



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 39

NEW YORK, WEDNESDAY, NOVEMBER 30, 1949

TEN CENTS

MILLER HERALDS ERA OF PROSPERITY

Weekend Listening Increases In New York

Weekend morning and evening listening increased in November, but afternoon listening dropped considerably and midweek listening was down in all periods, according to the latest Pulse radio survey in the metropolitan New York area.

The top-rated programs in the period of Nov. 1-7 were, evening, Jack Benny, 21.0; Walter Winchell, 19.3; "Lux Radio Theater," 18.8; "Amos 'n' Andy," 17.0; "Suspense," 14.5; "Godfrey's Talent Scouts," 13.5;

(Continued on Page 2)

Capehart-Farnsworth Buy Xmas Program On Mutual

Taking its first dip into network advertising, the Capehart-Farnsworth Company, an International Telephone & Telegraph Company subsidiary, has signed with Mutual as sponsor of the one-shot "A Christmas Carol" featuring Lionel Barrymore as Scrooge on Christmas Day over the entire MBS web. Previously, Capehart-Farnsworth dropped most of its advertising coin in magazines and newspapers. J. M. Mathes is the agency.

Quick As A Flash Show Moves From MBS To ABC

Audience participation program, "Quick As A Flash" moves from Mutual to ABC starting December 12, sponsored by Quaker Oats, it was announced yesterday. To be heard on 211 stations, the program will be presented by Quaker Oats

(Continued on Page 2)

Worldwide Coverage

"Russia Today," the special two stanza ABC broadcast on the Soviet Union featuring Joseph Newman and Edmund Stevens, will be transmitted to Africa, Europe, Asia and South America by the Voice of America, it was announced yesterday. Newman and Stevens are both seasoned foreign correspondents who covered Moscow for U. S. papers.

Survives Crash

Dr. Luis de la Rosa, president of the Mexican Association of Broadcasters, was reported among the passengers who survived the crash of the Mexico City bound American Airlines plane at Dallas, Texas, yesterday. Dr. de la Rosa was taken to the Parkland Hospital along with 15 other injured passengers. Thirty others were killed in the airline disaster.

Global TV Network Forecast By Jolliffe

The possibility of a world-wide television network was presented yesterday to 198 graduates of RCA Institutes by Dr. C. B. Jolliffe, executive vice-president in charge of RCA laboratories.

Dr. Jolliffe, in his address at the exercises held in Radio City, said "Transoceanic planes, flying a predetermined distance from each other, could serve as radio relay stations and speed video programs

(Continued on Page 8)

Beatty Covers Air Crash For NBC News Broadcast

Morgan Beatty, NBC "News Of The World" commentator, scored a radio news beat yesterday when he broadcast an on-the-scene description of the American Airlines' DC-6 disaster near Dallas. Beatty, who normally does his "News Of The World" program from New

(Continued on Page 5)

Cold Remedy Advertisers Increase Spot Campaigns

Seasonable upturn in national spot business for cough and cold remedies coupled with the introduction of the new antihistamine has brought a sizeable increase in business to stations throughout the country with advertisers using both the large and small markets, RADIO DAILY learned yesterday.

Listed among the spot users are Guards Cold Tablets, 4-Way Cold Tablets, Pine Cough Drops, Smith

NAB President Tells Southwest Group That Both AM Radio And Television Will Prosper In Years Ahead

College Basketball To Be Aired By WMGM

College basketball games in New York City will be broadcast by WMGM this winter. The schedule calls for the airing of 54 games from Madison Square Garden, eight from the 69th Regiment Armory, and other post-season games.

The games will be sponsored by the Adler Shoe Stores, Buddy Lee Clothes, Dynamic Stores, Nedick's and the New York World-Telegram;

(Continued on Page 2)

Studio Transmitter Links Getting FCC Approval

Washington Bureau of RADIO DAILY

Washington—The FCC announced yesterday a proposed change in the rules regarding studio transmitter links to license such links to AM stations. These stations would operate in the 925-940 mc. band,

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Will Honor Gertrude Berg With Presentation

New York's Cinema Lodge of B'nai B'rith will pay tribute to Mrs. Gertrude Berg, star of "The Goldbergs," CBS television and radio

(Continued on Page 5)

Phoenix — Justin Miller, president of NAB, addressing the 16th District NAB meeting at Paradise Inn yesterday, forecast prosperous years ahead for both radio and television and said "more radio sets are being sold than ever before, which discounts the theory that video will put ra-

(Continued on Page 5)

Town Meeting Cutting To Half Hour Program

"America's Town Meeting of the Air," currently a full-hour program on the ABC network, will cut to a half hour with the broadcast of either January 3rd or 10th and will continue on the network as a co-op sponsored show, it was announced yesterday.

In adopting a half-hour format the program will use only two

(Continued on Page 2)

Mutual Will Broadcast All-Star Football Game

For the eleventh consecutive year, Mutual will broadcast, over the entire web, a play-by-play description of the annual all-star East-West football game Dec. 31. This year's game is the twenty-fifth annual clash between the all stars and

(Continued on Page 3)

Distinction

Hartford—WTIC has been cited for distinguished service to farm safety during the year ending August 1, 1949 by the National Safety Council. The award was one of 14 given to stations throughout the country and the only one received by a New England station. It was made at the annual conference of Radio Farm Directors in Chicago.

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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

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 29)

Table with columns: High, Low, Close, Net Chg. Lists various stocks like ABC, Admiral Corp., Am. Tel. & Tel., CBS A, Philco, RCA Common, etc.

Table with columns: Bid, Asked. Lists stocks like DuMont Lab., Stromberg-Carlson.

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Wedding Bells
Enid Rae Levy, daughter of Nat Levy, RKO Radio eastern division sales manager and Mrs. Levy, was married Sunday to George Robert Pager, of this city. The ceremony took place in the Waldorf Astoria Hotel. Miss Levy has for the past few years been active in the production end of the Ted Mack "Original Amateur Hour" on Radio and TV.

THIS IS KGW'S BANNER YEAR KGW-FM PORTLAND, OREGON AFFILIATED WITH NBC REPRESENTED NATIONALLY BY EDWARD PETRY CO., INC.

COMING AND GOING

O. B. HANSON, vice-president and chief engineer at NBC, and LESTER LOONEY, assistant manager of radio allocations, together with FREDERICK SMITH and HAROLD MITLER, television engineers, are in Camden, N. J., for a meeting of the NBC-RCA Victor liaison committee.
FRED BERNSTEIN, sales manager of WTTM, Trenton, N. J., is vacationing with his family in Charleston, S. C.
ANDRE ROBERT, press representative of CKAC, Montreal, sailed from New York yesterday aboard the De Grasse.
CHARLES ADAMS, executive producer of West Hooker Telefeatures, Inc., is in New Hope, Pa., for conferences on a new, half-hour dramatic package.
CY HOWARD, producer of "My Friend Irma" and "Life With Luigi" on CBS, is back in Hollywood following a week in Chicago and Milwaukee.

SARA BRENER, that telephone-operator voice on the Jack Benny program over CBS, is in town from Hollywood.
G. L. CARRINGTON, president of the Altec Companies, and DR. E. M. HONAN, engineering manager of the Altec Lansing Corp., both of whom had been in New York on business, have returned to the West Coast.
JESSE B. MASS, American network news writer, yesterday left for his annual three-week vacation at Miami Beach, Fla.
SAMUEL R. SAGUE, president of WSRS, Cleveland, spent the Thanksgiving week-end in Washington, and now is in New York on a business trip.
KEN SPARNON, of the BMI field staff, is en route to Rochester, N. Y., where on Friday he will address the radio class of the University of Rochester on the subject, "Music in Radio and TV."
BERT LOWN, station relations director of Associated Program Service, attended this week's NAB regional in Phoenix, Ariz., and now will go on to San Francisco for the District 15 confab and then to Salt Lake City, where District 14 will meet.

JOHNNY OLSEN, emcee on "Ladies Be Seated" over ABC; his wife, PENNY, and the entire cast of the show are in St. Louis. The show will originate the remainder of the week at the St. Louis Food Fair.

College Basketball To Be Aired By WMGM

(Continued from Page 1)
the five firms are also footing the bill for the coverage of professional basketball.
The first broadcast will be tomorrow night when N.Y.U. plays Vanderbilt and L.I.U. opposes Texas A & M at the Garden. Marty Glickman and Connie Desmond will handle the Garden games and Glickman, Bud Palmer, and Curt Gowdy will rotate the broadcasts from the Armory.
Will Air Post-Season Games
WMGM will also carry two afternoon broadcasts and five evening broadcasts of the National Invitation Tourney after the regular season ends in addition to three evening broadcasts of the National Collegiate Athletic Association finals and the East-West All Star game.

Town Meeting Cutting To Half Hour Program

(Continued from Page 1)
speakers with part of the time being allotted to a question and answer period. At present four speakers are used on each program.
The program was launched 15 years ago by George Denny, Jr., and patterned after the New England Town Hall meetings. It has been the recipient of many public service awards and Denny recently returned from a world tour at which time the program originated in many foreign capitals.

Quick As A Flash Show Moves From MBS To ABC

(Continued from Page 1)
on Mondays, Wednesdays, and Fridays replacing the cereal company's sponsorship of "Talk Your Way Of It." Bill Cullen will emcee. The agency is C. J. LaRoche & Company of Chicago.

Weekend Listening Increases In New York

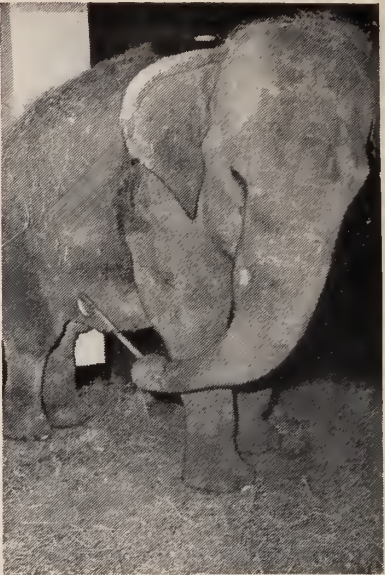
(Continued from Page 1)
"Inner Sanctum," 12.2; Louella Parsons, 12.0; "My Friend Irma," 11.5; and "Crime Photographer," 11.5. The top three evening programs held the same positions in the October Pulse.
Arthur Godfrey led the day-time 5-a-week ratings with 9.7. Other top rated day-time programs were: "Rosemary," 8.3; "Grand Slam," 7.9; "Helen Trent," 7.7; "Our Gal Sunday," 7.5; "Big Sister," 7.4; "Aunt Jenny," 6.9; "Ma Perkins," 6.9; "Wendy Warren," 6.7; and "Young Doctor Malone," 6.7.
All ratings among the evening shows have showed a drop compared with the same period last year. Benny dropped 1.3, Winchell dropped 3.0, and Lux Radio Theater dipped 4.2.
Pulse found 22.4 radio average quarter-hour sets in use for the week.

Tery To Leave WINS For Music Post At WFLN

Joseph Tery, production manager of WINS, New York, since October, 1948, will join WFLN, Philadelphia, on Dec. 1, as head of the music department.
In other staff changes at WINS, Helen Sherritt, formerly of WOKO, Albany, has been named assistant to Dorothy Aden, continuity editor. Miss Sherritt replaces Grace Whiting, who has been appointed assistant traffic manager.

KTLA Gets Fight Film

"Greatest Fights Of The Century," film feature sponsored on the NBC interconnected web by Chesebrough Manufacturing Co., has been extended by the bankroller to include KTLA, Los Angeles. Effective Jan. 4, 26-week pact with the outlet was placed through Cayton, Inc.



Power— under control

Big Ruth is one of the most powerful beasts under the big top. But it's power under control. She's also one of the best trained animals in the circus.
When it comes to producing low-cost results from radio, W-I-T-H has high power, too— power to control sales and profits.
W-I-T-H covers 92.3% of all the radio homes in the Baltimore trading area. And you can buy this BIG audience for amazing low cost. Yes, sir! W-I-T-H delivers more listeners-per-dollar than any other station in town.

That means you can get BIG results from LITTLE money on W-I-T-H. Call in your Headley-Reed man and get the full story today.

AM WITH FM
WITH
Baltimore 3, Maryland
TOM TINSLEY, President
Represented by Headley-Reed

★ **AGENCY NEWSCAST** ★

FRANK BRADEN, top advance man for the Ringling Brothers-Barnum & Bailey circus, has been engaged by Paramount to do radio and press promotion work for the picture, "Samson and Delilah" in key center cities.

J. A. MAURER, INC., Long Island City, New York, manufacturers of 16 mm. professional cameras and other camera accessories have appointed **J. M. Hickerson, Inc.**, New York, for advertising, publicity and public relations effective Dec. 10.

JOSEPH FIELD has been appointed publicity director of **Compton Advertising, Inc.**

THE HOUSE OF WESTMORE, Inc., New York and Hollywood, has announced the appointment of the **Harry B. Cohen Advertising Co.** as advertising agency for Westmore Cosmetics. The appointment is to take effect immediately. The 1950 campaign will feature full page, four-color advertisements in leading magazines.

PATRICIA M. RANDOLPH has been named director of radio and television for the **Adrian Bauer Advertising Agency, Inc.**, Philadelphia. Miss Randolph was formerly assistant radio and television director of the agency.

CHARLES ADAMS, Detroit theatrical and TV producer, has been appointed executive producer of **West Hooker Telefeatures, Inc.**, West Hooker, president, has announced. Adam's Detroit office merges with the Hooker organization with plans now under way for a New York-Detroit operation. As executive producer for Hooker, Adams takes charge of all TV productions.

Studio Transmitter Links Getting FCC Approval

(Continued from Page 1)

sharing with other services and with the understanding that they must accept interference which might develop from medical equipment, even though it is not likely such interference will amount to much.

STL's for FM stations would be continued in the 940-952 mc. band, and where the frequencies are available both types of stations would be permitted to use STL's both at their main studios and at other studios.

New Gardiner Series

Don Gardiner has been signed by ABC for a weekly five-minute news summary on Monday evenings starting December 19. He will precede Henry J. Taylor's analytical news comment which will move into the 8:30 to 8:45 p.m. (EST) time slot on that date.

WILSON A. SHELTON has been name vice-president in the creative department of **Dancer-Fitzgerald-Sample, Inc.** He was formerly associated with **Kenyon & Eckhardt, B.B.D. & O.**, and **The Biow Co.**

CLARK-WANDLESS-MANN, Inc. take pleasure in announcing their appointment as exclusive United States representatives for **WAPA, San Juan, Puerto Rico.**

ARMY AND AIR FORCE recruiting programs are to be handled by **Grant Advertising Inc., Chicago.**

GEORGE F. SWARTZ has been named an assistant to the president in charge of advertising and promotion for **Textron, Inc.**

CHARLES C. RADOW, former business manager and promotion director of the **Columbus (O.) Philharmonic Orchestra Assn.**, has joined the **Cye Landy Advertising Agency, Columbus, O.**, as an account executive.

PHILIP F. BERNE has been appointed to succeed **Ralph Easton** as account executive of **Kal, Ehrlich & Merrick, Inc.**, advertising agency, Washington, D. C. Berne has been with **Goldenberg's** department store as advertising director for the past four years and prior to then with the **U.S. Treasury Department's** publicity staff and the **New York newspaper PM.**

RUTH HAVILAND, former New York sales promotion and advertising manager of **United Air Lines**, has joined the **Tanis Company** marketing, to co-ordinate New York affairs. She will work out of the main office in Philadelphia.

Mutual Will Broadcast All-Star Football Game

(Continued from Page 1)

will be played for the benefit of the **San Francisco Shrine Hospital** at **Kezar Stadium, San Francisco.** Broadcast time has been set for 5:10 p.m. (EST).

Foot Clinic On Coast ABC

Los Angeles—"Flying Feet," a program of interviews, will be sponsored by the **Hiss Clinic** on behalf of its foot clinic starting December 3 over five California stations. Booked for 52 weeks over **ABC** owned and operated stations **KECA** and **KGO**, the program will also be heard over **KFMB, KITO** and **KARM.**

Pat Withrow Hospitalized

Charleston, West Va. — **Pat B. Withrow, Jr.**, national director of **Veterans Hospital Programs**, entered **Charleston General Hospital** Saturday for a gall bladder operation.



He Doesn't Let It Grow Under His Feet

Manicuring the lawn with a mechanized mower or trimming the ears off a "shilly-shallying fuzzy-duzzy," he is a tireless worker who cuts through grass and the complexities of big government with equal facility.

As a widely listened-to network news commentator, he brings his intense energy to bear nightly on "the top of the news as it looks from Washington." His aggressive reporting has built a weekly audience estimated at 13,500,000, great numbers of whom regard him with esteem akin to religious fervor.

Currently sponsored on more than 300 stations, his broadcast—the **Fulton Lewis, Jr.** program—is the original "news co-op." It offers local advertisers network prestige at local time cost, with pro-rated talent cost.

Since there are more than 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your local Mutual outlet — or the **Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18** (or **Tribune Tower, Chicago, 11**).

The Mailbag

Thank You, Mr. Hedges

"I would be very remiss were I not to acknowledge the splendid support which you have given the Radio Pioneers. Likewise I think you can take some bows for being a "potent medium" because of the immediate response that was given the publication of Carl Haverlin's story on the Pioneers' membership drive. Both Carl and I have received letters from applicants who are far, far away from New York. One of them was Rex Howell of KFXJ, Grand Junction, Colorado. Another was from Charles G. Burke, of KFGO, Fargo, North Dakota.

"The applications are really pouring in and I have every expectation that by next March we will succeed in doubling the membership. I am going to put them to work on gathering the historical data and I will let you know when we are ready to spring that story.

"Many thanks for the many things that you and RADIO DAILY have done to boost the Pioneers.

Cordially yours,
William S. Hedges
President
Radio Pioneers

Public Spirited

"I would like to point out to you that, although station WNAR did not receive an award, it considered the awards made by Freedoms Foundation of sufficient importance, on an over-all basis, to broadcast the presentation ceremonies as a live remote.

"We feel particularly proud of this public service program inasmuch as the other stations that covered the event were doing so—to a degree—because of their personal or network interest in the awards. And, if memory serves me right, the other radio coverage was all playback and not live.

"It would be helpful, if for no other reason than to indicate that the radio industry. . . at least our part of it in this case. . . doesn't operate with selfish motives in mind. Our concern was strictly for the benefit of the public, and the opportunity it provided for educating Americans in this area to what is going on in this country for the benefit of the people themselves. And that is the primary purpose of Freedoms Foundation."

Sincerely,
J. Arthur Lazell,
News-Special Events,
WNAR, Norristown Pa.

Tom Williams

Tom Williams, the Ole Dirt Dobbler, who for 16 years conducted the "Garden Gate" program over CBS, died of pneumonia in Nashville, Tenn., on Monday night, Nov. 28. Williams, a noted horticultural expert and author, was 58 years old. He is survived by his wife, and one daughter, Peggy Jean.

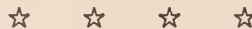


Man About Manhattan. . . !

● ● ● AROUND TOWN: Lever Bros. execs, who apparently never heard that "life begins at 40," are rejecting all job applications of persons over 40 in the reorganization and expansion of their operations. Rejects include some ex-network executives with many years experience in radio, promotion and advertising. Isn't that just dandy? Without meaning to make a pun, Lever Bros. figure you're all washed up at 40. Wonder who they're grooming to take over for Bob Hope! . . . Decline of network giveaway programs in the Hooperatings have caused manufacturers to tighten up their flow of free merchandise in return for plugs. . . Hooper intensifying his romancing of the trade press. He's tossing another luncheon this week. . . Cut rate TV set dealers are using the mails to stimulate set sales as the Christmas season approaches. . . Ethel Colby resumes her former position as drama and movie critic of the Journal of Commerce as of Dec. 1st. . . Marian Young (WOR's Martha Deane) has been elected to the Board of Governors of the Fashion Group—the sole radio representative on the board. . . Employment Note: Moss Associates looking for a gal that is plenty hep and handy in giving the housewives the lowdown on recipes and cookery for a weekly TV cooking show. If you're the gal, contact Stan Lee, of Moss' TV dept.



● ● ● Staats Cotsworth will appear as 'Hastings' in the all-star revival of "She Stoops To Conquer" being produced by Maurice Evans at the City Center Dec. 28th, with Celeste Holm, Brian Ahearne, Burl Ives and Ezra Stone. . . Looks as tho' Wilbur Stark and Jerry Layton engineered another coup d'etat (who dat?) when they signed film star Roscoe Karns for radio and TV. . . Judy Canova and Rodgers & Hammerstein may get together after all for a B'way musical show now that she can do her air show from N. Y. (They've been trying for 2 years to get her to head a road company of "Annie Get Your Gun"). . . John Tillman signed to handle the salespiel on WIPX's hour-long "Voice of the People." . . Paul Lukas' criminology series for TV, owned by Roberts & Carr Productions and handled through Wm. Morris, is very close to the signing stage. . . Mimi Benzell is just what the Metopera needs more of. She's talented, pretty, charming, warm and besides, we like her. . . Herb Sheldon's "You Don't Say" film short opens today at Grand Central Terminal newsreel thittir. . . ABC's Joe Hasel is like the U. S. Mail. Neither rain, or snow, etc. keeps him from doing his old stuff. Which is by way of saying that Joe did a great job calling the plays in the Chi Bears-Detroit Lions game Thanksgiving Day despite the snow and sleet.



● ● ● Ivan Black (Harvard man) will tell all to Tex McCrary (Yale man) on the "Tex and Jinx" show on WNBC this morning when Black reveals the inner workings of a public relations office. . . Alan Dale, originally booked into the Copa for 2 weeks, will stay on for the remainder of the current show on the insistence of Jimmy Durante. Dale is set for the Berle show on the 6th. . . The Bill Gernants (Lois January) have named her Jan. . . It's a boy at the Robert A. Whites. He's sales manager for Bob Bories. . . Mady Christians' guesting on the Whiteman TV'er, reading the Dorothy Parker piece, "The Waltz," hugged the applause. Mady oughta be great on her own telestanzza, "Everything for Angela," which has WNBT execs in daily huddles with producer Roger Kay. . . Phil Spitalny's all-girl crew opens at Las Vegas' Last Frontier nitery Dec. 16th at \$11,500 weekly. . . Cy Howard, with two commercial CBS packages, (My Friend Irma and Life with Luigi) has another creation in the auditioning stage, "The Prof. and Mrs. O'Reilly."

PROMOTION

Farm Youth Exchange

Station WTIC and The Hartford, Conn. Courant have announced the start of a campaign to raise \$1,000 so that Connecticut may take part next year in the International Farm Youth Exchange.

The money will be used to pay the steamship fare of a Connecticut farm boy or girl who will visit Europe for a three-months stay next summer, and to pay the traveling expenses in this country of a European farm youth sent to America in exchange.

The objective, broadly stated, is better understanding between nations. It is a grass-roots attack on the problem of world peace. The Connecticut delegate selected for the trip, whether a young man or a young woman, will live with a farm family overseas, work and play with them, come back with a genuine understanding of how at least one European family pays its bills and educates its children, and how one family abroad looks at the United States, the danger of war, and the chance for lasting peace.

Romancing Market

WWRL is launching a heavy promotion-publicity campaign in New York City's Negro-populated areas to back up its Afternoon Swing Session. Record shop window displays and theater-newspaper tie-ups are being used. Three theaters are running trailers on the screen plugging the station and are receiving spots in return on WWRL. New York Age, a Negro weekly, is working on a space for time deal.

SESAC Bulletin

The monthly bulletin of SESAC takes the form of a Christmas greeting in December and covers special Christmas music and other regular features. The folder, printed in red and green, has a revue of the growth of choral music and its use in U. S.

Stork News

St. Louis, Mo.—Two members of the KXOK staff became fathers recently. Robert V. Nicholas, assistant to the chief engineer, is the father of a 7-pound, 7-ounce boy, and Charles E. Burge, salesman, is the father of a 6-pound, 11-ounce boy.

1906 1949

Henri
CONFISEUR

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

Famous French Candies
15 East 52nd St.
AIR CONDITIONED

Miller Forecasts Era Of Great Prosperity

(Continued from Page 1)

dio out of business." "There will be a healthy competitive race between radio and television with each medium getting its share of the advertising dollar," Judge Miller said. "The radio and TV industries never were more alert than they are today and the drive for greater recognition is bound to produce results in increased revenue."



MILLER

He added that this also applies to newspapers.

"Anyone who believes that radio or TV is hurting the newspapers can look at newspaper advertising revenue which right now is three times greater than radio," Miller declared.

It was announced at yesterday's meeting that NAB would conduct its February meeting of the board of directors in Phoenix. C. E. Arney, Jr., secretary-treasurer, in making the announcement credited the Arizona climate and the hospitality of the Southwest broadcasters for the decision.

Guests of Broadcasters

The visiting broadcasters were guests of Phoenix broadcasters at a cocktail party and steak fry on Monday night and yesterday the closing session of the two-day district meeting was given over to the subject of television with Rex Schepp, KPHO-TV, Phoenix; Wallace Boone, KNBH, Hollywood and William B. Ryan, KFI and KFI-TV, leading a panel discussion.

Resolutions commending the Arizona broadcasters for their hospitality and expressing confidence in the recent action of the board on the Broadcast Advertising Bureau decision were among those adopted.

The NAB delegation including President Miller, Maurice Mitchell, Ken Baker and Secretary Arney left here last night for the District 15 meeting which will be held in San Francisco, December 1 to 3rd. This meeting will be followed by the 11th District session at Salt Lake City on Dec. 5th and 6th.

In New Role

Gabriel Heatter, news analyst, will pull a switch this Wednesday night when he undertakes a dramatic role on Mutual's Mr. Feathers dramatic airer. Heatter, who has two daily shows on MBS—"Mail Bag" and Gabriel Heatter Presents the News—will be cast as Gabriel Heatter, noted newscaster.

Beatty Covers Air Crash For NBC News Broadcast

(Continued from Page 1)

York, was in the Texas City attending a Wholesalers and Manufacturers Association meeting.

One of the first reporters to reach the site of the crash, Beatty immediately started to phone details into the network newsroom in New York. His 8 a.m. account of the crash scene was the first on the scene coverage.

Beatty has fallen onto some of his biggest news stories while ostensibly on other assignments. The Mississippi Flood of '27, the San Juan Hurricane of 1930, and the Texas City disaster a few years back were all covered by him "while on other assignments." He won the Headlines Award for his Texas City coverage.

Will Honor Gertrude Berg With Presentation

(Continued from Page 1)

program, for her ceaseless efforts in promoting interfaith understanding, at the Hotel Astor, Tuesday evening, December 13th, Saul E. Rogers, president of the entertainment industry unit of B'nai B'rith has announced.

Ed Sullivan, Broadway columnist and TV star, will present the Cinema Lodge 1949 Interfaith Award to Mrs. Berg before leaders of the television, radio and motion picture industries. Louis A. Novins, Paramount Pictures executive and former counsel to the Anti-Defamation League, will be the key speaker of the evening.

Round-The-Clock Sked Set By Ripley At WPTR

Albany—In the first major move since he became manager of WPTR a month ago, Fred R. Ripley has put the station on 'round-the-clock operation. It is the first time an Albany station has regularly broadcast for 24 hours. New policy, which went into effect Monday, is the result of many requests from listeners in the area served by WPTR for an "all night station," Ripley explained.

The six-hour period, from midnight, is being filled by "Northeast Night Owl," disc jockey show featuring Ray Jensen. Jensen joined WPTR as engineer several months ago.

He is a graduate of the Syracuse University Radio School.

New WOR Account Execs.

Carlo F. Zezza and John W. Doscher have been named WOR account executives, according to John W. Nell, sales manager. Zezza, who came to the United States in 1934, has been in charge of industrial sales in the New York area for the Pyle National Company of Chicago. Doscher has been with the Nash Co., Hearst Newspapers and the American Tobacco Co.



Hey ma!
Have You
heard the
NEW
Lang-Worth
Transcription?

LANG-WORTH FEATURE PROGRAMS, Inc.

113 WEST 57th STREET, NEW YORK 19, N. Y.

Network Calibre Programs at Local Station Cost

Lang-Worth Feature Programs, Inc.

113 West 57 St., N. Y. 19, N. Y.

Gentlemen:

Speak up—I'm listening! Send me, without charge or obligation:

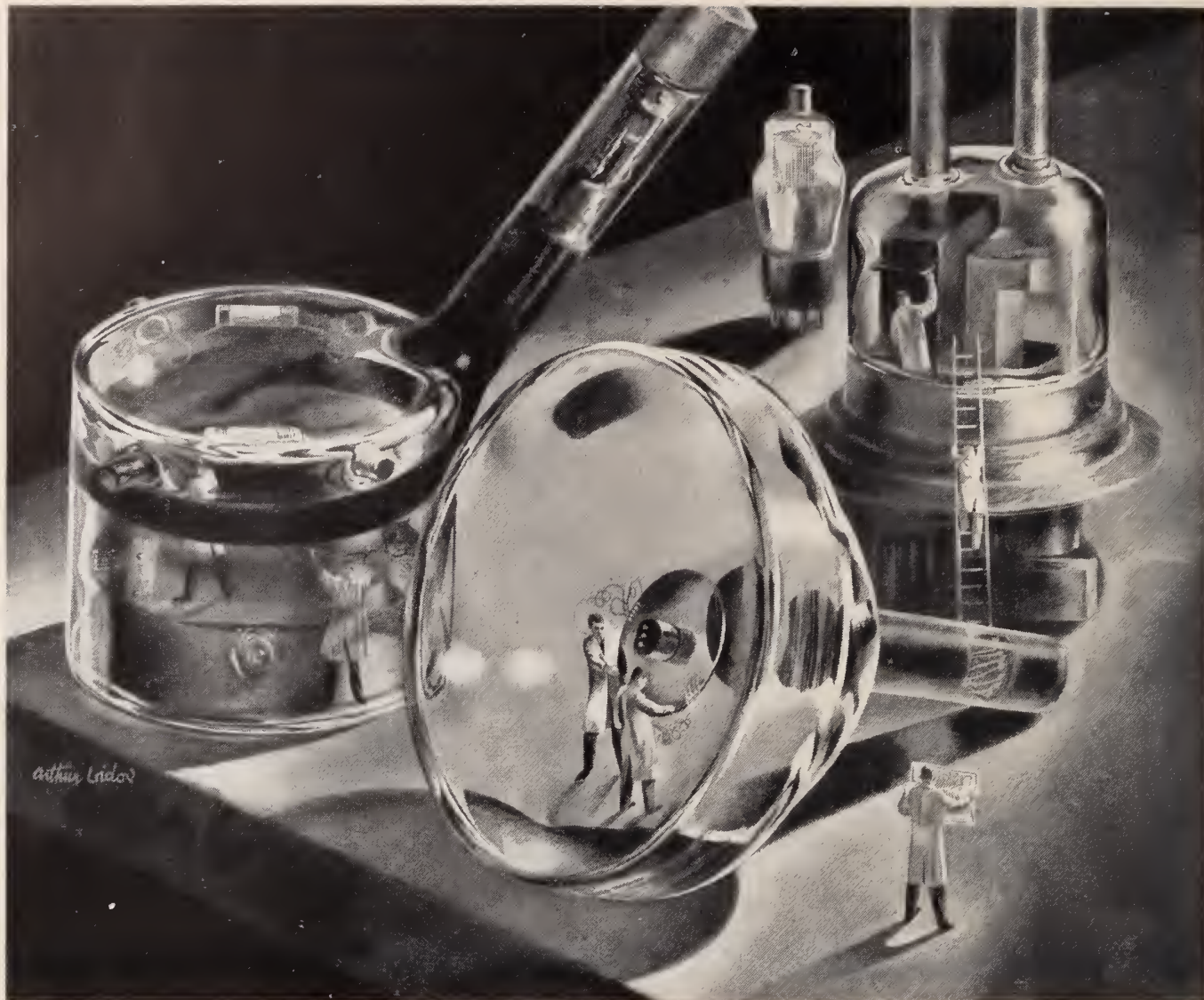
- Complete information on the New Lang-Worth Transcription
- Sample of the New Lang-Worth Eight-inch Transcription

NAME _____

TITLE _____ STATION _____

CITY _____ STATE _____





Scientists at RCA Laboratories solve exacting problems within the "nothingness" of vacuum tubes.

Inside story of Better Television

Now television is flashing *visual* entertainment, news, and educational material to millions of people. The "inside story" of its rapid growth is the history of some remarkable tubes. Inside these tubes, electrons are put to work—to perform, for your benefit, the miracle of long-distance vision.

The screen of your direct-view television receiver is actually the face of a tube—the kinescope developed by Dr. V. K. Zworykin and his colleagues of RCA Laboratories—on which electrons in motion "paint" pic-

tures. A tube, too, is the "eye" of RCA's supersensitive Image Orthicon television camera, which can "see" clearly by the light of a match.

And since you asked for big-picture television, they developed projection receivers—also a way to "weld" glass and metal, thus speeding the production of 16-inch direct-viewing tubes . . . at lower cost.

To these basic "firsts," RCA scientists have added advance after advance, which are daily bringing television into the lives of more and more people.

How you profit

Advanced research in television tubes is just one way in which RCA Laboratories work in your interest. Their leadership in science and engineering adds *value beyond price* to any product or service of RCA and RCA Victor.

Examples of the newest advances in radio, television, and electronics—in action—may be seen at RCA Exhibition Hall, 36 West 49th Street, New York. Admission is free. Radio Corporation of America, Radio City, New York 20.



RADIO CORPORATION of AMERICA

World Leader in Radio — First in Television

TELEVISION DAILY

Section of RADIO DAILY, Wednesday, November 30, 1949—TELEVISION DAILY is fully protected by register and copyright

STATION TIME HASSLE CONTINUES

TELE TOPICS

WATCH FOR concerted action by Independent Television Producers Association to gain agency and network acceptance of its proposed code of practices. When formalized by the group the code will include provisions of the West Coast producers' code of ethics so that both might serve as a basis for negotiation on a national level. ITPA counsel James Lawrence Fly, former FCC chairman, reports favorable response to the code in informal talks with agency and web execs. Code includes provisions on standardization of contracts, rights, credits. . . . At its last meeting, the ITPA board named Irvin Paul Sulds president pro tem to fill out the unexpired portion of Martin Gosch's term, which ends April 15, 1950. Gosch resigned the presidency because of the pressure of business and illness, and moved into Sulds' former position as treasurer.

R. J. REYNOLDS TOBACCO CO. reported ready to pick up the tab for the Ed Wynn show on CBS which is being dropped by Speidel at the end of the year. Company will continue "Man Against Crime," with Ralph Bellamy on the same web. . . . Esso has cancelled out of the 7-7:30 p.m. Sunday seg on CBS, now occupied by "Tonight On Broadway" at the end of its current cycle. . . . Receivers in Britain are being sold at the rate of between 5,000 and 6,000 a week, with a total of a million expected by Christmas. The number sold last month was only 6,000 less than the figure for all of 1947. . . . Films of the Dallas air crash yesterday made by WBAP-TV staffers, were put on a plane to Chicago at 12:30 p.m., EST, landed at the Windy City at 6:28, then flown in a Cub to Lakeside airport where a car picked them up, rushed them to the Merchandise Mart for airing on the Camel newsreel on NBC at 7:45 p.m. . . . KFI-TV, Los Angeles, which has been on the air from noon to 6 p.m. seven days a week, will back up to 9 a.m. sign-on beginning Dec. 5.

HERBERT MARSHALL journeying to New York to audition the radio series, "The Man Called X" for NBC. . . . Budweiser sponsorship of Ken Murray's "Blackouts" over CBS beginning Jan. 7 will be the brewery's first broadcast advertising since 1931 when it bankrolled a 15-minute musical stanza over the CBS AM web. "Blackouts" will be aired every other Saturday, 8-9 p.m. . . . Robert Woodburn, former WBKB writer-director, has joined Television Features, Inc., as assistant to prexy Larry Gordon. He'll coordinate sales, production and story departments, serving under production veepee William Van Praag. . . . Ben Grauer signed for the Ford Dealers Kay Kyser show which bows on NBC tomorrow nite.

Three N. Y. Realtors Sign RCA Antenaplex

Builders of three large New York apartment projects yesterday signed with Commercial Radio Sound Corp., RCA sound products representative, for installation of RCA Antenaplex systems in their new buildings, which will house 1,000 families.

The three projects installing the system and the principals who signed for them are Schwab House, 11 Riverside Drive, owned by the 11 Riverside Drive Corp., Julius Perl binder, president; 40-44 Park Avenue, owned by Pierpont Estates, Inc., Samuel Rudin, president; and 715 Park Avenue, owned by the 715 Park Avenue Corp., Francis J. Kleban, president. Schwab House, with approximately 700 units, will have the largest TV mass viewing system ever installed, RCA stated.

Frank M. Folsom, president of RCA, said that the concerted action of the three apartment owners, leading to the signing of contracts for the Antenaplex system, is believed to be the first in which realtors have joined to solve the TV reception problem for their tenants.

WABD Sells Wrestling

Two De Soto dealers, Nat Patterson Motors and Jackson Motors, and a trade school, New York Tech, have signed with WABD for joint sponsorship of Saturday night wrestling from Chicago. The 52-week contract was placed through Moss Associates.

Dailies' Circulation Upped In 33 Of 42 TV Cities—E&P

The TV industry's contention that video would aid rather than hurt other ad media was supported this week by a survey by Editor & Publisher showing a daily circulation increase during the past year for papers in 33 of 42 TV cities.

Reported by Jerry Walker, the study found that "In the 33 'plus' cities sales gained more than two per cent, which is double the percentage of gain for the nation's dailies a year ago. . . . Moreover, the total circulations in the 42 cities is slightly under half the total for the country. The Post Office statements showed for this group: 1948—27,880,171; 1949—27,958,101."

"In the nine 'minus' cities," E&P said, "circulation losses either were

'Mother' Goes Net

Sterling Drug Co. yesterday signed a 52-week contract with DuMont extending Dennis James' daytime, "Okay Mother," now on WABD, to three other web affiliates—WFIL-TV, Philadelphia; WAAM, Baltimore and WTTG, Washington. Other stations are to be added later, according to Tom Gallery, web sales director. Effective Dec. 12, pact was placed through Dancer-Fitzgerald-Sample.

Ziv Completes Deal For "Cisco" TV Films

John Sinn, president of Ziv Television Programs, has completed arrangements with Hollywood film producer Philip N. Krasne for production of half-hour TV films based on the "Cisco Kid" stories. Contract calls for 52 films a year for ten years.

Looking forward to color, Krasne will shoot the films in 16 mm. Kodachrome at a cost of \$15,000 each.

Program will star Duncan Renaldo and Leo Carrillo, who appear in the theatrical "Cisco Kid" movies produced by Krasne for United Artists. Sinn produces the series for radio, rights to which are controlled by Ziv.

Sponsors of the radio version of the show will get first crack at the films.

Lack Of Outlets Seen Hurting Web Sales

The major problem faced by networks, agencies and advertisers in placing a new show on the air, clearance of station time, will continue for at least one to two years. This is the consensus of trade opinion in view of the fact that the freeze probably will not be lifted until another six months or a year have passed.

The FCC has not licensed a new station since the freeze first was put into effect Sept. 30, 1948. Most of the CP's outstanding at that time are already on the air and all will be in operation by spring at which time the total number of stations will be 111. There are 352 applications for stations on file.

Of the 54 markets covered by 91 stations now on the air, only four have enough stations to provide full time affiliation for each of the four major networks. These are New York (7), Chicago (4), Washington (4) and Los Angeles (7).

Only five cities—Baltimore, Cincinnati, Columbus, Detroit and Philadelphia—have three stations each. This means that the four webs must compete for time between two stations, or in most cases on only one, in the remaining 45 cities.

Both broadcasters and manufacturers are burned over the prolonged duration of the freeze, which was originally scheduled to last six months. The networks want new stations to eliminate the time clearance hassle and to increase circulation.

Many station operators with the only outlet in a market are eager for competition because the pattern throughout the country has shown a sharp increase in receiver sales after the second station in an area went on the air.

The manufacturers are pressing for an end to the freeze because new stations mean additional markets for receiver sales.

Pulse Top Ten

(7 Cities—Nov.)

| | |
|----------------------------|------|
| Texaco Theater, NBC..... | 59.9 |
| Talent Scouts, CBS..... | 46.9 |
| Goldbergs, CBS..... | 40.4 |
| Godfrey Friends, CBS..... | 40.3 |
| Toast Town, CBS..... | 39.3 |
| Stop Music, ABC..... | 34.7 |
| Fireside Theater, NBC..... | 34.2 |
| Studio One, CBS..... | 33.9 |
| Philco Playhouse, NBC..... | 31.3 |
| Suspense, CBS..... | 29.1 |

Global TV Network Forecast By Jolliffe

(Continued from Page 1)

to and from England and Europe." He told the newly graduated radio and television men "Don't be afraid to speculate and dream—they are fine companions for work."

The RCA veep also suggested to the graduates the idea of a "practical portable television receiver—providing an adequate sized picture from a set weighing less than 20 pounds." He said this involved the "lowering of power requirements and developing an efficient picture-reproducing system which can be folded up."

Dr. Jolliffe pointed out the scarcity of fine teachers and the wartime uses for television. He said it could be used to demonstrate scarce equipment to large numbers of men at widely separated points.

The president of RCA Institutes, George L. Van Deusen, delivered a welcome address at the ceremonies held in NBC's studio 8H. The invocation and benediction were delivered by Rabbi Daniel L. Davis.

The class was the largest to be graduated from the Institute, which was founded in 1909 by Marconi. The courses given in radio and television servicing, broadcasting, and technology required a regular daily schedule for the students over a period of nine months to two years.

Xmas Concert Planned By Municipal Station

A Christmas concert from Carnegie Hall will be heard over WNYC on Saturday, December 17th from 2:30 to 4:30 p.m., EST.

The story of the Nativity with narration will be enacted by the Anita Zahn dancers, with chorus and soloists. Christmas music by Nicholai Berezowsky and Morton Gould will complete the program.

The presentation will be the first of two Gabilowitsch Memorial concerts by the National Orchestral Association designed especially for young music-lovers.

The schedule of Wednesday rehearsals in January and February by the Association heard over WNYC from 6 to 6:45 p.m. has also been announced. It includes two programs selected for the annual American Music Festival of the Municipal Broadcasting System.

The February 15 program features Deems Taylor's "Through the Looking Glass." The broadcast on February 22 includes Aaron Copland's "Quiet City" and "Music for the Theater."



JOLLIFFE

COAST-TO-COAST

WCSI Plans Xmas Party

Columbus, Ind.—Arrangements are being completed to conduct a special Christmas party for all of the members of the WCSI Woman's Club of the Air, over Station WCSI-FM. Bob Westermeier, maestro of the program, is completing arrangements to obtain the use of the Crump Theater for the party. Invitations are being mailed to 1,000 of the club members.

Child's Show Televised

Philadelphia, Pa.—The WFIL "Magic Lady" children's program, was televised for the first time November 25, by WFIL-TV. Sponsored by Lit Brothers, Philadelphia department store, the video show will be aired simultaneously with the radio broadcast every Friday at 6 p.m.

Bob Tyrol, MC, Returns

Hartford, Conn.—When the U.S. Coast Guard Academy Glee Club appeared on the "Songs from New England Colleges" series over WTIC last Sunday at 4:30 p.m., it was the homecoming day for announcer Bob Tyrol. Before the war, Tyrol was sent to New London weekly to announce the WTIC "U.S. Coast Guard on Parade" broadcasts. He grew so fond of the academy that he enlisted in the service, continuing his announcing assignment during his boot-training period.

Miller Heads WGAL

Lancaster, Pa.—Harold E. Miller has succeeded Walter O. Miller as station manager of WGAL, Inc. (AM, FM, TV).

WWSW Gets More Power

Pittsburgh, Pa.—WWSW, the oldest independent radio station here, became a more powerful independent when the city's Mayor David L. Lawrence pressed the button putting an all new, completely modern 5,000-watt transmitter on the air at new frequency of 970 kilocycles.

WCSS Receives Award

Amsterdam, N. Y.—Station WCSS has been awarded the Disabled American Veterans' Distinguished Service Plaque for outstanding contributions to the cause of disabled veterans. In special ceremonies held in the station's studios and broadcast simultaneously, Commander Al Zeppieri of Chapter 100 made formal presentation of the plaque to Cecil Woodland, WCSS president and general manager.

KDKA Handling Cotton Bowl

Pittsburgh, Pa.—KDKA will carry the Cotton Bowl football game, January 2, beginning at 2 p.m. R. J. Reynolds Tobacco Co. of Winston Salem, N. C. will sponsor the broadcast.

Get's Teenage Fan Mail

Boston, Mass.—Jack Chase, Day News Editor of WCOP, was recently surprised when a Watertown, Mass. Junior High School English-Speech teacher arrived at the WCOP Newsroom with a batch of fan letters written by her 7th grade class to Jack. Flattering as it was to receive hand-delivered mail, it was even more gratifying for Jack to learn that he had been a class project. WCOP sent Jack out to visit the class and Jack gave a news lecture to the class.

Anniversary Program

Washington, D. C.—Commemorating the 60th anniversary of the Washington Board of Trade, WMAL presented an hour-long radio program on Monday, November 28. The ABC network broadcast of "This Is Our Town" honored Washington and the Board of Trade Tuesday night over WMAL.

KECA Program Change

Hollywood, Calif.—KECA's garden expert, Mirandy, moved last Saturday morning to the earlier hour of 8:45. In her first broadcast at the new weekly time, Mirandy discussed planning spring garden for earliest blooms, and what you can be doing in your garden now.

Cold-Remedy Firms Increase Spot Drives

(Continued from Page 1)

they regard the antihistamine group as competitive for the cough and cold business and as a consequence are placing more radio advertising. Among the antihistamine group who have come to radio are the Anahist Co., Inc., Yonkers, N. Y.; Grove labs antihistamine product, "Antamine" and Bristol-Meters new "Resistab."

Bristol-Myers Company, through Kenyon & Eckhardt, will promote sales of its new antihistamine cold-killing drug, Resistab, with local radio spots and a hitch-hike on its NBC's "Break the Bank" program.

Agency Adopts Orphans

Two children will be adopted by Kenyon & Eckhardt, Inc. in behalf of newspaper and magazine people with whom the agency works during the year.

The agency will support a 15-year-old Italian boy, Sergio Visentin, and Kalliopi Kazakou, a 12-year-old girl from Salonika, Greece, in 1950 as a Christmas gift to the people on the publications. The costs of the youngster's maintenance will be assumed under the Foster Parents' Plan.

Kenyon & Eckhardt, Inc. adopted one child as a Christmas gift last year and two years ago sent CARE packages.

DEC. 1ST THURSDAY DEC. 1ST

LISTEN TO!

WALT DISNEY'S

GREATEST SONGS FROM HIS GREATEST PICTURE

"CINDERELLA"

INTRODUCED ON
CAMPBELL SOUP'S

CLUB 15 by

DICK HAYMES
EVELYN KNIGHT
THE MODERNAIRES

and
JERRY GRAY & HIS ORCHESTRA

ON CBS' ENTIRE NETWORK 7:30 EST 9:45 PST

THURSDAY, DECEMBER 1ST

WALT DISNEY MUSIC CO.

CHICAGO

HOLLYWOOD

NEW YORK