



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 34

NEW YORK, TUESDAY, NOVEMBER 22, 1949

TEN CENTS

## SPECIAL THANKSGIVING PROGRAMS SET

### Home-Set Production Six Million For 10 Mo.

Washington Bureau of RADIO DAILY  
Washington—Total U. S. production of AM and AM-FM home receivers probably exceeded six million in the first 10 months of 1949, production figures released at the week-end show.

A total of 4,983,456 AM-only sets was reported for RMA members alone, along with 666,352 FM-AM and FM-only. There was no breakdown on these, but it is likely that the vast majority of these sets con-

(Continued on Page 6)

### Coast Spot Campaign Set For "Battleground"

West Coast Bureau of RADIO DAILY  
Hollywood—M.G.M.'s West Coast premiere of "Battleground" at the new Egyptian on Dec. 1, will be ballyhooed by 300 spot announcements over eighteen local stations between now and opening day, it was announced yesterday. M-G-M considers radio ad expenditures to herald this opening as being one of its "heaviest radio campaigns in years." "Battleground" received a similar radio build-up for the New York opening.

### Miller Brewery Extends Contract On Welk Show

The Miller Brewing Company of Milwaukee has signed a 26-week contract extending its sponsorship of the Lawrence Welk Show heard Wednesday nights from 10 to 10:30 p.m., EST. Program has been sponsored by the brewery since June 1, 1949. Pieteron-Dunlap Associates, Inc., of Milwaukee, Wis., is the agency.

### Launch Campaign

The 1949 Christmas Seal campaign in Nassau County was launched yesterday by WOR's John Gambling and Mrs. Theodore Streibert, chairman of the local campaign, in a broadcast over WHLI and WHLI-FM in Hempstead, Long Island. The program was the first in a series telling the story of the Christmas Seal.

### Pioneer Poller

Carl Haverlin, president of BMI, Inc., and chairman of the membership committee of Radio Pioneers, yesterday credited RADIO DAILY with recruiting 15 new members for the Pioneers. He said that publication of a story on the Pioneers membership drive last Thursday brought a long distance phone call from Jack Weldon, WWOD, Lynchburg, Va., on Friday and a wire from Howard E. Pill, sales manager of WSFA, Montgomery, Ala. Other new members came in by phone call and mail and all referred to the RADIO DAILY article.

### Radio Farm Directors To Meet In Chicago

Chicago—Approximately 250 radio farm executives are expected to attend the sixth annual meeting of the National Association of Radio Farm Directors which will be held here at the Stevens Hotel next Saturday and Sunday (Nov. 26 and 27).

The two-day session will get under way with a noon luncheon on Saturday. True D. Morse, president of the Doane Agricultural Service,

(Continued on Page 2)

### Pratt Named President Of Michigan Broadcasters

Lansing, Mich.—Stanley Pratt, president and general manager of WSOO, Sault Ste Marie, has been elected president of the Michigan Association of Broadcasters, succeeded-

(Continued on Page 3)

## Seven Broadcasters Share In Amer. Freedom Awards

Valley Forge, Pa.—Presentation of radio awards to networks, stations and individuals highlighted first annual Freedoms Foundation Day with General Dwight D. Eisenhower making the American Freedom awards at historic Valley Forge.

The first award for network programming went to ABC for "The Greatest Story Ever Told" with NBC's Cavalcade of America taking

## Radio And TV Broadcasters Schedule Holiday Programs In Observance Of Thanksgiving Day

### Church Group Plans TV-Film Programs

Syracuse, N. Y.—Plans of the Protestant Radio Commission, representing the major communions and denominations in the country, for production of live and film TV programs at a budget of one million dollars were revealed here over the weekend by the Rev. Everett C. Parker, director of the group.

Addressing 15 national church representatives attending a week's TV workshop at WHEN, Rev.

(Continued on Page 7)

### Leisure Heads AFRA Local in San Francisco

San Francisco—Clarence Leisure of KNBC has been elected president of the San Francisco Local of the American Federation of Radio Artists. First vice-president of the

(Continued on Page 2)

### NBC Salutes WIS On Opening Of Studios

Columbia, S. C.—A host of NBC talent paid tribute over last weekend and on Monday to station WIS—WIS-FM to commemorate the opening of the station's new studio

(Continued on Page 3)

The four major networks have planned extensive special Thanksgiving Day programming to be broadcast this week. Several of the webs kicked-off on Sunday night and program departments and special events rooms have lined up an array of airmers emanating from New York,

(Continued on Page 6)

## Publishers Seeking Facsimile Rights

Toronto — Canada's newspaper publishers yesterday claimed a right of first-choice in the development of facsimile broadcasting, a process by which "printed" news can be brought into the home without the use of printing presses or carrier-boys.

The claim was made during discussion of a brief presented to the Royal Commission on National De-

(Continued on Page 3)

## New Regulatory Body Urged For Canada

Calgary — A separate regulatory body to license and regulate Canadian radio was urged over the weekend in a brief submitted to the Royal Commission on Arts, Letters and Sciences.

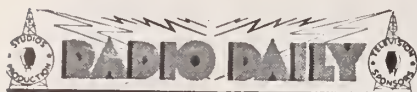
The brief was submitted by the

(Continued on Page 2)

### Gratitude

Sydney Mahler, the Brooklyn baker who hit the jackpot by naming the Mystery Melody on "Stop the Music" over ABC two weeks ago, showed up at the network Sunday with two big cakes, one for the network decorated with the words "Thanks for Calling" and the other inscribed "Thank You Walter," for Winchell, giver of the clue.

(Continued on Page 3)



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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 Dahlonga Rd.  
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 21)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	77 <sup>7</sup> / <sub>8</sub>	75 <sup>5</sup> / <sub>8</sub>	75 <sup>5</sup> / <sub>8</sub>	- 1/4
Admiral Corp.	15	147 <sup>8</sup> / <sub>8</sub>	147 <sup>8</sup> / <sub>8</sub>	.....
Am. Tel. & Tel.	146 <sup>3</sup> / <sub>8</sub>	146 <sup>1</sup> / <sub>4</sub>	146 <sup>3</sup> / <sub>8</sub>	+ 1/8
CBS A	25 <sup>1</sup> / <sub>8</sub>	24 <sup>3</sup> / <sub>4</sub>	25	- 3/8
CBS B	25	25	25	- 1/4
Philco	30 <sup>3</sup> / <sub>4</sub>	297 <sup>8</sup> / <sub>8</sub>	30	- 3/8
Philco pfd.	82 <sup>3</sup> / <sub>4</sub>	82 <sup>3</sup> / <sub>4</sub>	82 <sup>3</sup> / <sub>4</sub>	- 3/4
RCA Common	13	125 <sup>8</sup> / <sub>8</sub>	123 <sup>4</sup> / <sub>8</sub>	- 1/8
RCA 1st pfd.	73 <sup>1</sup> / <sub>4</sub>	72 <sup>5</sup> / <sub>8</sub>	72 <sup>5</sup> / <sub>8</sub>	- 3/8
Stewart-Warner	12 <sup>1</sup> / <sub>4</sub>	12	12	- 1/8
Westinghouse	28 <sup>3</sup> / <sub>8</sub>	27 <sup>7</sup> / <sub>8</sub>	27 <sup>7</sup> / <sub>8</sub>	- 1/2
Westinghouse pfd.	101	100 <sup>5</sup> / <sub>8</sub>	101	+ 5/8
Zenith Radio	29 <sup>1</sup> / <sub>8</sub>	29	29	- 1/2

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	147 <sup>8</sup> / <sub>8</sub>	147 <sup>8</sup> / <sub>8</sub>	147 <sup>8</sup> / <sub>8</sub>	.....
Nat. Union Radio	2 <sup>5</sup> / <sub>8</sub>	2 <sup>5</sup> / <sub>8</sub>	2 <sup>5</sup> / <sub>8</sub>	.....

### OVER THE COUNTER

	Bid	Asked
DuMont Lab.	14 <sup>1</sup> / <sub>4</sub>	15 <sup>1</sup> / <sub>4</sub>
Stromberg-Carlson	13 <sup>3</sup> / <sub>4</sub>	15

## WFDF SALES STAFF SETS SALES RECORD

Flint, Michigan—Lester W. Lindow, Gen. Mgr. WFDF, announced sales staff had established a new kind of sales record by selling four special Christmas shows within four hours after receipt of program platters from Cardinal Company in Hollywood.

Lindow pointed out the shows, custom-built by Cardinal for local release as "radio Christmas cards," are normally pitched at various sponsors to pro-rata cost, but flat package cost of \$20.00 established by Cardinal for all markets made it possible to unload shows in one sales swoop.

Tagged "Xmas-4," the shows feature a number of headliners, marking first time some have appeared in this type quarter-hour stanza.

CLARK DENNIS, Capitol Records artist, appears in a "Musical Christmas Tree"; THE MODERNAIRES, heard regularly over "Club Fifteen" are featured in a "Musical Sleigh Ride"; MARVIN MILLER, noted narrator-actor-anner, in a dramatization of "The Nativity"; and ART BAKER with "Christmas Stories."

Last minute orders for the package, slanted for Christmas week, are available Cardinal Co., 6000 Sunset, Hollywood, Calif.

ADVT

## Radio Farm Directors Will Meet In Chicago

(Continued from Page 1)

St. Louis, will discuss "The Economic Outlook for Agriculture in 1950."

Television will occupy a prominent part in the agenda. The Saturday afternoon session will deal with "practical RFD Television," with Mal Hansen, farm director of WOW, Omaha, serving as chairman. The group will view a televised presentation from the International Livestock Exposition and offer critical discussion afterward. In addition, farm directors Bill Givens, WGY; Layne Beaty, WBAP; and Tom Page, WNBC, will join Maynard Speece, of the United States Department of Agriculture's radio and television information service, in reports of rural TV projects and problems.

### Will Elect Officers

Officers for the new year will also be elected during the farm confab. Present officers are: Wallace Kadderly, KGW, Portland, Oregon, president; Gordon Loudon, Agricultural Extension Service, Louisiana State University, Baton Rouge, vice-president; and Phil Alampi, WJZ, New York, secretary-treasurer. Paul Visser of the NBC Agricultural Department, is general program chairman for this year's convention.

Maurice B. Mitchell, director of the Broadcast Advertising Bureau, will discuss "Farm Programs for Advertisers" Saturday night.

### Panel Discussions Planned

Two panel discussions are set for Sunday afternoon. From 2:00 to 3:00 p.m., Roy Battles, farm director of WLW, will moderate a panel on "Selling Farm Programs." Panel members include Joseph G. Bumgarner, agricultural account executive, E. H. Brown, advertising agency, Chicago; Lew Van Nostrand, sales manager, WMT, Cedar Rapids, Iowa; Lowell Watts, farm director, KLZ, Denver; and Leo Olsen, DeKalb Agricultural Association, DeKalb, Illinois.

The second panel, from 3:00 to 4:00 p.m., will be under the direction of Charles Worcester, farm service director, WMT, Cedar Rapids. Joining Worcester in discussing "Servicing the Farm Program and Keeping It Sold" will be: Charles N. Karr, sales promotion manager, tractor division, Allis-Chalmers Mfg. Co., Milwaukee; Ross Wallace, Wallace Advertising Agency, Des Moines; Don Sullivan, commercial manager, WNAX, Yankton, South Dakota; and John C. Drake, sales promotion and publicity director for WLS, Chicago.

Sam Schneider, farm director at KVOO, Tulsa, will be in charge of a general summation and group discussion following the two panel meetings.

Dr. Kenneth McFarland, superintendent of the public schools of Topeka, Kansas, will be the featured speaker at the annual banquet Sunday night which will wind up the two-day affair. Larry Haeg, farm director of WCCO, Minneapolis, will serve as toastmaster.

## Leisure Heads AFRA Local in San Francisco

(Continued from Page 1)

local until October 31, 1950, will be Bert Buzzini of KCBS.

Jim Moore of KGO fills the position of second vice-president and Ken Langley is the new recording secretary. NBC singing star Bill Gavin was re-elected treasurer for a third time.

## Mutual Rep. Covers Rescue Of Army Flyers

Edythe J. Messerand, Assistant Director of News and Special Features at WOR, in Bermuda on another assignment, got a break in covering the arrival in Bermuda of the eighteen long sought survivors of the B-29 which ditched in angry Atlantic waters last week. The webs were mostly obliged to fly in newsmen with recording equipment to cover the story and get interviews with the airmen. All webs, however, covered the story for either radio or TV, or both.

## Mutual Co-op Grows

Bert J. Hauser, Director of Co-Op Sales, MBS, announced yesterday that Marvin Miller's "Behind The Story," originating in Hollywood and on the air since mid-September,

## New Regulatory Body Urged For Canada

(Continued from Page 1)

All-Canada Mutually-Operated Radio Stations and presented by H. R. Carson of Calgary, chairman of the organization's executive committee.

"Such a body could establish as a matter of right the principle of private stations joining together in regional or national networks," Carson said.

The private broadcasters and the Canadian Broadcasting Corporation — the present regulatory body — could present evidence to this new body as to what activities and regulations would be in the public interest.

### Co-Operative Group

ACMO is a co-operative group of station managers from 10 stations in western Canada and one in Ontario; CJVI, Victoria, B.C.; CKWX, Vancouver, B.C.; CJAT, Trail, B.C.; CJOC, Lethbridge, Alberta; CFAC, Calgary, Alberta; CJCA, Edmonton, Alberta, CFCP, Grande Prairie, Alberta; CKCK, Regina, Sask., CKRM, Regina, Sas., CKRC, Winnipeg, Man., and CKOC, Hamilton, Ontario.

has already picked up bankrollers on 136 Mutual stations including the Don Lee and Yankee networks and CKO, Detroit and WGN, Chicago.

"What do we do now?"



When a scared deer gets loose in a china shop, there's not much you can do except open the door and hope for the best.

But if you timebuyers want a sales kick in Baltimore, you don't have to trust to luck. Cold, hard facts and figures lead you straight to W-I-T-H, the bargain buy in this market.

Yes, sir! If you want to do a lot with a little bit of money, use W-I-T-H, the station that delivers more listeners-per-dollar than any other station in town. Get the full W-I-T-H story from your Headley-Reed man today.



# W-I-T-H

BALTIMORE, MARYLAND

Tom Tinsley, President • Represented by Headley-Reed

## Eisenhower Presents 'Freedom' Citations

(Continued from Page 1)

each day from 11:30 a.m., to 12:30 p.m., and the show is fashioned to service the radio needs of the Negro community.

Other cash awards and honorable mentions of Freedom Foundation included; to Dr. George S. Venson for his "Land of the Free" program on Don Lee network; CBS for its "You Are There" series; Willard Wilson for his script for "It Might Have Been You"; WWJ, Detroit, for "Twenty-Four Hours Under Communism"; WCAU, Philadelphia, for "The Blessings of Liberty"; KFAC, Los Angeles, for "Spiritual Mobilization for Freedom" and WJR, Detroit, for its "Know Your America" series.

### Gold Medals Awarded

Gold medals were awarded to Knox Manning, KNX, Los Angeles, for "Open Letter to Paul Robeson"; Jack Beall for his Anti-Communist series on ABC; Radio Council of the Chicago Schools for "These Things Are America" on WBEZ; NBC for its documentary, "Living, 1949" and Col. Robert McCormick of the Chicago Tribune for "Responsibility in a Free Enterprise State" heard on MBS.

Announcements were made of the winners of 144 cash awards, totaling \$84,000, of 100 gold medals and 500 certificates of merit. They include individuals and organizations who have "spoken up for freedom by words or deeds" within the last two years.

Awards were given in various classifications, including cartoons, editorials, magazine articles, radio programs, motion pictures, sermons, commencement addresses in both colleges and high schools, union publications, company and employee publications, and advertising campaigns.

A jury of 21 prominent persons, including Chief Justices of nine State Supreme Courts, selected the winners after several months of study. Harold E. Stassen, president of the University of Pennsylvania, is chairman of this year's annual award jury.

## Pratt Named President Of Michigan Broadcasters

(Continued from Page 1)

ing Milton Greenebaum, WSAM, Saginaw. Other officers elected were, vice-president, Howard K. Finch, WJIM; and secretary-treasurer, J. P. Scherer, WHFB.

Worth Kramer, WJR; Edward Baughn, WPAG; Willis Dunbar, WKZO and WJEF; and Mr. Greenebaum were elected to the Board of Directors. The MAB has been in operation for two years and this year's convention was exceptionally well attended with practically all Michigan broadcasters being represented.



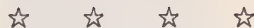
### California Commentary . . . !

● ● ● TV PRODUCTION men from Mexico City are in Hollywood and New York as observers as Emilio Azcarraga makes plans for the launching of a commercial TV station south of the border. . . Group of broadcasters and agency executives will go to

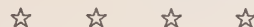
Phoenix, Arizona, this weekend to attend the 16th District NAB convention which will be held there

next Monday and Tuesday. . . Al Woodbury has signed to score the new 39-week Army Air Force show to be recorded by C. P. McGregor and released to over a thousand stations a week . . . MGM picture studio has okayed a radio series for its child star, Margaret O'Brien. . . Ben Gage's final KTTV video show was kinescoped by CBS and now Harry Ackerman has sent the film east for approval as a web

sponsored half-hour program to be released to all of the CBS-TV stations. . . Popular radio maestro Frank DeVol has just finished writing "The Presidential March," which will be sent to President Truman this month and DeVol will also record the selection for Capital . . . Connie Haines, recently signed by MGM to sing three songs in "Duchess of Idaho" is reported to receive \$10,000 for the stint. Connie used to get \$100 a week with Tommy Dorsey, not so long ago. . . Mel Blanc is being kept so busy that the only available time he has is between 3:49 and 4:00 p.m. on Fridays. Surprising that he has that much time left.



● ● ● HARRY HICKOX, Hollywood radio and TV emcee, is huddling with two sponsors this week and if the deal is set his LA TV show, "Truth about Dixie," will be kinescoped for national sponsorship the first of the year. . . United Productions of America will preem TV, entertainment and industrial cartoons Nov. 19-23 in Hollywood's first industry-wide Animation Art Festival; date also marks UPA's sixth anniversary. . . "Vera Vague Show" heard every Thursday over ABC will broadcast from N. Y. for 5 weeks, after which the show will again originate in Hollywood. . . Rumors that Jack Benny will be a feature of the 1951 TV parade with a one-hour show persist with no denials from Jack. . . George "Gabby" Hayes is looking for a "front man" for a prairie radio show next fall. . . Robert Riley Crutcher is adapting a series of radio dramas he wrote for the Silver Theater several years ago for television, under option to O.K. Productions. Stories include "I'll Never Forget" which starred Laurence Olivier, "Magic Darkness" for Jeffrey Lynn, and "Whodunit," which featured Bob Hope. . . Louella Parsons tapes Thanksgiving shopping interviews with Dorothy Lamour, Joan Crawford and Sydney Greenstreet Monday at the Farmers Market, for release on the Parsons Radio Show. . . Ed Wynn was the honored guest at a surprise birthday party backstage at CBS' Studio A last Wednesday. Wynn marked his 63rd birthday anniversary. Many happy returns of the day. . . Cy Howards "Life With Luigi" on which J. Carrol Naish and Alan Reed are starred and which Mac Benoff directs over CBS network every Tuesday night is climbing toward the top of the ratings.



● ● ● "STU" WILSON, zany emcee of KFI-TV's "Are Ya Lookin'," gets fan mail not only from adult viewers every afternoon but from "real young" kids—2 years and up. "I must have universal appeal." Stu says modestly. . . Mutual-Don Lee's "California Caravan" program moved to San Francisco for the broadcast of Sunday Nov. 20th. Show was aired from the Civic Auditorium as an integral part of the "Western Hall of Fame Pageant" being staged in that city. . . Ken MacClelland, signed as art director of the "Ed Wynn Show" on CBS-Television.

## Publishers Seeking Facsimile Rights

(Continued from Page 1)

velopment in the Arts, Letters and Sciences by the Canadian Daily Newspapers Association.

Roy H. Thomson, president of the Thomson dailies, and one of five spokesmen for the 19-member delegation, maintained that newspapers should have a preferred position in the allocation of frequency modulation channels as they become available for facsimile broadcast.

Asked by commission counsel Peter Wright if this request would still be made if it were to result in a monopoly of facsimile by newspapers, Mr. Thomson replied:

"Yes. Newspapers are responsible organizations. They know the business of handling news and treat the news with respect. . . They are the logical people who should proceed with a new medium of handling news. . ."

Clifford Sifton of the Winnipeg Free Press said he felt the general view of Canadian publishers was that licensing authority should be "as far removed from day-to-day politics as possible."

Under present radio regulations, facsimile broadcasting would come under control of the publicly-owned CBC.

## NBC Salutes WIS On Opening Of Studios

(Continued from Page 1)

and office building as thousands of enthusiastic South Carolinians toured the new edifice. NBC Chairman of the Board Niles Trammell, actors Jay Jostyn and Jan Miner, director-producer Harry W. Junkin, and commentator George Hicks all took part in the opening day ceremonies. G. Richard Shafto is general manager of WIS.

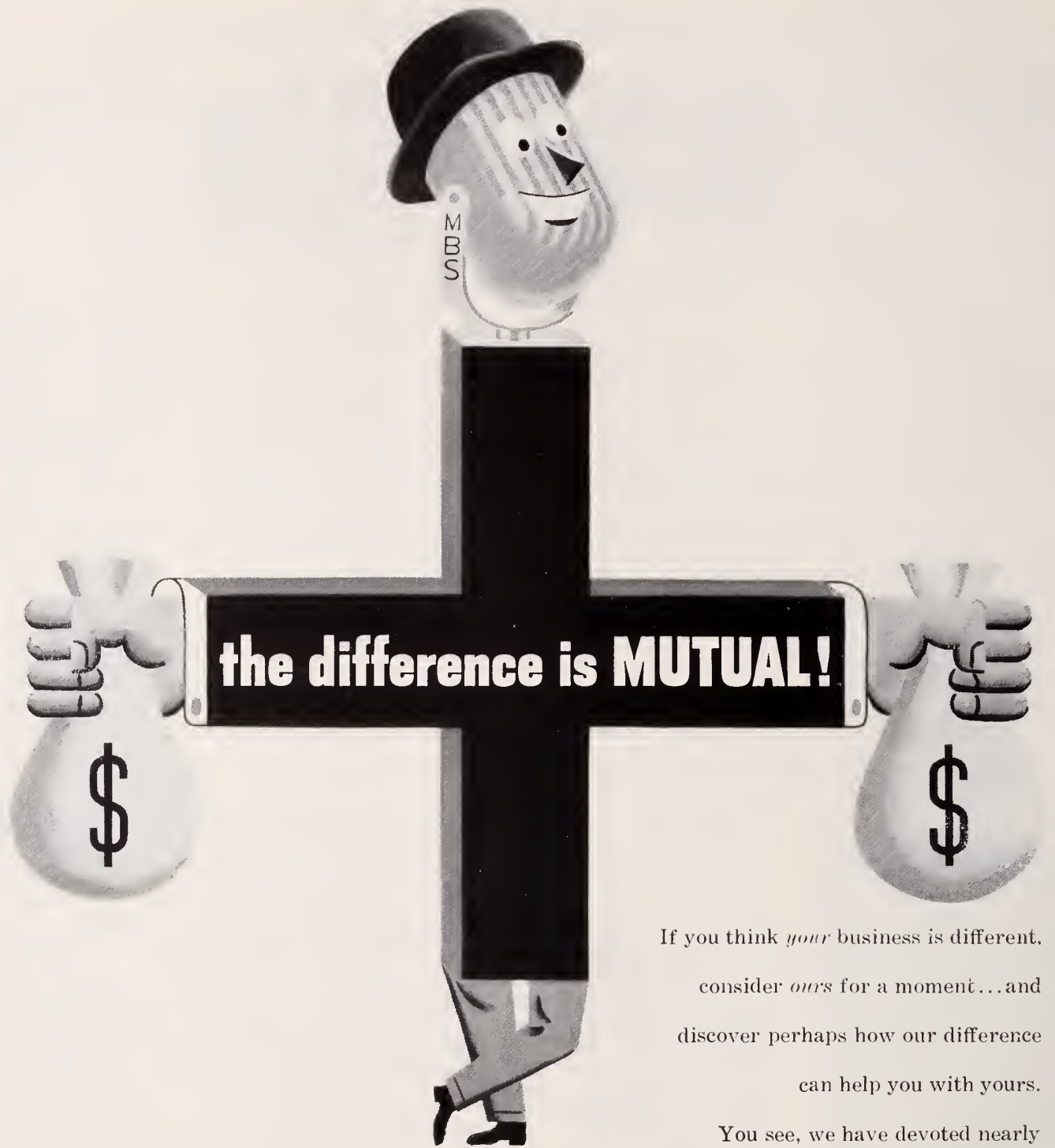
As part of the festive occasion, NBC originated the "Radio City Playhouse" from WIS with Miss Miner in a starring role supported by a cast of Columbians, and George Hicks was cut into the Theater Guild program for his between-the-acts commentary. The dedication broadcast on Saturday featured Mr. Trammell as guest of honor.

Special dedicatory broadcasts were heard over WIS on Sunday featuring salutes from top NBC stars Bob Hope, Claudia Morgan, The Quiz Kids, Ben Grauer and others. Lunt and Fontanne, Roger Pryor and Norman Brokenshire, all appearing on the Theater Guild production, sent a special platter which was broadcast Sunday morning.

Ad agency and station reps, and network officials also took part.

### Stork News

Mrs. Richard J. Puff, wife of MBS's Director of Research gave birth yesterday to twin daughters at Peekskill (N.Y.) Hospital.



If you think *your* business is different,  
consider *ours* for a moment... and  
discover perhaps how our difference  
can help you with yours.

You see, we have devoted nearly  
15 years to the business of being a  
different kind of network.  
This gives us quite an edge, in these times  
when extra-efficient, better-than-average  
marketing techniques are required.

And it gives *you* several new  
ways—all of them well tested—  
to make your dollars do double duty.

**For instance...**

On no other network can you raise your sales voice in 500 transmitter-markets—300 of them being the *only* network voice in town. On Mutual you can...**The Difference Is MUTUAL!**

On no other network can you enjoy maximum flexibility in selecting your station hook-up... routing your program as you route your salesmen.

On Mutual you can...**The Difference Is MUTUAL!**

On no other network can you locally—at no extra cost—tell your customers *where* to buy what you are selling, as well as why. On Mutual you can...**The Difference Is MUTUAL!**

On no other network can you buy the proven benefits of coast-to-coast radio—and save enough to explore the high promise of television too. On Mutual you can...**The Difference Is MUTUAL!**

On no other network can you s-t-r-e-t-c-h your hardworking dollars to the point where you get *six* listener families for the price of five. On Mutual you can...**The Difference Is MUTUAL!**

These are five of the points which add up to a big plus for the Mutual advertiser.

Interested in the proof of any or all of them? Let's sit down together and discuss our differences.



the

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**mutual**

broadcasting  
system

# Thanksgiving Day Special Shows Planned For AM And Television

# Home-Set Production Six Million For 10 Mo.

(Continued from Page 1)

(Continued from Page 1)  
Hollywood, Europe, and points in-between.

Mutual will present three special shows. Scheduled for airing on the 24th, they include a half-hour pick-up from the Burtonwood, England HQs of the 59th Air Depot Wing, USAAF; a special "Harvest of Song" musical show from the campus of the Oklahoma State Agricultural College, and, honoring father's day off, a "switch" gimmick whereby "Queen For A Day" becomes "King For A Day."

The Burtonwood pick-up includes songs by the Wing's Youth Choir made up for twenty-six GIs, an address by Maj. Gen. E. W. Anderson, and convocations by four chaplains representing all faiths. The "Harvest of Song" will feature a four thousand voice and instrumental group made up of students at the college and at Oklahoma State High School.

### Two TV Shows On CBS

CBS, building up to the holiday spirit, screened two Thanksgiving TV programs on Sunday and they've planned an hour-long special simulcast over the full radio and TV net for Thursday. In addition, the "Hallmark Playhouse" will gear its Thursday show to the big day.

Sunday, the "Fred Waring Show" devoted most of its time to Americana music and the "Lamp At My Feet" program featured Mrs. Ralph Bunche who told the story of the first Thanksgiving to a group of children from nay lands. The full hour show on the 24th will feature the "Choralliers," the "Symphonette" and Bambi Linn. "The Hallmark Playhouse" will star David Niven in Longfellow's "The Courtship of Miles Standish."

Rudy Vallee will take the spotlight as MC when CBC-TV screens an hour-long video show that will also feature the music of Guy Lombardo's orchestra, Carol Bruce, Sam Levinson and others.

### NBC Skeds Special Programs

NBC also led-into the holiday on Sunday when "Living, 1949" presented a documentary concerning the 2,500,000 migrant harvesters who annually reap the nation's crops. On the 23rd, the web will broadcast a religious program based on the story of the first Thanksgiving in America for a DP war orphan. Lew Aires will narrate and John Payne and Eleanor Parker have been cast in leading roles.

"Cavalcade of America" tonight will present an original radio drama entitled "Us Pilgrims" starring George Tobias and, on the holiday, NBC will broadcast an on-the-spot account of the annual turkey dinner of the Christian Herald Bowery mission where one thousand homeless men will be guests.

On Thanksgiving Day, Mary Pick-

ford, making her initial appearance on husband Buddy Rogers' ABC program, "Pick A Date" will discuss the real meaning of Thanksgiving Day and, on the same program, the Gramercy Boys Club chorus will be featured.

On Tuesday ABC will do a pre-holiday show entitled "Recipe For 200,000 Turkeys" on this week's Department of Defense stanza. Program will include interviews of armed services cooks who will talk about Thanksgiving Day shopping six months in advance. The Air Forces 80-piece orchestra will also be featured.

Regular Thursday programming on all the webs will be tied into the holiday.

Both NBC-TV and CBS-TV will cover the famed New York Macy Thanksgiving Parade with NBC headlining Milton Berle and members of the "Howdy Doody" family. NBC-TV will present an hour-and-a-half video Elgin American All Star program featuring Berle, George Jessel and a host of other stars.

### Will Aid CARE Campaign

Station WNBC, New York, will devote its entire day's Thanksgiving programming to a special appeal for CARE, the non-profit relief organization, for the third successive year. Themed on the approach that America's plenty should be shared with Europe's needy, WNBC's programs and personalities will all boost the sending of food parcels to Europe.

CARE officials will be interviewed by Tex and Jinx, Mary Margaret McBride and Tom Page. The remainder of the day's programs will provide data on the organization's services, and station breaks will urge listeners to pledge contributions over the phone or to send them to a special post-box number set up for the drive by WNBC.

Previous WNBC Thanksgiving Day appeals resulted in the shipment of seven tons of food in 1947 and eleven tons last year.

### Covering Macy Parade

In observance of Thanksgiving Day, WOR has programmed a day of special programs including an eyewitness account of Macy's twenty-third annual Thanksgiving Day Parade, a play-by-play description of the Penn-Cornell football game and other holiday features.

Reporter John Wingate will cover the parade from the station's Mobile Unit and portions of his report will be re-broadcast on the Lyle Van show later that day.

Byram Samm will do the ball game from Philadelphia's Franklin Field and other regular WOR programs will follow a Thanksgiving Day motif with special guests and features.

### Indies Participating

Independent stations in the greater New York area have also

scheduled religious, musical, sports and other programs for the holiday.

The Antique Record Shop over WMCA from 8 to 9 A.M. will use a rare record of James Whitcombe Riley reciting one of his own poems called "Out to Old Aunt Mary's." The disk was made in 1912.

Another Thanksgiving morning broadcast will be the House That Jack Built with Hal Jackson over WLIB from the New York Home for the Aged starting at 7 A.M.

Lionel Barrymore will give his special message on WMGM at 7:15 P.M. Much earlier in the day, the station's health and nutrition expert, Carlton Frederick, will offer advice to those who like to overeat. The time for the talk is 9 A.M.

### Memorial Mass on WHOM

A memorial mass marking the 25th anniversary of the death of Giacomo Puccini will be carried by WHOM from St. Lucy's Church in Brooklyn from 12 noon to 1 P.M. Holiday programs in five languages will also be broadcast throughout the day.

This is Thanksgiving, 1949 will be broadcast by WWRL in Woodside from 10:30 to 11 in the morning. The show will be narrated by John Harper and features musical numbers and comments.

WEVD will carry an interview between the president of and secretary of the American Bible Society at 9 P.M. in observance of the holiday.

### WINS Carrying Game

The pro-football game between the Brooklyn New York Yankees and Los Angeles on the West Coast will top the bill of WINS. Mel Allen will give the play-by-play description and his assistant will be Curt Gowdy.

A roundtable discussion on the meaning of Thanksgiving will be heard over WHLI and WHLI-FM at Hempstead, Long Island, from 2:35 to 3 P.M. Three guests will speak briefly followed by a question and answer period.

Agnes Morehead will read "The Landing of the Pilgrims" on A Treasury of Thanksgiving over WNEW at 9 P.M. Renditions of Thanksgiving music will also be used on the show.

Three other independent stations, WQXR, WBNX, and WOV, will play appropriate holiday music during the day.

## Announce WBS Renewels

The World Broadcasting System announces contract renewals and extensions by five radio stations for the continued use of the World transcribed library service. Among those stations are: WPJB, Providence, Rhode Island, WLAW, Lawrence, Mass; WSBA, York, Pennsylvania; WFAS, White Plains, N. Y.; WOPT, Oswego, N. Y.

tain AM bands, yesterday's report said.

With a rough estimate of better than 5,500,000 sets bearing AM bands, observers here estimate that the six-million figure is topped by adding production from manufacturers who are not members of RMA and by inclusion of unreported figures on large combination sets including AM bands.

### Last Month Was Highest

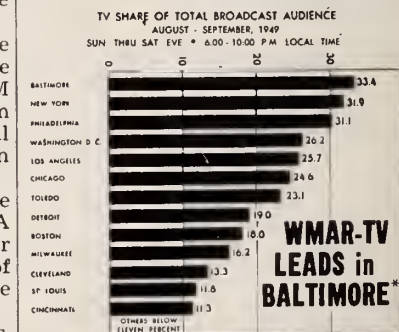
RMA members turned out a total of 7,357,421 sets in the first 10 months of the year, including 1,707,613 video. Last month's total was the highest—975,053, including 587,267 AM, and 304,773 TV.

## Gets New KSL Posts

Salt Lake City—The general manager of KSL and KSL-TV, C. Richard Evans, has announced the appointment of Wayne Kearn as an account executive for both outlets and Max Roby as news editor of KSL. Kearn has held the post of news editor for KSL since January 1945. He first joined the station in 1945.

Roby has served as assistant news editor to Kearn and has been with the station since 1946.

# BALTIMORE Leads the Nation\*



\*Based on C. E. Hooper's "TV Audience Index and TV Trends" for Aug.-Sept., 1949

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, November 22, 1949 — TELEVISION DAILY is fully protected by register and copyright

## FCC SEES COLOR-TV COMPARISON

### TELE TOPICS

**A**FTER A VERY SHAKY START at the beginning of the season, when it offered a couple of real turkeys, "Philco Playhouse" on NBC has improved steadily and now, under the guidance of Fred Coe, it is once again one of the better dramatic periods on the air. Too often, however, the story—usually an adaptation of a current best-seller—has not been on the same high level as acting and production. This was exactly the case with this week's edition, "Medical Meeting." As adapted by Joseph Liss from Mildred Walker's novel, the play told the highly-romanticized story of the no-longer-young doctor, and his patiently suffering wife, who is faced with a choice of constructive research or mere money. Although the outcome was apparent from the start, mainly because the story neatly fitted a stock pattern, several convenient contrivances were necessary to bring it about. There were, however, several forceful moments of real drama. . . . Philip Bourneuf's excellent characterization of the lead role was warm, subdued, understanding and entirely credible, and Frances Reid, as his wife, was also outstanding. The supporting performances of Harry Sothorn, Ben Lackland, Katherine Neskill and John Neuland were especially notable. Direction by Gordon Duff was first rate.

"**FIFTY-FOURTH ST. REVUE**," slated to be axed by CBS after Nov. 25, has been extended at least through Dec. 23 with the possibility that it will continue indefinitely. Aired on alternate Fridays in the 9-10 p.m. spot occupied by "Ford Theater," show's rating has taken an upward turn, which is the reason for the reprieve. . . . World Video has acquired TV rights to Irvin Cobb's Judge Priest stories for a weekly half-hour series. Initial scripts are now being written and prospects for title and supporting roles are being interviewed. . . . Roller Derby rule booklets, prepared by Campbell-Ewald for distribution via Chevrolet Dealers pickups of the sport, has gone into its third printing, with over 30,000 already mailed out.

**ED SULLIVAN**, in opening his show Sunday night, gave everyone the impression that Bill Robinson had passed away. He spoke at length about the Bill Robinson Foundation and showed a clip of the dancer in "Stormy Weather." Not once during this time did he mention that Bojangles was, at that moment, still fighting for his life in a New York hospital. . . . Abe Burrows came up with the best description of the new femme fashions we've yet heard, when he described a gal singer's garment as a "house-divided-against-itself-type dress." . . . For our money, two of the best pop singers on the air are Connie Russell and Jack Haskell, and it couldn't happen to a nicer show.

### Pye Tele Equipment Pleases In Capital

*Washington Bureau of RADIO DAILY*  
Washington—Onlookers were favorably impressed yesterday with the Photicon, compact TV camera unit developed by Pye, Ltd., one of the leading British TV and radio manufacturers. A demonstration was offered for the FCC and others at the TV demonstrations here, as Pye seeks to enter the American market for transmitting equipment.

B. J. Edwards, technical director of the company, said he hopes to sell five million dollars worth of equipment here. Although yesterday's closed-circuit demonstration showed remarkably true black and white television—the equipment has been adapted to the American 525-line standard, Edwards said he was "not claiming anything marvelous—just good, sound low-cost equipment."

Pye has no thought of competing in the home receiver field, he said.

#### Price Savings Claimed

Prices for Pye equipment, it was said, would run 10 to 15 per cent lower to American buyers than comparable equipment produced by American firms.

Strong ECA support for the sales project has been voiced, with the assistant ECA director, Wayne Chatfield Taylor, expressing his hope that Pye will be able to bring some American dollars back to England.

Present British TV standards are for 405-line transmission.

### 26 Stations Airing WPIX Film Packages

WPIX, New York indie, is the "flagship" of one of the largest "celluloid webs" in video, currently serving 26 stations in 22 cities throughout the country. During the past year, the outlet has supplied film to as many as 37 stations.

With Ed Evans, director of film programs, in charge of national sales, the New York News outlet is currently offering two feature film packages—a group of 36 Westerns now being aired by 20 stations, and "Film Package No. 3," now on 15 outlets. Latter is comprised of 13 features, including "Major Barbara," "A Star Is Born," "Pygmalion" and "The Beachcomber."

#### Average Of 3 Hours A Week

An average of three hours a week of film is supplied by WPIX to each of the 26 stations, with one taking as much as five-and-a-half hours weekly. A recently concluded series of 24 Alexander Korda films was shown by 22 outlets.

### WSAZ-TV In Operation

Huntington, W. Va.—WSAZ-TV, first station in West Virginia, has gone on the air here on channel 5, affiliated with all four major webs. Present for the opening were Gov. Okey Patteson, Frank Folsom, president of RCA, and Joseph McConnell, NBC prexy. Lawrence H. Rogers II is station manager.

## Protestant Group Planning \$1,000,000 Program Drive

(Continued from Page 1)

Parker said, "The biggest service the Protestant Radio Commission can perform at present is to provide films for local church groups to use over community television stations. People will be educated by being entertained. Religious leaders must realize this fact. We must learn to present people's personalities and ideas in an interesting manner to other people."

Urging establishment of local TV working committees, staffed mainly by lay persons, he continued, "Church groups must help local television stations produce good local religious programs. I am predicting that television will take a major share of radio's listenership. We must therefore become 'Apostles

of television' or we will find fine preachers, inspiring services and entertaining educational programs being presented to a limited radio audience.

"Television stations must present programs in the public interest or increased government regulation will be the result. Religious and educational groups must educate a new generation of television officials on the need and wisdom of giving public service time to organizations like churches. . . . There is a tendency to think the public service television programs are going to be too expensive. This will not necessarily be so if the churches really cooperate with local television stations."

### Show Polychrome By CBS, RCA; B-W Of DuM.

*Washington Bureau of RADIO DAILY*

Washington—With excellent black and white signal coming through over DuMont equipment nearly all day long, CBS and RCA yesterday gave the FCC a side-by-side glimpse of the two color systems. The CBS showing was as impressive as early last month, when most observers agreed that if it were compatible with present black and white standards it might offer immediate commercial possibilities.

#### Free Of "Flicker"

The RCA color was still variable, with a pronounced tendency toward heavy pink and red influences, but showed a remarkable freedom from flicker.

There was little important variation in the quality of the signals as the two color systems and the regular DuMont black and white transmission sent out a wrestling match, a performance by the Elder Michaux Choir, a series of paintings, weaving and other difficult color tests. While the DuMont reception was invariably clear, it was exceedingly dull and uninteresting in some of the scenes—especially the showings of colorful Van Gogh and other paintings.

RCA's Dr. C. B. Jolliffe declared that the demonstration made it plainer than ever that his company's all electronic system "offers the best means through which color television can be improved and developed in a reliable service to the public." He said the CBS color disc "has no place in home television." In a statement released by RCA, Dr. Jolliffe laid great stress upon the compatibility of the RCA system.

### NTFC To Meet Tonight; Will Discuss AFM Scale

Robert L. Jower, sales rep for WPTZ, Philadelphia, will speak tonight at regular meeting of the National Television Film Council at the Fifth Ave. Brass Rail. Also on the agenda is a discussion of the proposed AFM scale for TV films.

### WATV Sells Hoop Sked

Nineteen of the 21 home basketball games of Seton Hall College will be scanned by WATV, sponsored individually by Philadelphia Dairy, Fischer Baking and Pepsi-Cola. Schedule begins Dec. 5 and runs through Mar. 6. Fred Sayles will call the play-by-play.

## COAST-TO-COAST

### Brotherhood Program

Allentown, Pa.—WKAP's program "For God and Country" heard every Sunday afternoon at 2:30 is a half hour broadcast dedicated to Brotherhood. Speakers of all religious faiths, including Priests, Rabbis, Ministers and Laymen, appear weekly and music of all faiths is also presented.

### Symphony Hall

Louisville, Ky.—WAVE's affiliate, WRXW, has inaugurated a new series on its serious music hour, Symphony Hall, having as weekly guests distinguished local and visiting artists who will program various recorded works and supply their own commentary.

### Students' Program

Pittsfield, Mass.—News Chief Leon Beeler continues for the 2nd year his program for "in-school" listening. Program, "History in the Making" is written and narrated by Beeler and is designed to simplify for school students, the problems of the day, both local, national and foreign. The program is heard over WBRK, Wednesday mornings at 11 o'clock.

### Keynotes By Bailey

Boston, Mass. — Mildred Bailey, food and fashion authority on her WCOP daily show, is now demonstrating her musical abilities on the "Keynotes By Bailey" program. The program is aired Monday through Friday at 2:00 p.m., and features Miss Bailey at the piano.

### Yodeler Signs TV Contract

San Antonio, Tex.—Cliff Warren, cowboy yodeler who has appeared on KTSA and WOAI, has signed to appear as singing star of a new TV series to start in January over a Fort Worth outlet. Series will be sponsored by the Falstaff Brewing Co., and will have Dizzy Dean as master of ceremonies.

### New WPAT Sponsor

Paterson, N. J.—Milo Boulton, new radio star, is now signed with the Acme Markets for sponsorship of his program "Bargin' Around With Boulton." The program is heard every morning, Monday through Friday, at 11:00 on WPAT.

For SALES MAGIC in the "MAGIC CIRCLE" Hire **WIBW**  
The Voice of Kansas TOPEKA  
\*EN LUDY, General Manager

## 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 11-17, 1949

TITLE	PUBLISHER
A Dreamer's Holiday.....	Shapiro-Bernstein
A Thousand Violins.....	Paramount
Ain't She Sweet.....	Advanced
Bye Bye Baby.....	J. J. Robbins
Dear Hearts And Gentle People.....	E. H. Morris
Don't Cry Joe.....	Harms
Downhearted.....	Orten Music
Festival Of Roses.....	Witmark
Hop Scotch Polka.....	Cromwell
I Can Dream Can't I.....	Chappell
I Never See Maggie Alone.....	Bourne
I've Got A Lovely Bunch Of Coconuts.....	Cornell
Last Mile Home.....	Leeds
Maybe It's Because.....	Bregman-Vocco-Conn
Mule Train.....	Walt Disney
Over The Hillside.....	Dreyer
River Seine.....	Remick
Room Full Of Roses.....	Hill & Range
Rudolph The Red-Nosed Reindeer.....	St. Nicholas
Slipping Around.....	Peer
Some Enchanted Evening.....	Chappell
Someday You'll Want Me To Want You.....	Duchess
That Lucky Old Sun.....	Robbins
There's Yes Yes In Your Eyes.....	Witmark
Twenty-Four Hours Of Sunshine.....	Advanced
Twilight.....	Ben Bloom
Wishing Star.....	Broadcast Music
Younger Than Springtime.....	Chappell
You're Breaking My Heart.....	Mellin
You're In Love With Someone.....	Kramer-Whitney

## Second Group

TITLE	PUBLISHER
A Man Wrote A Song.....	Henry Spitzer
Dime A Dozen.....	E. H. Morris
Envy.....	Encore
Fiddle Dee Dee.....	Harms
Huckle Buck.....	United
Hush Little Darlin'.....	Michael
I Only Have Eyes For You.....	Remick
In Santiago By The Sea.....	Life Music
Jealous Heart.....	Acuff & Rose
Johnson Rag.....	Miller
Just For Fun.....	Paramount
Just Got To Have Him Around.....	Jefferson
Let's Take An Old Fashioned Walk.....	Berlin
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 Only My All.....	Paramount
My Street.....	Campbell
She Wore A Yellow Ribbon.....	Regent
Souvenir.....	Beacon
Story Of Annie Laurie.....	Santly-Joy
Too Toot Tootsie Goodbye.....	Feist
You're Always There.....	Bregman-Vocco-Conn
You're My Thrill.....	Sam Fox

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## AGENCIES

**HAL MARC ARDEN** resigning as writer-director at WMGM, New York, to join Robert A. Bories Inc. (American Institute of Food Products) as director of radio and television.

**BILL WELSH** has resigned as general manager of Allied Advertising Agencies to head the radio and television department of Walter McCreery, Inc., successor to the advertising firm of Smith, Bull and McCreery.

**AL ALPERSTEIN** has joined Pan American Broadcasting Co. as sales promotion manager. He was formerly general manager of the Chas. H. Rogers Advertising Agency.

**HARRISON LLOYD TAYLOR**, formerly with Remington-Rand, has joined the copy department of Kenyon & Eckhardt, Inc.

**JOSEPH TERY**, production manager of station WINS, will join WFLN, Philadelphia, as music department head on Dec. 1. He has been with WINS since October, 1948. No successor has been named as yet.

**ARTHUR PINE ASSOCIATES** have been appointed by Cushman's Sons, Inc., Long Island City, retail bakery chain organization, to serve as publicity-public relations representatives for all media, effective immediately.

**CROMWELL ADVERTISING AGENCY, INC.**, has been named by Topmost Packing Co., packer of Kitchen-Made food products.

**HOWARD L. CORDERY**, formerly head of the television department of Nasht Productions, has joined the Marshalk and Pratt video department.

**WEVD**  
5000 WATTS 1330 K.C.  
PROGRAMS OF DISTINGUISHED FEATURES in  
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• JEWISH  
• ITALIAN  
3 RESPONSIVE AUDIENCES  
3 MARKETS WITHIN  
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