



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 36

NEW YORK, FRIDAY, NOVEMBER 25, 1949

TEN CENTS

TV NET PLANS DAYTIME PROGRAMMING

ABC's AM Take Up; Loss Charged To TV

Although revenues from standard broadcasting operations were 1.4 per cent in excess of those for the first nine months of last year, American Broadcasting Company and subsidiaries reported an estimated loss of \$482,000 for the nine months ended September 30, 1949, it was announced Wednesday. This loss is after reduction for recovery of Federal income taxes under carry back provisions of the Internal Revenue code. For the same period of the previous

(Continued on Page 8)

Levoy Heading East For Video-Film Deal

West Coast Bureau of RADIO DAILY Hollywood — Gordon W. Levoy, president of General Television Enterprises, Inc., left for New York yesterday to confer with four of nation's top-ranking sponsors on production by GTE of a group of 26-52 subject video film series. Levoy is going east — at request of pending sponsors who had been awaiting publication of current program ratings on GTE product before discussing new series.

GTE's present series, of which 52

(Continued on Page 4)

New ET Program Service Planned By Barrere

The need for one source of data on transcribed syndicated programs has been brought out by a recent survey, according to Claude Barrere of the newly-formed Syndicated Program Information Bureau.

Barrere says 12.4 per cent of 2,032 letters and questionnaires sent to ra-

(Continued on Page 3)

Selfish Press Agent Slight Co-workers

Editor's note: A press agent for a Washington radio station last week took credit for the generosity of his station in soliciting blood donors for an ailing WNBW television engineer. What he neglected to report was that all other radio and TV stations entered into the spirit of the appeal and many volunteer blood donors responded. Out of deference to the other broadcasters the facts follow:

Washington's radio and television stations came to the aid of WNBW television engineer Ed McGinley last week, and probably saved his life. McGinley developed serious complications while undergoing a nasal operation at Garfield Hospital. He received over a gallon of blood in transfusions, but the hospital was running out of the rare blood type needed. Station WRC, where McGinley had been a recording engineer, was informed. The WRC newsroom and announcing staff immediately contacted other stations in Washington with a plea for station break appeals for blood donors.

Bulletins, and personal pleas from disc jockeys on other stations, all but swamped the switchboards of the radio and TV outlets. WTOP received a volunteer call from Connecticut. WRC and WMAL each received seventy calls, with the operators unable to handle more. The following morning, the hospital reported McGinley still weak but out of danger. Stations cooperating, and checking on Mac's progress through the evening, were WOL, WWDC, WMAL, WINX, WEAM, WTOP, WASH, WRC, and television stations WTTG, WOIC, WMAL-TV and WNBW.

DuMont Announces 5-Day-Week Sked Using 2-Hour Program For Co-Op Sponsorship In Key TV Cities

Lauds Radio Support Of Fresh Air Fund

Free air time donated to the Herald Tribune Fresh Air Fund by more than 275 cooperating radio stations in the Fund's primary thirteen-state area has accounted for a considerable percentage of children placed with rural families for annual vacations, according to Frederick H. Lewis, executive director. The Fresh Air Fund expects to send more than 10,000 needy New York City chil-

(Continued on Page 3)

Census Slogan Planned By Advertising Council

A campaign to attract public attention to the 1950 census was announced yesterday by Robert R. Mathews, volunteer coordinator of the campaign for the Advertising Council. The slogan "Helping the Census Helps Uncle Sam. Make Sure You Count in America's Fu-

(Continued on Page 2)

Coffin Joining RCA-Victor As Director Of Advertising

Camden — Ralston H. Coffin has been named director of advertising for the RCA Victor Division, it was announced by Robert A. Seidel, vice-president in charge of distribution. Coffin will assume his new post

(Continued on Page 3)

A Plan to help develop daytime TV programming in inland cities and bring low-budget advertisers into the medium was revealed Wednesday by the DuMont network in announcing that it will syndicate — a daily two-hour program to affiliates at a cost not to exceed \$100 an hour.

Titled "At Your Service," the program will be fed live to stations on the cable and also via transcription. It will provide for local cut-ins for one minute commercials. Program will be sold to affiliates on

(Continued on Page 7)

Special Xmas Show Features Many Stars

A special Christmas program, "The Joyful Hour," featuring many stars of screen and radio is being readied for broadcast over MBS on Sunday, December 18th by the Rev. Patrick Peyton, producer of The Family Theater.

Among the popular singers to be heard on the Joyful Hour this year

(Continued on Page 3)

So. Calif. Radio Group Continuing Crusade

The Southern California Association for Better Radio and Television, continuing its crusade for better radio and TV programming, will hold its first open meeting on Nov. 28, it was announced this week. Topics for

(Continued on Page 2)

Richards Isn't Selling KMPC To NBC; Negotiations Ended

Detroit—Negotiations for the purchase of KMPC, G. A. Richards 50,000-watt station in Los Angeles, by the National Broadcasting Company were called off on Wednesday by mutual agreement of the parties. NBC has long desired to have its own outlet in the West Coast radio capitol and made an offer to Rich-

ards recently which was considered because of Richards' wish to retire. This was in spite of the fact that the offer was considerably less than other offers made for KMPC by NBC in the past. The negotiations were called off when NBC wanted certain guarantees in the purchase

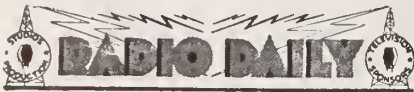
(Continued on Page 3)

Unique Distinction

Philadelphia — Ruth Welles, who conducts programs for women on KYW, received a medal of honor and a \$1500 cash prize during the Freedom Foundation ceremonies at the organization's Valley Forge headquarters. The women's broadcaster was honored for submitting a cookie cutter which shapes cookies like Freedom Foundation emblem.

On Strenuous Side

The Stork Club, "21," and El Morocco were all by-passed Tuesday night when agency personnel at Benton & Bowles and McCann-Erickson tossed aside their jackets to compete for top billing on the basketball court. Captained by Don Chapman, media, and led in scoring by Ed Walsh, Art Dept. of B & B came out on top—58 to 47.



★ COMING AND GOING ★

Vol. 49, No. 36 Friday, Nov. 25, 1949 10 Cts.

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MARVIN KIRSCH : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, (18), N. Y., by Radio Daily Corp., J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Postage free) United States (other than California) \$10.00 one year; California, \$15.00. Foreign, \$15.00. Address all communications to Radio Daily, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Radaily, New York.

WEST COAST OFFICES
Allen Kushner, Manager
6425 Hollywood Blvd. Phone: Gladstone 8436

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

Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(November 23)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include ABC, Admiral Corp., Am. Tel. & Tel., CBS A, CBS B, Philco, Philco pfd., RCA Common, Stewart-Warner, Westinghouse, Westinghouse pfd., Zenith Radio.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include Hazeltine Corp., Nat. Union Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include DuMont Lab., Stromberg-Carlson.

UNUSUAL SPONSORS TAKING TO AIR

Hollywood—Unusual type sponsors will be taking to the airwaves during the coming holidays as a result of a unique type of program designed by Cardinal Company, radio-TV production firm here.

Joseph F. MacCaughtry, president of the firm, revealed the production organization's four "radio Christmas cards," designed for local station sales and broadcast, are drawing out unusual type of sponsors who find it convenient and feasible to employ the transcribed shows for blanket holiday greetings to friends or customers.

"Xmas-4" sponsors include: doctors, lawyers, employee groups, political figures, service clubs, and civic organizations.

Cardinal's holiday greeting cards consist of quarter-hour shows ranging from holiday music type to dramatization of the Nativity, and are ideal for Christmas week programming.

Last minute orders are being handled from company's Hollywood office, 6000 Sunset Boulevard, Calif.

Advt.

HUBBELL ROBINSON, JR., Columbia network vice-president and director of programs, today will leave New York for three weeks on the West Coast.

DENNIS DAY is back in Hollywood following three weeks in New York on business. En route back to the Coast, he stopped in Philadelphia to do a benefit for the National Jewish Hospital of Denver.

LARRY BROWN has taken over emcee duties on the "Luncheon at Guy Lombardo's" program over WGGB, Freeport, L. I., which emanates from the band leader's restaurant in that town.

DAVID W. WHITE, producer of "Light Up Time," starring Frank Sinatra and Dorothy Kirsten, is originating the show in New York. The program is scheduled to return to Hollywood about Dec. 19.

JESSE BIRNBAUM, of the press department at NBC, has returned from St. Louis, where he participated in the network's coverage of the Barkley nuptials.

SOL GOLD, commercial manager of WFEA, Manchester, N. H., arrived in Gotham last week for conferences with officials of the Columbia network.

WILLIAM SHAW, assistant sales manager of KNX-Columbia Pacific Network, is back on the West Coast following a short business trip to New York.

CHRIS J. WITTING, assistant director of the DuMont Television Network, on Monday will be in Chicago to confer with Paul Schreiber, general manager of WGN-TV, Windy City affiliate.

JO STAFFORD left town yesterday for the West Coast.

JOHN DERR, assistant director of sports for CBS, is in South Bend, Ind., where tomorrow he will direct and produce the network's coverage of the game between Notre Dame and Southern California.

GENE KRUPA and the members of his band are in Columbus, Ohio, filling a two-week engagement at the Deshler-Wallick Hotel.

HOWARD MEIGHAN, Columbia network vice-president and general executive in charge of the West Coast division, is back in Hollywood following a two-week trip East.

AL HARDING, sales manager of WCCO, Columbia network outlet in Minneapolis, is spending a three-week vacation in Florida.

JACK BECK, director of news broadcasts for the Columbia Pacific Network, who was in New York last week, has returned to his Hollywood headquarters.

DON SEARLE, formerly a veepee at ABC in charge of the Western division and now a prominent Kansas broadcaster, arrived in New York last week.

So. Calif. Radio Group Continuing Crusade

(Continued from Page 1) discussion will include, "Do crime programs on radio and video have any effect on children?" Should giveaway shows be banned from the air?" and "How can radio be used for both show business and education?" The SCABRT last year went on record as favoring the removal of crime programs from TV broadcast schedules between the hours of four and nine p.m.

Speakers Listed

Panel speakers at the open meeting will include Dr. Walter Kingston, Head of the Radio Division, UCLA; Dr. Richard Atkinson, lecturer; and Mrs. W. J. Armstrong, former PTA radio chairman. Moderator will be Rev. Clifton E. Moore, chairman of the Radio Committee of the L. A. Church Federation.

Census Slogan Planned By Advertising Council

(Continued from Page 1) "ture," will be used and other advertising media.

The Advertising Council is cooperating with the Bureau of Census of the Department of Commerce in promoting the advertising. Benton and Bowles is volunteer agency.

Mathews, vice-president in charge of advertising for the American Express Co., says business and advertising groups will contribute thousands of dollars worth of time and space to back the census.

WBEX Changes Hands

Harry Callaway, secretary-treasurer of the Shawnee Broadcasting Co., Chillicothe, Ohio, has announced sale of WBEX, Chillicothe, O., to W. A. Graham and associates, of Lafayette, Ga.

50,000 watts at 800kc.

Now covering a 17,000,000 population area at the lowest rate of any major station in the Detroit Area!

"WIN With CKLW" MUTUAL

Detroit and Windsor

J. E. Campeau, President

Adam J. Young, Jr., Nat'l Rep. • Canadian Rep., H. N. Stovin & Co.

Are you buying lots of WATTS or listeners?

Sure, there are stations in Baltimore with more wattage than W-I-T-H. And to hear some of them talk, you'd think nobody in this rich market ever listened to any station but theirs.

But those claims won't stand up in the face of facts. We make no such claims for W-I-T-H. But we do claim this:

W-I-T-H delivers more listeners-per-dollar than any station in Baltimore. It covers 92.3% of the radio homes in the Baltimore trading area.

So if you want to make every penny count, buy W-I-T-H, the BIG independent with the BIG audience. If you want low-cost-sales in Baltimore, call in the Headley-Reed man today, and put W-I-T-H on your schedule.



WITH Baltimore 3, Maryland

TOM TINSLEY, President Represented by Headley-Reed

KMPC Won't Be Sold To NBC; Talks Ended

(Continued from Page 1)

contract which were too difficult of fulfillment by the Richards group.

One of these guarantees was that KMPC would definitely obtain 50,000-watt operation at night within six months. KMPC presently has a construction permit for the higher power but has been operating with 10,000 watts during night hours until engineers could work out a somewhat complicated directional antenna problem.

Without this, and other guarantees which no licensee can make because they are the prerogative of the FCC, NBC then insisted on a move of the transmitter to a new location, with the cost of such a move to be borne entirely by the present KMPC owners. This amounted to a further substantial reduction in price and was unsatisfactory to Richards and his associates.

Advertising Guide To Be Issued Soon

The fourth edition of "A Guide for Retail Advertising and Selling" will be published shortly after January first by the Association of Better Business Bureaus, it has been announced.

Edward W. Gallagher, chairman of the Association's Advertising Standards Committee, says his group has just completed a four-day session in New York to consider revisions to the "Guide." He added that recent Federal Trade Commission rulings, changing merchandising conditions, new advertising and selling methods, and new products, created a need for the revision.

The new edition will be distributed by Better Business Bureaus throughout the United States and Canada, according to Mr. Gallagher. He believed that the price would be a dollar a copy as in the past.

Mr. Gallagher has served on the committee for eighteen years and is now assistant manager in charge of merchandising activities of the Boston Better Business Bureau.

Other committee members working on the revisions are: K. B. Wilson, operating manager of the National Bureau; and K. W. Hood and A. B. Johnston, assistant managers in charge of merchandising in the St. Louis and Chicago Bureaus, respectively.

Hotpoint Will Sponsor Christmas Show On CBS

Hotpoint, Inc. will sponsor a special full-hour dramatic presentation over the full CBS network on Christmas Day. Hotpoint Hollywood Hour will feature an adaptation of Charles Kennedy's "Servant in the House" starring Henry Fonda as narrator, Gregory Peck, Rosalind Russell, Dorothy McGuire, Mel Ferrer, and Charles Boyer.

Radio Praised For Assistance To 'Tribune' Fresh Air Fund

(Continued from Page 1)

dren to the country, each for a minimum two-week stay, next year.

The Fund's use of radio increases each year, said Mr. Lewis, and pointed to the recent announcement of the formation of a Radio Committee, under the chairmanship of Earl C. Pace, manager of WFTR, Front Royal, Vt., as an example of the integration of radio activity into the Fund's overall promotional activity.

N. Y. Stations Give Support

Mr. Lewis said that metropolitan New York stations had given time for more than 200 radio programs in the past year in addition to innumerable station breaks and spot announcements seeking funds. Rural stations, he continued, have done a "tremendous job" in educating host families as to how to go about getting the most out of each visit for the children involved and have accounted for the placement of a great percentage of children with families who had not before played host.

Programming Example Cited

As an example of the latter service category, Mr. Lewis pointed to the job done by Jack Barry, MC of WJOY's "You Asked For It" program. Mr. Lewis said that Barry had accounted for the placement of more than 60 per cent of the 107 children placed for vacations in the Burlington, Vt. area. In addition, Mr. Lewis said, Barry did the job after starting three weeks late in the last ten days of the placement drive.

The Fresh Air Fund is endowed but actually receives most of its \$300,000 annual expenditure through contributions. Vacations are given needy children recommended to the Fund by cooperating social service agencies during the summer months and over the Christmas holidays. The Fund has been in operation for seventy-three years.

Stressing the part that radio publicity plays in the Fund's activities,

Coffin Joining RCA-Victor As Director Of Advertising

(Continued from Page 1)

in Camden on December 1. He has been associated with McCann-Erickson, Inc. as an account executive for the past five years.

Survey Of Wired Music Reported By Muzak

Music at work was favored by 97.4 per cent of the office employees at the Fireman's Fund Insurance Company in New York, according to a recent survey. The music by Muzak is heard at half-hour intervals from 8 a. m. to overtime in the tabulating, statistical, and entry and marine policy writing departments.

115 out of 118 employees favored the Muzak music and the company now plans to expand the service.

Mr. Lewis cited station WHCU, Ithaca, N. Y. He said this station last summer gave time for twenty spots, six Jack Deal shows, 25 Gertrude Grover programs and eight Community Corners programs.

WNBC, New York, this year devoted one whole day's programming to publicizing the Fund's work and most New York local station personalities have given periods of time.

Fund Radio Com. Named

Serving as members of the Fund's Radio Committee along with Mr. Pace are: Charles R. Thon, WEEZ, Easton, Pa.; Walter F. Deeming, WDOS, Oneonta, N. Y.; Bill Krough, WGLN, Glens Falls, N. Y.; Michael Hanna, WHCU, Ithaca, N. Y.; A. E. Spokes, WJOY, Burlington, Vt.; Robert E. Johnson, WHOB, Gardner, Mass.; Robert Leshner, WJEJ, Hagerstown, Md.; Joseph K. Close, WKNE, Keene, N. H., and Elton Hall, WVPO, Stroudsburg, Pa.

This period of the year is the Fund's second busiest, after the summer months, as the six-man Fund staff sets about lining-up homes for children to visit over the Christmas holidays.

Special Xmas Show Features Many Stars

(Continued from Page 1)

are Bing Crosby, Dennis Day and Ann Jamison. Licia Albanese and Giuseppe Di Stefano, of the Metropolitan Opera Company, and Mario Lanza will handle the classics.

A portrayal of the Nativity scene will include MacDonald Carey in the role of St. Joseph and Ann Blythe as the Virgin Mary. Other stars to be heard are: Don Ameche, Jeanne Crain, Roddy MacDowell, Maureen O'Hara, Ricardo Montalban, and Maureen O'Sullivan.

New ET Program Service Planned By Barrere

(Continued from Page 1)

dio stations have been returned. He adds that only two replies stated that they would have no use for the service. The survey also showed, says Barrere, that 167 stations sought syndicated shows on an average of nine times in the last year.

The Bureau will provide information on available transcribed programs and will be in full operation after the first of the year, Barrere says. The service will be free to the stations seeking information.

for profitable selling **INVESTIGATE**

WDEL

WILMINGTON
DELAWARE

WGAL

LANCASTER
PENNSYLVANIA

WKBO

HARRISBURG
PENNSYLVANIA

WRWA

READING
PENNSYLVANIA

WORK

YORK
PENNSYLVANIA

WEST

EASTON
PENNSYLVANIA

and

WDEL-TV

WILMINGTON
DELAWARE

WGAL-TV

LANCASTER
PENNSYLVANIA

STEINMAN STATIONS

Clair R. McCollough, Managing Director

Represented by **ROBERT MEEKER ASSOCIATES**

Chicago

San Francisco

New York

Los Angeles



SOUTHWEST

TELEVISION staffs throughout the country are learning new things every day, but WBAP-TV, Fort Worth, brought up a new one during a crowded studio audience composed mostly of children. The bazooka-like Zoomar lens was too much of a temptation to one of the youngsters who couldn't find a safe location for his brand-new cowboy hat. When the picture went out several seconds of consternation were consumed before production manager Tommy Thompson discovered the hat had used the Zoomar lens as its resting place.

Levoy Heading East For Video-Film Deal

(Continued from Page 1)

12½ minute subjects have been produced, is currently being aired via Procter and Gamble "Fireside Theater" via NBC-TV, a first run, 30-day revision basis. Talks will take up production of 26 ½ minute subjects with format tailored to sponsor specifications. As in case of "Strange Adventure" series, projected groups of films would be supervised by a minimum of at least four different producer-directors and would draw upon fact and fiction for a variety of subject matter. Levoy expects to remain in Manhattan for several weeks.

Hollywood's New

COUNTRY CLUB HOTEL

- The Country Club Hotel occupies a magnificent location in the heart of the exclusive Wilshire residential district . . . adjacent to Wilshire Country Club and overlooking the expanse of its gorgeous fairways and greens.

- Rates from \$6.00 up. Single Kitchenette Apartments Available by Week or Month.

COUNTRY CLUB HOTEL

445 North Rossmore Avenue (Vine St.)
Hollywood 4, Calif.

Telephone: HOLLYWOOD 9-2701



Windy City Wordage. . . !

● ● ● Ron Mills and Gene Clears of Mills Recording Co. are both expectant fathers. Offsprings are due in January. . . Lew Green, head of Green & Associates, reports the best season to date for his transcribed "Leahy of Notre Dame" series. More than a hundred stations used the feature this year. . .

Chicago Mort Jacobson, head of Morton Radio Productions, is back from a business trip to Minneapolis. . . Jerry Joss, head of Joss Radio Features, has sold his "Calling All Detectives" to 10 stations. Three recent sales include WGN, Chicago; KYW, Philadelphia, and KMBC, Kansas City. . . The House of Vision, leading local optical firm, planning to get their feet wet in television shortly.

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● ● ● Tony Weitzel, columnist for "The Chicago Daily News," has started a nightly five-minute show on WBEM. . . P. K. Wrigley may start plugging his new package of 18 sticks when he starts sponsorship of "Life with Luigi" after the first of the year. . . Roy McLaughlin, president of the Chicago Radio Management Club (he's manager of WENR and WENR-TV on the side), can take a well-deserved bow for the top-notch array of guest speakers he has lined up. Ex-presidential candidate Alf Landon is slated to be the club's next guest speaker. . . Hottest disc jockey in town is Frann Weigel. He has a London recording out which he has done in eight singing voices. . . It's been synchronized so that it sounds like an octet. He'll be the deejay on the Dunn-Joel "Dick Jockey" TV package which bows in as a weekly program series over WGN-television on December 4th at 5:30 p.m.

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● ● ● Ray Jones, hard-working AFRA executive secretary, is back from Kenosha where he scored a victory in negotiations with WLIP, 250-watt indie station. AFRA got recognition it had been seeking for all microphone personalities and three writers. . . ABC's Ell Henry can take a bow for the front page publicity he received by tying up two ABC programs, "Super Circus" and "Larry on Location" in connection with the arrival of Santa Claus by boat Saturday . . . Myron Barg conducting his disc jockey show featuring celebrity interviews from the lounge of the new Telenevs Theater. The programs are broadcast over WMOR.

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● ● ● Jim Moran, the Courtesy Man of Courtesy Motors, so pleased with the success of his weekly feature film presentation over WGN-TV that he's renewing the show for another 13 weeks. Agency is Malcolm-Howard. . . Tommy Bartlett, host of NBC's "Welcome Travelers" was recently made a member of the Chippewa Indian tribe. He helped some tribe members get foodstuff and clothing. Now they call Tommy a Chippewa off the old block! . . . Fred Kilian, central division director for ABC's TV programs, has appointed Phillip G. Patton executive producer. . . WHBF-TV will join the ABC-TV network on April 1st. And they're not fooling! . . . Linn Burton's "Second Cup" TV show may soon go across the board. . . The Harmonicats are working with NBC comedienne Judy Canova at several dates around the midwest. . . Ex-Chicago radio actress Mercedes McCambridge is drawing raves for her initial motion picture role in "All the King's Men."

AGENCIES

EZRA R. BAKER, formerly sales manager of American Cinefoto Corporation, has been appointed charge of sales for Hollywood Television Productions. Baker has supervised film production work for the National Biscuit Co., Topps Chewing Gum, Aetna Life Insurance, Philco Corp. and Sheffield Farms.

WILLIAM J. MORRIS has joined Wilding Picture Productions, Inc., New York, as account executive. He was formerly connected with the motion picture department of J. Walter Thompson and, more recently, was supervisor of motion picture and television production for Batten, Barton, Durstine & Osborn and The Biow Company.

G. RANDOLPH ELLIOT has been named the field director for television research of Daniel Starch and Staff.

JOHN WOLCOTT, formerly in charge of market research for the Neal D. Ivey, Co., Philadelphia, has been named research director for the Gray & Rogers agency, same city.

JOSEPH E. HALE, for almost 30 years a display representative of the Camden Courier Post News, Camden, N. J., recently joined the sales staff of WCAM, Camden.

CHARLES C. RADOW, former business manager of the Columbus Philharmonic Orchestra, now dissolved, has joined the Cye Landy Advertising Agency, Columbus, O.

Send Birthday Greetings To—

November 25
Miriam Jaffe Rex Maupin
George Cushing Kate McComb

November 26
Igor Gorin Henry Levine
Charles Radcliff Frank Simon
David Stone Larry Lowenstein

November 27
Bill Demling Francis Conrad
George Hogan Ted Husing
Mary Lynch William Miller
Mary Livingston

November 28
Frank Black Joan A. Hewitt
Helen Jepson Reed Lawton
Elliott Lewis William Lundell

November 29
Alan Courtney Claudine French
Margery Knapp Florence Lake

November 30
Jack Brinkley Lillian Stone
Noel Corbett Happy Felton

December 1
B. S. Bercovici Michael A. Fiore
Ted Hammerstein Ray Henderson
Mary Martin Patricia Ryan
Dave Zimmerman

AM TV EQUIPMENT FM FAX

Section of RADIO DAILY, Friday, Nov. 25, 1949

Parts Group Plans To Ease Show Problem

Chicago—The Association of Electronic Parts and Equipment Manufacturers has referred to cooperating trade associations a proposal to solve the problem of multiple trade shows. The plan provides for a series of regional get-togethers and sales conferences in key cities and the annual Parts Distributors' Show held in Chicago in May. The proposal was made by the Association's industry and relations committee at the November meeting of the Association. The manufacturer would then be able to confine his participation to the May show, according to the committee. Sales representatives would meet distributors, other salesmen, and customers at the regional conferences. The Association also reaffirmed its stand against the multiple shows at its meetings.

Mars TV Expands Plant To Double Production

Mars Television, Inc., Long Island City, N. Y., has relocated their assembly plant in larger quarters at Cornia, N. Y., enabling them to double the production of their TV sets, according to Jack Somber, vice-president and sales manager. The new plant is expected to be operating at full capacity by December 1.

NEW TELECRUISER DELIVERED



The gleaming gold and blue DuMont Telecruiser, parked at the doorstep of its new owners, KBTU, Dallas, Tex., announces to Dallas video viewers that the station has overlooked nothing to bring them the best in TV. According to Sam Cuff of Adam Young Television, Inc., who helped put KBTU on the air, the Telecruiser is the only piece of equipment of its kind to be wholly owned by a TV station.

Zenith Elects Ellett V.-P. Research Head

Dr. Alexander Ellett has been elected vice-president in charge of research by the directors of Zenith Radio Corporation, it has been announced by Commander E. F. McDonald, Jr., president. Since 1946 Ellett has headed Zenith's research laboratories. One of his major contributions has been to Phonevision, a Zenith development which Ellett made commercially practicable. Phonevision is a method of combining the telephone wire with regular TV transmission to provide pay-as-you-see home viewing of first run motion pictures and other theatrical entertainment.

Developed War Devices

Ellett came to Zenith after serving as head of Division 4 of the NDRC, during World War II, where he directed the development of the V-T proximity fuse for bombs and rockets. In June, 1948, Ellett was awarded the President's Medal for Merit, the highest award given to civilians by the President, for his development of the proximity fuse and of printed ceramic circuits. Before joining NDRC in 1948, Ellett was professor of physics at the University of Iowa, where his major research activities were in spectroscopy, atomic and molecular beams, and in nuclear physics. He served two years in the service in World War I.

Magnavox Xmas Drive Largest Ever Launched

The largest sales promotion campaign ever undertaken by the Magnavox Company and its dealers will get under way the early part of next month. The campaign, aimed directly at capturing Christmas trade for the sale of the company's TV, AM and phonograph instruments will feature magazine spreads as well as promotion kits to all dealers.

Woolworth Plans Special RCA 45 RPM Booths

Philadelphia—Because of the success of RCA's 45 rpm record player and record sales at a special booth in the Woolworth store located on Chestnut Street here, the chain outlet plans to add booths to ten additional stores in Camden, N. J., Wilmington, Del., Allentown, Easton, Jenkintown, Norristown and other stores in Philadelphia, Pa.

ENGINEERS—CONSULTANTS

RALPH B. AUSTRIAN
Television Consultant
1270 AVENUE OF THE AMERICAS
NEW YORK 20, N. Y.
Tel.: CO. 5-6848

A. R. BITTER
Consulting Radio Engineers
4125 MONROE STREET
TOLEDO 6, OHIO
Tel.: Kingswood 7631

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N.W. REpublic 3883
WASHINGTON, D. C.

ENGINEERS—CONSULTANTS

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg. 1407 Pacific Ave.
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1833 M STREET, N.W.
WASHINGTON 6, D. C.

PRODUCTION PARADE

Plug-In Volt-Amp Tester
A new general-purpose volt-ampere checker that just plugs in between line and connection cord, and provides simultaneous voltage and amperage readings directly off two dials, is announced by Industrial Devices, Inc., Edgewater, N. J. Model 900 Volt-Amp Tester is rugged enough so that it can be safely carried about in the serviceman's tool bag.

Black Tube Available for ITI Sets
Industrial Television, Inc., of Clifton, N. J., has announced that the new "black tube" will shortly be available in all 12½" models of its line. The "black screen" CRT will be optional on the 12½" receivers and will carry a suggested retail price premium of \$10. Cost at the factory will be an additional \$5.

Anniversary TV Set By Pilot
In honor of its 21st year in TV, Pilot Radio Corp., Long Island City, N. Y., has introduced its new 'Anniversary' TV model TV-123. The new model is a 12½-inch unit with built-in antenna, sensitive enough to perform in most areas without outside aerial. The new unit can also receive FM radio and has a phonojack plug-in to which any phonograph can be connected. Set will list for \$269.50.

GE Viewfinder For TV Cameras
A new electronic viewfinder for GE's TV studio cameras has been announced by the company. Company claims it gives the operator a brighter image as well as an exact reproduction of the scene being televised. Circuits are newly developed and show improved performance in eliminating distortion.

PLUG TUNES

On Records and Transcriptions
TELL ME WHY
 RYTVOC, Inc.
 1585 Broadway New York 19, N. Y.

"HUSH LITTLE DARLIN"

Recorded By
 Perry Como Eddy Howard
 Dick Haymes Curt Massey
 Kay Kyser Jerry Falligant
MICHAEL MUSIC CO., Inc.
 1619 Broadway Jerry Johnson
 New York City Gen. Mgr.

You'll LUV this novelty!
IT MUST BE L U V
 MANOR MUSIC COMPANY
 1619 Broadway New York City

Nothing Can Stop This!
"FOREVER WITH YOU"
 by the writer of "My Happiness"
FORSTER MUSIC PUB., INC.
 1619 Broadway, New York 19, N. Y.
 216 S. Wabash Avenue, Chicago 4, Ill.

A HIT Is Born!
**"BLUE FOR A BOY—
 PINK FOR A GIRL"**
 Vaughn Monroe on RCA-Victor
Al Gallico Music Co. Inc.
 501 Madison Ave., New York, N. Y.

THE MARINERS
 (featured on Arthur Godfrey
 Radio and TV Programs)

First COLUMBIA RECORD #38624
"Leprechaun's Lullaby"
"Island of Oahu"

**THAT LUCKY
 OLD SUN**

sung by
LOUIS ARMSTRONG
 with
GORDON JENKINS
 Orchestra and Chorus
 on
DECCA #24752

ROBBINS MUSIC CORPORATION

WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY:**—Sophisticates along the Big Apple have agreed that with few exceptions there are four themes in popular songs, namely songs of love for "Mother," "Sweetheart," "Baby" and "Home." . . . yet a glance at the latest group of fifty 'most played songs' of the week lists but two numbers which have the word "love" in the title. . . . "You're In Love With Someone," Kramer-Whitney Music and "Makin' Love Ukelele Style" published by Mayfair. . . . one of the few exceptions, mentioned above is "I've Got A Lovely Bunch of Coconuts," published by Cornell. . . . what we're trying to establish is that tunesters are cleverly saying the same old things in new and unique ways. . . . another thing is the progress made since those old days of the early talkies when it seemed that all a composer had to do was add the words 'I Love You' to the picture's title. . . . remember "Woman Disputed, I Love You."

★ ★ ★ ★

● ● ● Fred Stryker, head of Fairway Music, left for Hollywood Sunday after a week in town. . . . firm has a sure hit in the new blues, "I Don't Know Why I Love You" (But I Do Do Do) written by Red Rowe and Jimmy Wakely. . . . ● DeeJay Ted Steele hauled music publishers over the coals last Friday on his WMCA program. . . . doesn't like their inconsistent methods of promoting songs, changing horses (plugs?) in mid-stream and seemingly only seeking 'sleepers.' . . . ● Duchess Music started work on a six-eight tempo titled, "There's Something About A Home Town Band" written by Don Canton, John Nagy and Milt Lance. . . . number has a chance to make the big time. . . . ● That new Adler Shoes jingle which catches the ear, was written by Dick Kissinger. . . . ● The Eugene Francis' (he's heard on "Perry Mason" and seen on Kraft NBTelecasts) expect their first visit from Sir Stork next week. . . . ● Breezy, informative and completely absorbing is our description of Sidney Walton's MBSundays at 1 p.m. series, "Inside News" for Doubleday & Co. . . . ● Cromwell Music, which bowed into the music field with the sensational novelty, "Hop Scotch Polka," has another one by the same composer, Billy Whitlock. . . . new ditty, "Shenani-gans," has a lyric by Carl Sigman, co-writer with Gene Rayburn of the 'Hop' lyrics. . . . ● TV stations are discovering Tune-Dex, the service that radio stations have latched onto for years. . . . ● Organist Jack Ward's daughter Mary Rita, who is cashier at ABC will marry Art Griffith of Eastern Air Lines.

★ ★ ★ ★

● ● ● Maestro Elliot Lawrence will start a series of 15-minute programs Dec. 2 over WNEW in which he'll talk about trends in music. . . . ● Cathy Gregory is touring the southern and western states, calling on deejays and hillbilly artists, with platters waxed by hubby Bobby Gregory and his Cactus Cowboys. . . . ● DeeJay Stan Shaw, currently doing a series of morning programs for Ben Tucker Furs, WINSundays, will also plug this outfit's products Sunday afternoons at 3 p.m. starting Dec. 11. . . . ● Now that TV is growing up, execs should give a listen and take a gander at the hilarious clownings of the Korn Kobbler. . . . they've got more musical tricks than any group we've seen. . . . ● Peggy Marshall and the Holidays making friends and influencing people at No. 1 Fifth Ave. with their clever songs and patter. . . . ● WABD's new series of whodunits, "Hands of Murder," is enhanced by the original music composed and played by Lew White, who, instead of merely providing background and bridges, rather composes complete scores, as is done at motion picture studios.

★ ★ ★ ★

● ● ● **ON AND OFF THE RECORD:**—Frank Sinatra's latest Columbia waxing of "The Old Master Painter" and "Lost In The Stars" will more than satisfy F.S. fans. . . . supported by the Modernaires and Axel Stordahl's Orchestra, platter will find itself on many a turntable and often.

PLUG TUNES

**Give Me Your
 Hand**

LAUREL MUSIC CO.
 1619 Broadway New York City

Bing Crosby, Gracie Fields,
 Sammy Kaye, Johnny Des-
 mond, Jo Stafford, Doris Day
 Are All On

THE LAST MILE HOME
 LEEDS MUSIC CORPORATION

Making Our Debut With A Hit!
"A NEW SHADE OF BLUES"
 MAYPOLE MUSIC CO.
 22 E. 67th St. New York City
 Phone: REgent 7-4477

I WISH I KNEW

Should step right out in front—
 Just recorded for RCA-VICTOR
 by DOLPH HEWITT
ADAMS, VEE & ABBOTT, Inc.
 216 S. Wabash Ave. Chicago 4, Ill.

My Heart Goes With You

by Thomas G. Mesner

—◆ ◆—
JAMES MUSIC, Inc.
 1650 Broadway Room 709 N. Y. C.

Brand New Novelty!
**"If I Had A
 Million Dollars"**
 (I Would Give It All to You)

TONY PASTOR'S
 Sensational COLUMBIA Record
 #38577

RYTVOC, Inc.
 1585 Broadway New York 19, N. Y.

TELEVISION DAILY

Section of RADIO DAILY, Friday, November 25, 1949 — TELEVISION DAILY is fully protected by register and copyright

DuM TO FEED DAYTIMERS TO NET

TELE TOPICS

THE ONE FACTOR most important in the success of "Actors Studio"—which led to a Peabody Award when the show was on ABC last season—is its selection of material. Using the best short stories available, the program developed a technique of telling a tale simply and effectively, without undue frills. Always the story is paramount and the adaptations usually follow the original as closely as possible. Now on CBS, the series goes along with a consistency of excellence that is hard to match. . . . This week's story was Thomas Hardy's "The Three Strangers," adapted by Alvin Sapinsky. The opening shots of Gilbert Haycox' fine set, combined with effective use of sound effects, quickly established the mood of the piece without a word of dialogue. The atmosphere was maintained throughout the half-hour as the characters appeared and the story was developed and resolved. Not a line nor a gesture was out of place and it all added up to truly outstanding video. . . . Produced by Donald Davis for World Video, program was directed by David Pressman, and fine performances were given by the entire cast—Stephen Hill, John Randolph, Will Hare, Howard Weirum, E. G. Marshal, John McGovern and Frances Ingalls.

"**CITY AT MIDNIGHT**," the WNBTV show aired live on location at 11 p.m., has been beset in the past with both technical and script difficulties. This week most of the production bugs were ironed out and lighting and audio were good. But the same old story trouble was still present. While good in spots and better than its predecessors, the script lacked dramatic continuity and was merely a semi-connected series of vignettes. Good scripts would be in the smartest investment the producers of the low-budget show could make. . . . Cy Kneller, editor of Radio and Television Weekly, has been named winner of the DuMont new name contest, with Betty Stone, Broadcasting luminary, as runner-up. . . . Showcase performances of the Theater Wing's training program will be held Monday and Tuesday at 4 and 8:30, 432 W. 44th.

VASTLY IMPROVED Teletranscription has been developed by DuMont. As shown to the press Wednesday the film revealed excellent clarity of detail and fine light values. Developed by web staffers, the improved system is now being used for all recorded shows. . . . Producer Arthur Lesser will emcee a new talent showcase on WOR-TV, Fridays, 7:30-8 p.m., beginning Dec. 2. . . . The most complete story on color in the general press that we've seen to date is in the new issue of Time. . . . New series of Christmas commercials have been filmed for Firestone and Philco by Murphy-Lillis Productions.

Sets In-Use At Night 93.8% In Milwaukee

Milwaukee—93.8 per cent of all receivers in the Milwaukee area are turned on during an average weekday evening for an average of three hours and 55 minutes, a recent survey by WTMJ-TV, the only station in the city, has revealed. Saturday evening 88.4 per cent of the sets are in use an average of 3.43 hours and on Sundays this climbs to 96.2 per cent and 3.61 hours.

Weekday sets in use average for afternoon programming is 68.6 per cent and 1.91 hours. This is boosted on Saturdays to 76.6 per cent and 2.26 hours and on Sundays to 77.9 per cent and 2.97 hours.

Monday through Friday, average number of viewers per set is 3.05 in the afternoon and 3.99 at night. Saturday figures are 4.08 and 4.30, and Sundays, 4.33 and 4.85.

Program preferences by type reported by the survey reveal sports first, followed by variety, drama, news, mystery, music, western, travel, amateur, discussion, quiz, children's and women's.

Sullivan Leaves WPIX

B. O. Sullivan has resigned as sales manager of WPIX for reasons of health and Scott Donahue, assistant sales manager, has been named acting sales manager.

Sullivan was a member of the advertising department of the New York News, parent of the station, for 20 years and was assigned to the news project that was to become WPIX in June, 1947. He was named sales manager in January, 1947.

RMA, IRE Groups Begin Equipment Standardization

A joint committee of RMA and IRE has taken initial steps to effect standardization of station equipment, recommended several months ago by the TBA engineering committee, Raymond F. Guy, chairman of the TBA group, announced earlier this week.

Procedures to study and establish equipment standards have been formulated, Guy said. Standardization of transmission levels will be undertaken by RMA, while drafting of the methods of measurement of transmission levels will be handled by IRE.

RMA also will start work on standardization of patch cords, plugs and jacks; camera cables and asso-

Hooper's Top Ten (Network—October)

Texaco Theater, NBC.....	69.4
Talent Scouts, CBS.....	55.8
Godfrey Friends, CBS.....	49.7
Toast Town, CBS.....	45.6
Olsen-Johnson, NBC.....	40.9
Fireside Theater, NBC.....	39.2
Philco Playhouse, NBC.....	38.7
Stop Music, ABC.....	37.6
Amateur Hour, NBC.....	35.4
Cavalcade Stars, DuM.....	35.3

Webs Not Worried About Strike Effects

Network production sources reported on Wednesday that they expect visible effect on programs as a result of the strike called Tuesday night by Local 829, United Scenic Artists.

Sets for several top commercial shows are designed by artists hired on a free-lance basis by the agencies handling the shows and these jobs are paying the scale set by the union. Rudy Karnolt, business manager of the local, said that at least nine such artists are on the job.

For other shows, the webs said that they will get along using stock sets. A spokesman for ABC said the web "hasn't thrown out a single flat" since flagship WJZ-TV went on the air over a year ago. He added that all flats were made so that they would match each other and could be lashed together.

Most DuMont shows use standing sets, as do many programs on NBC and CBS.

Stations To Pay Not More Than \$100 An Hr.

(Continued from Page 1)

a percentage of rate card basis, but cost will not be more than \$100 an hour and this will be reduced as additional stations sign up. Nine outlets have contracted for the series to date.

Mortimer W. Loewi, director of the net, said that big nighttime network shows are so expensive that only major national advertisers can afford them. "Many advertisers are being priced out of the market today," he said, adding that space must be made in TV for smaller bankrollers.

Wants "Thousand Advertisers"

"We can't live on 25 or 50 national advertisers. . . . We want to bring in a thousand advertisers instead of going out for just the one."

Providing for a maximum of ten local spots an hour, the two-hour program will be set in a mythical department store and will include fashion, decorating, dramatic, music, and other service features. Target date of Dec. 5 has been set for inauguration of the service, but may not be met because of the scenic designers strike and other factors.

Already signed to take the show are WTVN, Columbus; WXEL, Cleveland; WJBK-TV, Detroit; WSPD-TV, Toledo; WHIO-TV, Dayton; WJAC-TV, Johnstown, and DuMont owned-and-operated outlets WABD, New York; WTTG, Washington, and WDTV, Pittsburgh.

TV Not "Blue-Chip" Operation

"This project," Loewi said, "will certainly destroy once and for all the idea that television is a 'blue-chips' operation, reserved exclusively for the ten or twelve wealthiest advertisers in the country who for so long dominated radio. Through this new service, hundreds of small advertisers in every city with a transmitter will be able to take advantage of TV's peculiar selling ability and still stay within the most modest of budgets; this, because they will be able to purchase small segments of time at low, daytime rates."

In essence, Loewi added, the move makes DuMont "a manufacturer of entertainment," distributing it to affiliates who in turn make it available to advertisers.

"The substantial support that we are getting from affiliates and they are getting from local business enterprises indicates that we shall be able to offer a splendid program structure on a sound economic base," he added.

Paper Asks FCC Test Of 'Service To Public'

Washington Bureau of RADIO DAILY
Washington — In a case which might follow in some respects the pattern of the Horvitz newspaper action in Lorain, Ohio, now the the matter of a Government anti-trust suit, Steitz Newspapers, Lebanon, Pa., this week called upon the FCC to eliminate from the hearing scheduled for January 4, issues relating to technical qualifications and engineering and program matters. The company has asked for a station in Lebanon.

Left for the Commission to probe are the charges by WLBR, Lebanon, that the Lebanon News, published by Steitz, has unfairly battled WLBR for the advertising dollar and otherwise acted contrary to the public interest. The Commission has ordered hearings to determine whether the policies of the publisher "have been calculated to hinder WLBR from providing a broadcast service in the public interest, with particular reference to the following:

Two Possibilities Outlined

"A. Whether rates charged for newspaper advertising relating to broadcasting have been discriminatory.

"B. Whether newspaper advertisers who also use radio advertising have been discriminated against or whether such discrimination has been threatened."

The Commission has also indicated its intention to determine what policies Steitz might follow with respect to joint advertising rates for newspapers and radio, if it wins a grant, or any other joint operation.

The charges on which these issues were based were termed "self-serving" on the part of WLBR.

Counsel for Steitz wrote "unfortunately, consideration of the instant application by the Commission occurred at the time publicity was being given to the Horvitz case being prosecuted by the Department of Justice. No claim is made by WLBR or anyone else that the petitioner's parent corporation or responsible officials thereof have engaged in the practices therein alleged to be present. Yet petitioner is being painted with the same brush.

"Petitioner welcomes the opportunity of demonstrating its qualifications to be a broadcast licensee as well as dispelling the aroma with which WLBR has attempted to engulf it."

Duncan Guest Of Poole

Raymond Duncan, toga-clad brother of the late dancer, Isadora, will guest on the Bob Poole Show over Mutual today to make a plea for toys, clothing, and shoes to be sent by listeners to the Foster Parents Plan. Highlight of the show will be a conversation in Greek with nine-year-old Barbara Nicoli, a Greek War Orphan.

COAST-TO-COAST

WCCO Man In Who's Who

Minneapolis, Minn.—Dr. E. W. Ziebarth, WCCO news analyst, has been included in the 1950 edition of "Who's Who in the Midwest." The book is similar to "Who's Who in America." Ziebarth is heard over WCCO Monday, Wednesday and Friday at 10:15 p.m. with a news analysis sponsored by Studebaker.

Drama Show Joins WISN

Milwaukee, Wis. — The "Skippy Hollywood Theater," dramatic series, has joined the WISN Thursday night line-up at 9:30 p.m. This program features stars of stage and screen in original radio dramas. Les Mitchel, producer-host-director, has recorded six programs in London, England, with the Abbey Players. These will be the first six productions of the series.

Anniversary Party

One hundred "in person" children have helped Eileen O'Connell celebrate her third anniversary as mistress of ceremonies of WMGM's "For Children Only" program. Eileen has also narrated several children's albums, written many children's columns and her program has been recommended by the New York City Board of Education for school and home listening.

WSB Presents Economics

Atlanta, Ga. — A new series, "Knowledge in Action" made its debut on WSB, recently. Produced in cooperation with the Emory University Radio Workshop, the series is devoted to phenomena currently affecting everyday life. The first three programs, produced and directed by Marcus Bartlett, station program director, were titled "Heat Endurance," "Home Sweet Home" and "Education for Marriage."

WMBG Aids Red Cross

Richmond, Va. — Recently the Richmond - Henrico - Chesterfield chapters of the American Red Cross held a huddle with program officials of radio station WMBG in an effort to secure 150 volunteer workers for rehabilitation work with patients at the McGuire's Veteran Administration Hospital. After the conference with station officials, it was decided to have four appeals made for volunteer workers.

Takes KRMG Post

Peoria, Ill.—Montez Tjaden, promotion and publicity director at WEEK in Peoria for the past 2½ years, has joined the staff of KRMG in Tulsa as promotion manager. Miss Tjaden's radio background includes promotion and radio work in Wichita, Oklahoma City and Tulsa. She served as a public relations officer in the Navy for 3½ years. KRMG which expects to begin operations soon is the new 50,000 ABC outlet in Tulsa.

Snyder Appointed WTTM Post

Trenton, N. J.—WTTM announces the appointment of Arnold Snyder as station news editor. Snyder is a former newsman at WFIL, Philadelphia, and news editor of WKDN, Camden.

WTIC Symphony Society

Hartford, Conn.—Paul W. Morency, vice-president and general manager of station WTIC, confirmed the date for a coast-to-coast broadcast by the Hartford Symphony Orchestra. The local symphony will be heard over NBC on Saturday, January 14, 3:00-4:00 p.m., in the "Pioneers of Music" series which features civic orchestras of the nation weekly throughout the winter.

Prof. Airs Newscast

San Antonio, Tex.—Marvin Alisky, journalism professor at Trinity University will inaugurate a 15-minute newscast each Sunday night over KMAC. Alisky will broadcast a roundup of local and Texas news. Prior to joining the staff of the school, Alisky was on the news staff of WOAI and more recently with KPRC, Houston.

ABC's AM Take Up; Loss Charged To TV

(Continued from Page 1)

year the net income (after Federal income taxes) was \$440,000.

While the network offered no explanation for loss item it is believed that it was due to ABC's heavy investment in television stations, programming and operations.

WKRC Appointments Set

Cincinnati—WKRC national and local sales accounts are now being handled by Harvey Cary, formerly program director of the station, according to Herman Fast, WKRC manager. Fast also announced that Paul Shumate, one-time production manager of KMOX, St. Louis, has taken over as program director.


Cary was chief announcer and night supervisor in the CBS Chicago outlet, WBBM, before coming to Cincinnati in March, 1947.

New Disc Show Planned

Arthur Gary, NBC announcer who is heard on "Easy Listening" and other programs, now has in work a disc jockey show of entirely new type, dedicated, he says, to "life, love, liberty and the pursuit of happiness."

• faces • facts • figures • wins •

faces • facts • figures • wins • facts • facts • figures • wins • facts • facts • figures • wins • facts • facts • figures • wins •



AMERICANS,
SPEAK UP!

10:45-11:00 P. M.
MONDAY

A series of inspiring, informative talks by prominent Americans. These excellent public service programs are available for sponsorship on WINS. Variety says: "Commercial Possibilities Are Good."

wins • facts • figures • wins • facts • facts • figures • wins • facts • facts • figures • wins • facts • facts • figures • wins •

WINS

50KW NEW YORK

CROSLY BROADCASTING CORPORATION