peck. Gimble Brothers is sponsor of the series for Gimbels Toyland.

Parent's Program Aired

Milwaukee, Wis.—"Road To Tomorrow," a new WISN public service series presented by the Milwaukee Public School System, made its debut last Saturday at 9:45 a.m. The program is designed to help parents solve some of the problems of youth that comes up along the "Road To Tomorrow."

Permission Granted

Crocket, Tex.—The FCC has granted permission to the Houston County Broadcasting Co., to assign its permit for \$500 to the Pioneer Broadcasting Co., composed of Hamilton H. Cullen and James H. Gibbs. Cullen was former chief engineer for KWED, Seguin, while Gibbs was announcer for KWED.

New Station Due

Snyder, Tex.—The Scurry County Broadcasting Co., has been granted a license to operate a new standard broadcast station to be built here at a cost of \$10,500. The outlet will operate on 1220 kilocycles with a power of 250 watts daytime. The new company is a partnership of W. J. Harpole and Kermit S. Ashby.

BMB To Suspend; New Service Studied

(Continued from Page 1)

bers of the tripartite bureau who are currently working on plans for a successor to the organization which will preserve the tripartite function of the research measurement service. AAAA and ANA endorsed perpetuation of BMB with refinements in resolutions released last Friday and NAB board of directors is expected to act on the BMB matter during the board session which opens today in Washington.

Kenneth Baker, acting president of BMB, reported that satisfactory progress is being made in the survey now in process. He said that "a very substantial percentage of the ballots which were mailed in March were returned; have been processed, and study is expected to be in the hands of subscribers the early part of December."

Texas Co. To Sponsor Met Opera Airings

(Continued from Page 1)

Company, and Mark Woods, President of the American Broadcasting Company. The principals have contracted for 18 matinees, running through Saturday, March 25, 1950.

Opening ainer will be "Sampson and Delila" with Rise Stevens, Ramon Vinay and Robert Merrill in featured roles. Intermission features, The Opera Quiz with Deems Taylor as Quizmaster and Sigmund Spaeth, Robert Lawrence, and Robert Bagar, as regular participants, and The Opera News conducted by Boris Goldowsky and special guests again will be heard each week. Milton Cross will be narrator.

Speaking for the Metropolitan Opera Company, Mr. Sloan said that he was "happy to announce the continuance of a relationship which has demonstrated that opera is a welcome visitor to millions of American homes each Saturday afternoon."

On behalf of the Texas Company, Mr. Rogers expressed "keen pleasure" that his company would again present the opera as a cultural and public service to millions of homes which are not within reach of the opera's stage.

The American Broadcasting Company, Mr. Woods said, is happy to renew the long association between the opera, the sponsor and the network.

The Kudner Agency represents the Texas Company.

CBS Series Returning

"Get More Out of Life," a half-hour program which gives guidance and instruction in a variety of household activities, returns to CBS for a Saturday afternoon series 2:30-3:00 p.m., EST, starting January 7, under sponsorship of William H. Wise and company, publishers of home instruction books. Agency is Thwing-Altman Advertising, Inc.