



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 40

NEW YORK, THURSDAY, DECEMBER 1, 1949

TEN CENTS

ANOTHER VIRGIN ISLANDS STATION OK'D

UN To Honor Sarnoff With Special Citation

Brig. Gen. David Sarnoff, chairman of the board of RCA, will be cited on December 10 by the Department of Public Information of the UN "for his advocacy of concepts of freedom to listen and freedom to look."

The presentation will be made at a Carnegie Hall ceremony marking the first anniversary of the adoption of the Universal Declaration of Human Rights by the UN;

(Continued on Page 2)

Johns-Manville Renews News Program On MBS

Johns-Manville has renewed, for an additional 52 weeks, "Bill Henry And The News" over Mutual effective January 2, it was announced yesterday. The five-a-week, fifteen minute news program represents more than \$1,000,000 in billings. J. Walter Thompson is the agency.

Mutual also announced the renewal, for 39 weeks, of "Juvenile Jury" over the entire web effective January 1. Show is sponsored by General Foods in behalf of Gaines Dog Food.

Bristol-Myers To Appeal FTC Ruling On Ipana

The Federal Trade Commission ordered the Bristol-Myers Co., on Tuesday to stop advertising the therapeutic value of Ipana toothpaste. The company shortly afterward announced its intention to fight the order.

Lee H. Bristol, president of the company, said "The Commission

(Continued on Page 2)

BMB Advances Date For Release Of Study

December 27 has been set as the tentative date for the release of Broadcast Measurement Bureau's Second Study. Originally set for release last September, the study has been delayed, according to a BMB spokesman, because of the complexity of this study as compared with the first study release in September of 1946. Three new day and night time figures have been added. BMB says.

Record Sales Grow With N. Y. Dealers

Record sales in New York City have increased in recent weeks though they are still below last year's figures, a RADIO DAILY survey shows.

Dealers report in most instances that the LP's are now leading the field with 45 rpm disc buyers growing. The survey also shows that 78 sales are much less than in the past.

The dealers indicated that the

(Continued on Page 3)

Airline Will Use Radio And TV In Eight Cities

Trans World Airline will use radio in eight cities and television in New York and Chicago to promote its "Quickie Vacation" plan.

The advertising for the winter vacations is on radio for its second

(Continued on Page 2)

FCC Approves 2nd Outlet In Territory; Sanctions Sale Of WCHS, WDAD And Grants Two More CP's

Para. To Back Study Of TV's UN Coverage

An analytical study of the TV coverage of current General Assembly sessions, sponsored on CBS by Ford Motor Co., will be conducted by graduate journalism students of Columbia University in a special project to evaluate the effectiveness of the programs in reporting United Nations activities.

Financial requirements of the study have been assumed by Para-

(Continued on Page 7)

Commercial Radio Service Offered In Germany

The only all-German commercial station is now open to advertising from American exporters, the Pan American Broadcasting Company announced yesterday.

The international radio station

(Continued on Page 3)

Coleson Will Represent Adv. Council On Coast

Robert C. Coleson of Hollywood has been named Pacific Coast representative of The Advertising Council, T. S. Repplier, president announced yesterday. Coleson has

(Continued on Page 3)

Washington Bureau of RADIO DAILY
Washington — The FCC yesterday okayed the sale of WCHS, Charleston, W. Va., and authorized a second standard broadcast station for the Virgin Islands. The WCHS sale involved transfer of nearly complete stock control by John A. Kennedy to the Tierney Company, Bluefield, W.

(Continued on Page 3)

Ross Being Offered As Seasonal Co-op

Offering Lanny Ross as a special Xmas season co-op program for local sponsorships, Mutual notified stations yesterday that the Ross package could be sold on a three-weeks Monday through Friday basis starting Tuesday, December 6th. Ross will be heard in a 15-minute program of songs and interviews

(Continued on Page 3)

Private Stations File Their Briefs In Canada

Montreal — Private radio stations took advantage of the sitting here of the Royal Commission on the National Advancement of Arts, Letters and Sciences, to present briefs criticizing CBC control of radio in Canada. A brief presented by Station CBF, which is a CBC

(Continued on Page 5)

Broadcasters Would Abandon Annual National Convention

Phoenix — Broadcasters of the 16th District NAB went on record in a resolution urging that the districts be re-defined, board membership reduced to approximately one-half and that the national convention be discontinued with district meetings taking the place of the annual get-together. In adopting this resolution the broadcasters declared "it is the consensus of the Sixteenth

District that further streamlining of NAB is desirable and imperative."

Declaring that United States relations with Cuba are being adversely affected due to violations by Cuban broadcasters of allocations agreed upon at the Havana treaty, the broadcasters urged that NAB notify the United States representatives at such negotiations to

(Continued on Page 5)

Documentary

"A Radio History of the War" featuring the voices of men who made history during World War II will be presented on WNEW, New York. The first of the series will be broadcast on Sunday from 5 to 5:30 p.m., and other installments will be presented on subsequent Sundays. Ted Cott will produce and write the historical series.

Opposition

Registering annoyance at the wired music and commercials now being offered commuters who pass through Grand Central station, the New Yorker magazine is crusading against such type of entertainment. Petitions have also been passed around on commuter trains asking the railroad to silence the commercial sound system.



Vol. 49, No. 40 Thur., Dec. 1, 1949 10 Cts.

JOHN W. ALICATE : : : : 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 Dahlonaga Rd.
Phone: Wisconsin 3271

CHICAGO BUREAU

Hal Tate, Manager,
612 N. Michigan Ave.
Phone: Superior 7-1044

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.

New Chicago Address

RADIO DAILY is moving its Chicago offices today to 612 N. Michigan Avenue. The new telephone number is Superior 7-1044. Hal Tate is manager of the Chicago office.

FINANCIAL

(November 30)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include ABC, Admiral Corp., Am. Tel. & Tel., CBS A, 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.

RCA INSTITUTES, INC. A Service of Radio Corporation of America

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

Our graduates have 1st Class Telephone License.

Address inquiries to Placement Director

RCA INSTITUTES, Inc. 350 W. 4th St., New York 14, N. Y.

COMING AND GOING

ARTHUR CHURCH, general manager of KMBC, Kansas City, Mo., a visitor yesterday at the offices of CBS, with which the station is affiliated.

CHARLES C. BARRY, vice-president of the American network in charge of programs, returned to New York yesterday following an extensive trip to the West Coast.

EUGEN SHARIN, president of Ambassador Films, Inc., producers of musical shorts, tomorrow will leave via Pan-American Airways for a trip to London, Munich and Vienna. He'll be gone two months.

STANTON KETTLER, general manager of WGBS, Miami outlet of CBS, is in New York on station and network business.

ERIC SEVAREID, Washington correspondent for CBS, on Sunday will be in Montevallo, Ala., to speak on the subject, "The World From Washington" at the Alabama State Women's College.

PAULA CARR, of Roberts & Carr Productions, is back from a business trip to West Virginia and Ohio, where she signed additional stations for the ET-show, "From Your Home Town to New York."

HERBERT ANDERSON, of NBC network sales, today will go down to Washington for tomorrow's meeting of the Association of American Railroad Officials.

HAROLD FISHER, whose weekly news program is heard on KNBC, San Francisco, has left on a round-the-world trip. He will represent the American Institute of Pacific relations at the India Conference.

WORTH KRAMER, assistant general manager of WJR, Columbia network affiliate in Detroit, was in conference here yesterday with officials of the web.

JOHN T. MADIGAN, American network's director of news, today is in Erie, Pa., to produce the Martin Agronsky program, which will originate at that point. He'll be back in New York tomorrow.

TESS MASE, assistant to Nancy Craig, femme commentator on ABC, is back at the network following a five-day "Thanksgiving Week-End" house-party at her country place in Wilton, Conn.

MARGARET WHITING has returned to Hollywood after having spent three days in Cincinnati.

Bristol-Myers To Appeal FTC Ruling On Ipana

(Continued from Page 1)

introduced the views on an infinitesimal minority of the dental profession who argued that massage was not beneficial or that Ipana toothpaste, with the action of its essential oils, was of no material benefit to the massage."

The Commission also requires the company to discontinue ads claiming that Ipana is used by twice as many dentists or recommended by more of them to their patients than other dentifrices.

Bristol-Myers has 60 days in which to comply with the FTC order or announce its intent to appeal in the Appellate Courts.

Puerto Rican Migration, Subject Of NBC Program

"Living—1949" will devote its next Sunday afternoon stanza to a study of "the biggest free migration of a people in recent years" when a drama-document concerning the migration of Puerto Ricans to the continental U.S. will be aired. Ben Grauer will narrate a script by Lou Hazam entitled "Immigrant Citizens."

Opening at a Puerto Rican airport as 50 persons board a converted war plane which will carry them to the U.S., an eight-hour journey costing \$50 per bucket seat, the narrative will follow an immigrant family in its search for adjustment here.

Sales Training Program

Motorola, Inc. has started a sales training program for its television retailers to explain new selling methods. The manufacturer has spent more than 85 thousand dollars to supply training material to its regional managers and distributors. Films and booklets have been used in many sessions to put the new techniques over.

Airline Will Use Radio And TV In Eight Cities

(Continued from Page 1)

year, but television is being used for the first time. Four New York TV outlets and one in Chicago will start spots about first of the year. TWA has used radio stations and

UN To Honor Sarnoff With Special Citation

(Continued from Page 1) the event will be telecast by NBC from 5:15 to 5:45 p.m.

The ceremony will be followed by a roundtable discussion on "Freedom of Information." Brig. Gen. Carlos Romulo of the Philippines and president of the UN General Assembly, Dr. Gerrit Jan Van Heuven Goedhart, Netherlands representative to the UN, and General Sarnoff will take part in the discussion. Benjamin Cohen, UN assistant secretary general in charge of Public Information, will be the moderator.

Will Be Broadcast

The event will be rebroadcast over NBC on Sunday, December 11 from 1:30 to 2:00 p.m. as the "University of Chicago Roundtable."

The freedom to listen concept was first proposed by Sarnoff on April 4, 1946 at a dinner in honor of Dr. Quo Tai-Chi, then head of the Security Council, and Trygve Lie, UN Secretary General.

television in New York in the past for regular promotion. The "Quickie Vacation" plan is also being carried in newspapers, magazines, and other media. BBD&O is the agency.

Secrets of Love



This pussycat is pretty lavish with her affections for her pal, the puppy dog. And she looks for all the world as if she's whispering sweet secrets into his receptive ear.

Let us whisper a great big fact about Baltimore radio to your ear. The big bargain buy for low-cost sales is W-I-T-H. Yes, sir! W-I-T-H delivers a BIG audience to you at LOW cost!

W-I-T-H regularly provides more listeners-per-dollar than any other station in town. That's why you can do so MUCH on W-I-T-H for so LITTLE money.

So if you're in the market for low-cost results from radio in Baltimore, call in your Headley-Reed man today and get the full W-I-T-H story.



W I T H

BALTIMORE, MARYLAND

Tom Tinsley, President • Represented by Headley-Reed

OK Virgin Is. Station; Other FCC Activities

(Continued from Page 1)

Va., coal mining firm, for \$650,000. Kennedy, who has moved to California, retains control of WSAZ, Huntington, W. Va., and of construction permits for FM and TV stations in Huntington.

The new Virgin Islands station will operate on the 1230 band with 250 watts unlimited. Cost estimate by the permittee, radio American West Indies, is \$13,350. The first station for the islands was also authorized this year.

The Commission also okayed the sale of WDAD, Indiana, Pa., for \$45,000. Thompson K., Cartlyn M. and Charles M. Cassell purchasing it from Paul J. and Alice L. Short.

Construction permits for new stations to operate daytime only were okayed by the Commission for Watertown Radio, Inc., Watertown, Wisc., and Pemiscot Broadcasters, Inc., Caruthersville, Mo. The former will operate on the 1580 band with 250 watts, with its construction cost estimated at \$16,937 exclusive of buildings. The latter will operate with one kilowatt on the 1370 band, with cost estimated \$16,854.

Radio-TV Luncheon Set For Boy Scouts Campaign

Publicity material to be used by the Boys Scouts of Greater New York in their fund drive will be presented to radio and television executives at a luncheon on December 7th in the Hotel Roosevelt.

The chairman of the radio committee for the scouts, Warren Jennings, will be M.C. for the occasion. William E. Berchtold, chairman of the businessmen's committee for the drive and executive vice-president of Foote, Cone, and Belding, will explain the objectives of the campaign.

The Scouts are seeking two-million dollars in their drive during January and February in the greater New York area.

New York stations will be provided with spot announcements including brief statements by famous people supporting the Scout campaign. Interviews of people connected with scouting are being sought on other programs.

AP Names Dist. Chiefs

New AP Bureau Chiefs have been appointed in Florida and Oklahoma and a special membership representative has been designated for Florida and Georgia, it has been announced. Noland Norgaard, formerly Oklahoma Bureau Chief, has been named for the Florida Bureau, and Austin Bealmear, formerly on the New York sports staff, is the new Oklahoma Chief. O. S. Morton, formerly Jacksonville Bureau Chief, is charged with promoting AP membership activities in Florida and Georgia.

Record Sales Growing With N. Y. C. Dealers

(Continued from Page 1)

confusion created by the issue of the new speeds is disappearing. Several say that when the buyer is given an adequate explanation of the 45 and LP records, there is no confusion at all.

The record men pointed out that sales this year have not come near those of last year and 1947. They add however, that the sales are well above the totals during the summer.

A spokesman for G. Schirmer, Inc. says the sale of 33 $\frac{1}{3}$ discs is the strongest with 78's being about equal. The 45's are reported as becoming more popular.

Haynes-Griffin says 78's are going very slow with the LP leading. The 45's are also reported as doing very well.

Rabsons, Inc. say sales are still somewhat slow, but add that they are better than during the summer. The LP and 45 discs are again reported as selling well with the 78 sales down.

The Liberty Music Shop spokesman said the outlook is much brighter and added that the public is beginning to ask for the different speeds.

Commercial Radio Service Offered In Germany

(Continued from Page 1)

representatives in New York say most of the German market can be covered by mass advertising over Radio Sarrebruck. The 20,000-watt station was destroyed during the war, but rebuilt in 1945. Advertising has been carried only in recent months.

Pan American points to the fact that Germany has spent \$700,000,000 annually for American exports since 1946, and that the market can expand further. Sarrebruck now covers a good part of that market by day and most of it by night, the company adds. The station operates 17 $\frac{1}{2}$ hours daily.

Pan American says most large American manufacturers already have started operations in Germany and more are expected.

Anniversary Program Planned On Bill Of Rights

A special program commemorating the 158th anniversary of the adoption of the Bill Of Rights will be broadcast by ABC direct from the Sub-Treasury building in New York on Thursday, December 15. Participating will be Interior Secretary Oscar Chapman, motion picture pioneer Cecil B. DeMille, and Messmore Kendall, president of the Bill Of Rights Commemorative Society. Gardner Osborn, vice-president of the Society, will serve as master of ceremonies and Cardinal Francis J. Spellman will deliver the invocation. The Bill Of Rights was enacted on the Sub-Treasury site.

Coleson Will Represent Adv. Council On Coast

(Continued from Page 1)

been radio representative for the council in the past four years on a part-time basis. He will now serve as liaison officer between the council and the Advertising Association of the West and will operate full-time from the Taft Building in Hollywood. He also managed the Hollywood office of NAB from 1946 to 1948.

Business Series Planned For CBS Beginning Dec. 3

"You and Small Business" is the name of a new Monday-through-Friday series to be heard over CBS, 6:15 to 6:30 P.M. EST., beginning Dec. 5th.

Secretary of Commerce Charles Sawyer will tell about his recent tour of the country on the initial show. Host for this occasion and following broadcasts will be Dwight Cooke.

Guests Listed

The series will examine small businesses and discussions by experts will be featured. Others to be heard on the first week are Harry L. Miller, chairman of the Small Business Advisory Committee, C. F. Hughitt and C. Wilford White of the Department of Commerce, and economist Lysander T. White.

Ross Being Offered As Seasonal Co-op

(Continued from Page 1)

with Mae West scheduled to be the first personality interview on next Monday.

The short term co-op deal is an innovation in Mutual program sales. Idea for offering Ross for commercial sponsorship on a co-op basis came from stations on the network who reported a demand among local merchants for a Xmas merchandising tie-in with this type of a show. daily from 12:15 to 12:30 p.m., EST.

Touchdown Club Dinner To Be Aired By WMGM

WMGM will air the annual dinner of the Touchdown Club of New York tonight from 8:00 to 8:30 p.m. Bob Zuppke, Illinois coach who trained Red Grange, will receive the club's annual award at the affair being held at the Ruppert Brewery banquet hall in Manhattan.

The club, an organization of former varsity football men, will also have George Little, Grantland Rice, and Art French as guest speakers. Herman Hickman of Yale, Ed Danowski of Fordham, Ed Dooley of Dartmouth and other football personalities will be present. Ward Wilson of the WMGM sports staff will be emcee for the occasion.

WELLES WINS FREEDOMS AWARD

To Ruth Welles, KYW women's broadcaster, went one of last week's coveted Freedoms Foundation awards.. a medal of honor and \$1,500 in cash presented at Valley Forge by General Eisenhower. This award was for the design of a cookie cutter embodying the Foundation's credo emblem.. an ingenious method of teaching children the organization's aims. This same ingenuity has won Ruth Welles many awards for her work at the microphone, and continues to win new listeners to her daily program at 9:30-10:00 AM. For availabilities and convincing evidence of sales-power, consult KYW or Free & Peters.

PHILADELPHIA
50,000 WATTS
NBC AFFILIATE

KYW

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • KDKA • WOWO • KEX • KYW • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV,
for WBZ-TV, NBC Spot Sales

SAN FRANCISCO

By NOEL CORBETT

GRANT HOLCOMB, director of news for KCBS, has been elected to the Board of Directors of Sigma Delta Chi, national journalism fraternity, San Francisco Professional Chapter.

The Standard School Broadcast (NBC's Western net on Fridays at 10 a.m.) will be heard on four Alaska stations beginning January 6.

Dick Hiett, a Daly City kid is the winner of the Hopalong Cassidy colt-naming contest on KGO-TV. He wins a trip to Hollywood to meet Bill Boyd and the boss.

KGO-TV is reshuffling its Saturday schedule to replace football. Light classics, a religious program and ice hockey will fill, with other shows to be announced.

Pioneer Investors Saving and Loan Association has signed to sponsor the KCBS 7 a.m. news broadcast Tuesdays, Thursdays and Saturdays for 52 weeks starting December 13. Long Advertising Service is the agency.

Arthur Mortenson, merchandising director from CBS, Hollywood, was here last week to confer with Arthur Hull Hayes and KCBS execs and members of the Lions International regarding the Fred Beck Toy Turnout, a charity drive over CBS.

Local winner of the Lux Radio Theater search for the most beautiful 15-year-old girl is Kathleen Florness of Oakland.

New 45 rpm Records Boost Library To 2000

New releases of 45 rpm records will up the total listings in this line to nearly two thousand, RCA-Victor announced yesterday.

Classical, popular, country, western, blues, rhythm, and children's records are all represented in the 45 repertoire, according to RCA. The company says demands for Red Seal records are in many instances greater than those for popular releases, and a substantial number of classics will be added.

Initial purchases averaging \$15 worth of records have been reported by dealers, RCA says. The spurt has been sparked by an intensive promotion of the new player attachment, it was pointed out.

New Red Seal titles on 45 rpm which will be available for the Christmas season include Bach's Mass in B Minor, Beethoven's Piano Concerto No. 2 and Ravel's "Mother Goose Suite."

AC - DC Transcription Players
Tape, Wire, Disc Recorders
Sales-Rentals-Service
MILLS RECORDING CO.
161 N. Michigan Ave.
Chicago, Ill. De 2-4117



Windy City Wordage. . . !

• • • WWCA, Gary, Indiana, is planning to go on the air the end of next week. Todd Branson has been appointed program director. . . . Bill Hansen, BMI sales executive, is here at the Sheraton Hotel,

Chicago

giving the local scene the onceover. He's very enthused over BMI's new song, "My Diary of Broken Dreams." . . . The Jennier Holt who is here starring in the "Uncle Mistletoe Show" for Marshall Field's over WENR-TV, is the daughter and brother respectively of movie cowboy stars Jack and Tim Holt. . . . Two veteran Chicago radio men have joined forces to form the new radio-TV production firm of Dawson and Jackson with offices at 360 N. Michigan Avenue. They are "Stu" Dawson, former president of Feature Productions, and Lowell Jackson, long-time executive with the Katz rep firm and former vice-president of Radio Features, Inc. New Gimmick to their package producing plan is that after three years of sponsorship a package will become the property of the agency or sponsor with only a small royalty paid to the packager after that time.

☆ ☆ ☆ ☆

• • • Local time buyers at leading ad agencies here trekked to South Bend last week to watch the Notre Dame-S. California massacre as guests of Bob Swintz, manager of WSB1, Bob says that even though his station is anxious for a TV license, they certainly don't want one in the UHF band. . . . Bill Spencer, manager of WHOT in South Bend, giving the strongly entrenched South Bend "Tribune" station a bit of a battle for business. . . . The third South Bend outlet, WJVA, has shifted its base of operations to Mishawaka. Joseph Pawloski, local attorney, has taken over management of the station and is trying to guide the station out of its financial difficulties of the past year. Studios are now located at the Mishawaka Hotel.

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• • • WMOR taking bows for its hard-hitting "Report to the People" program which blasted local apathy toward an anti-colored riot which took place here recently. . . . Long time news commentator Moulton Kelsey, who was last heard locally over Stations WCFL and WIND for the Fair store and for Evans Fur, is now half of the new "husband and wife" show titled "Coffee with the Kelseys." Program is aired daily over WGN at 9:15 a.m. . . . Many sponsors eyeing the new Frann Weigle disc jockey show called "Stop the Record" which is televised over WGN-TV Friday nights at 8:15 p.m. . . . Marjorie Retzke of the WBBM continuity editing department and Wayne F. Gibbs, Jr., of Richmond, Va., have announced their engagement.

☆ ☆ ☆ ☆

• • • Kenneth C. Price, manager of the 1950 Parts Distributor show, which will be held at the Stevens Hotel, May 22-25 reports that all booth space is already sold out! . . . Kiddies who enter the best name in a contest conducted by Hank Grant on WGN's "Let's Have Fun" show sponsored by Goldblatt's will walk off with gads of prizes. Idea is to name Santa's Teddy Bear. . . . Local stations pleased with the spot business placed by the Household Finance Corporation. Jim Cominos at the Le Valley agency, is account man. . . . Ernie Simon planning to take his bride-to-be to the Bahamas on their honeymoon right after Christmas. It'll be an all radio wedding as Dr. Preston People, star of his own WGN and WJJD programs will officiate.

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SOUTHWEST

WBAP, Ft. Worth, WBAP-TV's football line-up from Nov. 24 to December 3 has viewed sports fans jumping in the Fort Worth Dallas area. On November 24 (Thanksgiving) the top local high school game of the year, Paschal vs. Northside, was telecast from Farrington Field in Fort Worth. Co-sponsors were Fritos (Glenn Advertising) and West Texas Appliance Company (James McBride Advertising). On Saturday, November 26, the station presented the TCU-SMU annual grid classic from TCU Stadium in Fort Worth. On Saturday, Dec. 3, WBAP-TV presents the Notre Dame-SMU fracas from the Cotton Bowl in Dallas. Both of the college games will be sponsored by Humble Oil and Refining Company through Wilkinson, Schwetz and Tips, Inc. The SMU-Notre Dame game will be filmed in its entirety by WBAP-TV for airing Sunday, December 4 for Fritos through Glenn Advertising. Both college games were aired by WBAP-820 for Humble.

KNBC To Get Award

San Francisco—KNBC and the Standard Oil Company of California will be cited for outstanding service this Sunday, December 4, by the local branch of the American Association of University Women.

The award for the Standard School Broadcast and the Standard Hour will be presented on the former show by Mrs. Carleton Gray, president of the San Francisco branch of the AAUW. John Elwood, KNBC general manager, and T. S. Petersen, president of Standard Oil will accept the presentation.

The AAUW makes the award annually to a locally originated program considered outstanding in education, arts, social studies, international relations, or legislation.

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF
DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK
METROPOLITAN AREA
Send for WHO'S WHO
Among Advertisers on WEVD
WEVD
117-119 W. 46 St.
HENRY GREENFIELD, Mg. Director N.Y. 19

NAB Regional Asks Re-Defined Districts

(Continued from Page 1)

maintain the *status quo* established by the Havana treaty.

Another resolution voiced opposition to the FCC adopting the new rules recently proposed covering the hours of FM operation. The resolution points out that "most of the operators of FM stations are providing worthwhile service to the public at a substantial financial loss."

Endorse BAB Plans

The Southwest broadcasters endorsed the action of the board in establishing the Broadcast Advertising Bureau and approved the early activities and planning of the new service. Maurice Mitchell was commended for "his energetic, thorough and effective leadership" in the direction of BAB.

Other resolutions commended the administration of Justin Miller, as president; Richard P. Doherty for his administration of the Employee-Employer Relations department and Don Petty as general counsel of the industry organization.

No resolution was adopted regarding Broadcast Measurement Bureau.

Hospital Interviews Set In WOR's Christmas Drive

WOR's John Wingate will be Santa's helper this Sunday, Dec. 4, when he interviews youngsters in four New York City Hospitals to find out what they want for Christmas.

The program, Christmas in the Children's Ward, will be presented by the WOR News and Special Features Division in connection with the station's Fifth Annual Children's Christmas Fund drive. Last year, 8,634 listeners contributed more than \$27,000 to the fund to provide toys, clothing, Christmas trees, and television sets for children in hospitals.

The interviews will be transcribed in the wards and later presented from 2:45 to 3:00 p.m.

The fund will also buy gifts for infants born during the Christmas week in 51 voluntary hospitals in the five New York boroughs. Nearly nine-thousand infants and children will be taken care of.

To Continue Opera News

Encouraged by a favorite audience reaction to a dramatized recreation of the Metropolitan Opera's first night, Oct. 22, 1883, during last Saturday's broadcast of ABC's "Metropolitan Opera On The Air," "Opera News On The Air" will present other highlights of Met history on forthcoming programs. Written by Allan Sloane for the Henry Souvaine Agency, which produces the show, the historical highlights will be interspersed among the next eighteen opera broadcasts as an "Opera News On The Air" intermission feature.

★ AGENCY NEWSCAST ★

GEN. CARLOS P. ROMULO, hero of Bataan and now President of the United Nations General Assembly, will be guest of honor at a dinner at the Advertising Club of New York next Monday. Cocktails at 6:30 p.m., dinner at 7.

ALFRED PAUL BERGER CO., Inc., has been appointed advertising agency for Klik Promotions, Inc., New York, manufacturers of novelty jewelry.

MAIL POUCH TOBACCO CO., Wheeling, W. Va., makers of Kentucky Club Smoking Tobacco, Mail Pouch Chewing Tobacco, Melo Crown Cigars and other tobacco products, has appointed Charles W. Hoyt Company, Inc., New York, advertising agency. The company has been using radio, television, magazine and outdoor advertising to promote its brands.

STANDARD RADIO TRANSCRIPTION, SERVICES, Inc., with home offices in Hollywood, has announced that the company's New York offices are moving from 1 E. 54th Street to new larger quarters in the Georg Jensen Building at 665 5th Avenue. Alex Sherwood, vice-president in charge of sales at Standard, is in charge of the New York office.

WEST HOOKER TELEFEATURES, Inc., has employed two new account executives to call on New York advertising agencies. They are Richard Brill of Eagle Lion, Warner Brothers and more recently director of public relations at the Celotex Corporation, and Edward Carlin, agency and radio executive. James Elkins, account man, who has been with the firm since September, has been upped to vice-president.

LEVY ADVERTISING AGENCY of Newark, N. J., announces the following accounts: The upholstery division of Gimbels Department Store, New York, radio currently being used. American Limoges China Company, manufacturers of American Limoges Dinnerware, to handle national radio and television exclusively. Kitchen Sales Corporation, Newark, manufacturers of the satin-aluminum, magic Cooleroller, the rolling pin with the built-in refrigeration. National radio and television currently being used.

THE CUSHMAN BAKING CO. of Portland, Me., and Lynn, Mass., again is sponsoring the Cinnamon Bear series of 15-minute radio programs. This Christmas story for children is being aired over nine New England stations through Dec. 23. Newspaper copy is being used in all nine cities calling attention to the program. The account is placed by the Harry M. Frost Co., Inc. of Boston.

HAROLD DAVIS has been named an account executive of Radio Sales, radio and radio station representatives, CBS, effective immediately. He was formerly assistant commercial manager for WCAU, Philadelphia, in charge of their New York office, and, prior to joining WCAU, was program director for WDAS, Philadelphia.

MARSHALL HURT has joined the executive staff of Walter Weir, Inc., New York. He was formerly with the Bauerlein agency in New Orleans, Wendell P. Colton Co., McCann-Erickson, Inc., and the Elmo Roper organization.

BBD&O's Bruce Barton, Alex Osborn, and Ben Duffy are marking 30 years with the agency. Barton, now chairman, and Osborn, the vice-chairman, formed the agency in 1919 with Roy Durstine. Duffy who is now president, joined the firm as a messenger. Barton, Durstine, and Osborn merged with the George Batten Co. in 1928.

DAVID O. ALBER ASSOCIATES, with Gene Shefrin as account-executive, have been retained for publicity and promotion on Guy Lombardo's East Point House Restaurant in Freeport, L. I.

ASSOCIATION OF COOK COUNTY CHRYSLER DEALERS has appointed the Olian Advertising Company, Chicago, as its advertising agency to promote new and used car sales as well as the service facilities of its members. The opening campaign is scheduled to coincide with the appearance of the new 1950 Chrysler.

DEAN SHAFFNER has joined the sales presentations department of the American Broadcasting Company as a writer, following five years with The Biow Company as radio and television research director. Previously, he had served with both C. E. Hooper, Inc., and Crossley, Inc., as production manager on various research projects.

CHAS. E. LOGAN, producer-writer with Feature Productions, has resigned his position to become a partner in the newly-organized firm of Burnett & Logan, marketing, advertising and public relations, at 430 East Ohio Street, Chicago. Other partner in the new firm is Hal Burnett, former editor of "Industrial Marketing" and executive editor of "Advertising Age." The partners worked together in the 1930's on the public relations staff of Columbia Broadcasting System, western division, Chicago.

BRENNAN ADVERTISING AGENCY, Houston, Texas, has been elected to membership in the American Association of Advertising Agencies.

Private Stations File Briefs In Canada

(Continued from Page 1)

French-language station naturally took the Corporation view. In opposition to CBC policies were briefs from Canadian Marconi Co. and stations CKVL and CKAC, besides small community stations.

The Canadian Marconi Company testimony said the heavy hand of government paternalism is a "negative factor devastating in its effect upon radio and television in this country."

It deplored the "do-nothing policy" and other "fallacies" which it claimed underlay the reasoning behind the terms of the Canadian Radio Broadcasting Act of 1932.

The brief also attacked the suggestion recently put forward at the commission's hearings by the Royal Architectural Institute of Canada that the future of radio and television be firmly established in the hands of "the cultural leaders of the country."

This suggestion was dismissed by the brief as "reductio and absurdum" reasoning.

Station CKAC claimed the CBC's constantly increasing commercialism was encroaching on the field of private stations, particularly over French channels. The brief charged that the CBC had given "unjustified" rate cuts for commercial programs over the French networks amounting to over \$6,000 yearly.

The Commission asked the station for a letter outlining the cases involved in the alleged rate-cutting.

Station CKVL urged that all future television development be restricted to existing public and private radio exclusively. This brief also envisaged possible bombing raids by hostile powers on heavily populated areas and suggested that public and private stations be encouraged to put themselves immediately on a "possible invasion basis."

The brief argued that "with robot planes able to follow regular broadcast stations to populous centers, special forms of low-angle frequency modulation (FM) broadcasting from transmitters located remotely from populous centers should be encouraged."

The brief submitted on behalf of many small community broadcast stations asserted that the public interest in the radio field was best served by a public body responsible to Parliament than by "big enterprises."

It recommended observance of the principal, however, that no person should be both competitor and regulator, and urged that the CBC's commercial department be made a separate and different corporation.

Stork News

Lee Otis, news editor at CBS, is the father of a seven-pound, 12-ounce girl born yesterday to Mrs. Otis at Parsons Boulevard Hospital.

PLUG TUNES

On Records and Transcriptions

TELL ME WHY

RYTVOC, Inc.

1585 Broadway New York 19, N. Y.

"HUSH LITTLE DARLIN"

Recorded By

Perry Cama Eddy Haward
Dick Haymes Curt Massey
Kay Kyser Jerry FalligantMICHAEL 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 Manrae on RCA-Victor

Al Gallico Music Co. Inc.
501 Madison Ave., New York, N. Y.

Revival of a Million Copy Hit!

"AM I WASTING
MY TIME ON YOU"

STASNY MUSIC CORP.

1619 Broadway New York City

JOHNSON RAG

recorded by

PEARL BAILEY Harmony
GENE COLIN Rondo
JIMMY DORSEY Columbia
RUSS MORGAN Decca
ALVINO REY Capitol
JACK TETER TRIO London
CLAUDE THORNHILL Victor

MILLER MUSIC CORPORATION

WORDS AND MUSIC

By PINKY HERMAN

● ● ● TIN PAN ALLEY OOPS:—The cycle has again made a complete revolution since 1930 when hillbilly numbers such as "When It's Springtime In The Rockies," "When The Moon Comes Over The Mountain," "Big Rock Candy Mountain," "She'll Be Comin' Round The Mountain," and "Little Sweetheart of The Mountains" were the nation's top tunes. . . . today we find among the leaders "Jealous Heart," "Room Full of Roses," "I'm Throwin' Rice At The Girl I Love," "Slippin' Around," "Raindrops and Teardrops," "Someday You'll Want Me To Want You," "Tennessee Polka," "Why Don't You Haul Off and Love Me" and of course, "Mule Train." . . . thus, look for a general exodus of tin pan alleyites soon for the surrounding countryside, mountains (Catskill, Adirondack, Ramapo, etc.) and nearby dude ranches, to commune with nature and mayhap gather necessary inspiration, material or hold face-to-face meetings with psuedo-cowpunchers sod-busters and our hayseed cousins.

☆ ☆ ☆ ☆

● ● ● Edwin B. Morris & Co., reviving the hit of 1945 "Let It Snow, Let It Snow, Let It Snow" by Sammy Cahn and Jule Styne and "The Christmas Song," (Burke & Van Heusen, Inc.) written by crooner Mel Torme and Robert Wells. . . . ● NBC should find another spot for the listenable Dick Dudley, whose 'Rockabye Dudley' series bowed out last Friday. . . . airwaves need programs that beam warmth and friendliness such as Dudley offers. . . . ● Maestro Arnold Johnson and Carmen Lombardo have collaborated on a Hawaiian number "Lilokalani," a cinch for the Hit Parade. . . . published by Lombardo Music. . . . ● Bob Miller, Inc., is the publisher of "Oh How I Cried" written by Jimmie Hodges and Bob Nichols. . . . ● Patti Lure, (Miss Montana of 1949) does such a fine singing job on Jack Shaindlin's ballad, "Dawn Over Manhattan" in the Fox short subject, 'Music In Manhattan' that Johnny Thompson will include it in his next Langworth Transcription. . . . ● Film execs, who plan to make a flicker based on the life of deejay Dick Gilbert, are considering Frank Sinatra or Frankie Laine. . . . why not Gilbert to portray 'Gilbert'? . . . ● Herald-Trib radioed. John Crosby will speak at Radio Club Social at N.Y.U. Monday nite.

☆ ☆ ☆ ☆

● ● ● ON AND OFF THE RECORD:—The teaming of Bing Crosby with Fred Waring's Pennsylvanians on the new Decca coupling of "Way Back Home" and "Iowa Indian Love Song" results in a fine platter which will get lots of deejay attention. . . . ● Tony Pastor's great Columbia biscuit of the sensational new novelty, "If I Had A Million Dollars" backed with "My Mammy," the standard is on the market but four weeks and already is appearing on numerous disk jockeys' best. . . . this waxing should win T. P. a million new fans. . . . ● Wait till you hear Dinah Shore's clever rendition of "Bibbiddy-Bibbiddy-Boo. . . . ● London Records has a sleeper in Theresa Brewer's great rendition of "I Beeped When I Shoulda Bopped" flipped with the oldie, "Ole Man Mose." The top side is a cinch for plenty of whirls on deejay turntables and should also garner quite a few buffaloes in the jukes. . . . ● Victor will re-release Rudy Vallee's "Drunkard Song" thanx to Russ Offhaus.

☆ ☆ ☆ ☆

● ● ● SHARPS AND FLATS:—Superior Music is reactivated with firm going all out on "Just Driftin' Along" penned by Roy Newell and Nat Simon. . . . ● Barton Music will publish the new Al Rickey-Kay Twomey ballad, "Five Eleven Happiness Lane," a clever and catchy ditty. . . . ● Victor Selsman joins Valando Music, working on "Echoes" and "Wedding Bells Will Soon Be Ringin'." Gene Piller added to Laurel Music staff to exploit "Meadows of Heaven." . . . ● Francine Falkon, who graduated from "Hour of Charm" to become one of the finest concert contraltos, guestrills MBSunday at 9 on Sylvan Levin's Opera Concert.

PLUG TUNES

Wedding Bells Will
Soon Be Ringin'LAUREL MUSIC CO.
1619 Broadway New York City

SOME DAY

(You'll Want Me To Want You)

DUCHESS 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 HEWITTADAMS, VEE & ABBOTT, Inc.
216 S. Wabash Ave. Chicago 4, Ill.

My Heart Goes With You

by Thomas G. Meehan

—◆ ◆—

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, Thursday, December 1, 1949 — TELEVISION DAILY is fully protected by register and copyright

PRIVATE TV FOR CANADA URGED

TELE TOPICS

THE NOISIEST OCTETTE in TV may be found cavorting weekly on "Pantomime Quiz," an opus that recently marked its second anniversary in Hollywood and has been on CBS, New York, for a considerably shorter time, both under the aegis of Chevrolet Dealers. The members of this rowdy group are movie actors—some big-name, some medium-name and some no-name—and divided into two teams, they play charades. They all are pretty adept at this sort of thing, especially the regulars who seem to have developed a telepathic code that gives them quite an advantage over the guests. The participants get louder as The Game progresses and at times the girls, all blondes, sound as though they're going to shriek themselves into laryngitis. It's a pretty amusing show usually, although the actors always seem to have a better time with it than we do. . . . Items: As one of the performers was acting out her part recently, she pointed to her throat. A beautiful blonde on the same team, (they're all beautiful on the show) repeatedly suggested, "larnyx? larnyx?" Second item: At the second ann'y airer, the cast let producer-emcee Mike Stokey have a layer cake square in the mush; they all thought it was a wonderful gag. . . . Recording quality on the show is as bad as most. Bernie Ebert is co-producer. Campbell-Ewald the agency.

FORMER DANCING STAR Mitzi Mayfair chalked up a double header for her favorite show on the Hooper count Thanksgiving Day. 'Twas the first Thursday that Mitzi has been home in over 30 weeks and she had to convince Hoop's caller that she had two sets going, both tuned to "Stop The Music." After insistent quizzing by the interviewer, she established that the cook and the maid were watching one set while her guests were watching another. In a cooperative mood, she volunteered the information that both groups always watched "Stop The Music" and that it was their favorite show. What she didn't volunteer, however, was the fact that she and her husband, Charles Henderson, co-produce the giveaway for the Lou Cowan office and that the servants' interest was hyped by their preparation of an after-show holiday feast for the stanza's cast and crew.

PAUL TRIPP, star of Mr. I. Magination and lyricist of "Tubby The Tuba," has completed a similar work dedicated to the Philadelphia Zoo, now marking its 75th anniversary. Titled "Adventures of the Zoo," the new work will be narrated by Tripp at its premiere performance by the Philadelphia Orchestra Dec. 17. . . . Guy Lebow pinch-hit for the ailing Russ Hodges on the CBS boxing pickup from St. Nick's last nite.

Pye Cameras Used On WOR-TV Remote

First on-the-air demonstration in this country of cameras made by Pye, Ltd., major British manufacturer, was held last night when two Pye cameras were operated side by side with WOR-TV cameras during the station's coverage of boxing bouts at the New York Athletic Club.

The Pye cameras, which were manned by British crews in this country to demonstrate the equipment as part of an export drive, used a new pick-up tube called "Image Photicon," which the company claims provides a more detailed picture with better shading effects.

Half of last night's program was scanned by WOR-TV and half by the British crew.

B. J. Edwards, head of the Pye team in this country, said his firm's equipment would sell here for about 15 per cent less than comparable American equipment.

Other members of the British team are J. E. Lakin, director in charge of arrangements for the team; William Jones, designer of the equipment; N. Q. Lawrence, program and lighting director; and engineers D. H. Fisher, C. H. Babbs and John Hurst. Chief mechanical engineer is Donald Jackson.

Goodrich Adds WSB-TV

WSB-TV, Atlanta, has been added to the station roster for "B. F. Goodrich Celebrity Time" bringing the show's total to 23. Carried by ABC, program is a World Video package.

Three N. Y. Cities Join Web, Bring Bell System Total To 24

The Bell System's TV network facilities will be expanded to a total of 24 cities today when service is inaugurated to Schenectady, Utica and Syracuse, N. Y.

Coaxial cable between New York and Albany, in telephone service since spring, 1948, has been equipped for TV and will form part of the new link. From Albany the web stretches to Syracuse via radio relay with four intermediate stations at Rotterdam, Cherry Valley, Deerfield and Sullivan. Schenectady will be served via a seven-mile link from the Rotterdam station and Utica via a three-mile hookup from

Para. To Back Study Of TV's UN Coverage

(Continued from Page 1)

mount Pictures, which has offered to contribute \$500 to the Dean's fund of the Columbia Graduate School of Journalism and \$500 in student prizes as well as a 19-inch DuMont receiver for use in carrying out the project. Paramount camera crews handle the daily pickups of the UN sessions for CBS.

Students will be organized into groups and assigned to study the UN pickups with emphasis on evaluating their effective presentation to school and theater groups and home viewers.

At the end of the current Assembly session, the students will be required to present critiques, with prizes to be offered for the five best presentations.

Judges of the contest will be Benjamin Cohen, Assistant Secretary-General of the UN; Prof. Boscoe Ellard, of Columbia, and Paul Raibourn, vice-president of Paramount.

KTLA Sells Two

Sale of two KTLA, Hollywood, shows to national advertisers was announced yesterday by Cris Rashbaum, eastern sales rep of Paramount. Penick & Ford, maker of My-T-Fine desserts, signed for "Sandy Dreams," weekly children's stanza, for 13 weeks, beginning Dec. 3, through BBD&O, Pioneer Scientific Corp., through Cayton agency, signed for "At The Mat," weekly interview stanza, for 26 weeks.

Deerfield. Utica's first station, WKTU, will begin commercial operations today.

WHEN, the only outlet in Syracuse, will hold a dual celebration today, marking its interconnection with the web and its first anniversary. AT&T and station officials will take part in ceremonies marking the opening of live network service, while a special anniversary program will be aired tonight.

WRGB, pioneer outlet of General Electric in Schenectady, has been receiving network programs from New York for the past several years via a GE relay hookup.

Free Enterprise As Spur To Video's Growth Seen

Montreal—Amendment of Canada's broadcast legislation "to give private interests equal rights with the CBC in the television field," and establishment of "an independent government regulatory authority" for TV was urged by the Montreal Board of Trade in a brief filed with the Royal Commission on National Advancement of Arts, Letters and Sciences.

The Board took exception to a CBC brief submitted earlier which emphasized that "in the national interest there must be a development of television by the national broadcasting system," and said:

"It appears to be the opinion of the CBC that if television was turned over to private companies, there would be a predominance of programs from the United States and that the gospel of Canadianism would thereby be weakened. The Montreal Board of Trade does not agree with this opinion."

The brief continued: "With private enterprise willing to risk its capital in the development of television, even with governmental control, it is difficult to understand why this should not be permitted as not only will it mean a considerable saving to taxpayers, but it will also mean that the mechanics of broadcasting TV will be developed more quickly.

"It is submitted therefore that private enterprise should be permitted, in fact, encouraged to develop television with reasonable governmental regulations supervised by an independent government body."

'Believe It' Back Jan. 4; Ballantine Will Sponsor

Robert I. Ripley's "Believe It Or Not" returns to NBC Jan. 4, 8 p.m., with a new half-hour dramatic format under sponsorship of Ballantine ale and beer. Name performers will be used on the new show. J. Walter Thompson is the agency.

Two Join UA TV Sales

Appointment of Herb Harris and Mark Scott to the United Artists TV sales staff was announced yesterday by John Mitchell, UA tele topper. Harris, formerly with NBC, will headquarter in Dallas and Scott, formerly in radio sales and promotion, will work out of the UA Chicago exchange.

PROMOTION

Christmas Letter

A Christmas letter mailed to Long Island merchants by WHLI and WHLI-FM, Hempstead, L. I., advises that "The easy way to get More Holiday Business is to advertise now over WHLI."

The letter reminds merchants that—"Your biggest season of the year is here. There will be lots of business around. But, be sure to get your slice of it by advertising over WHLI—the station that has more daytime listeners in this area than three key network stations."

Merchants are advised to call the station to have an account executive visit them with no obligations, to show how they can—"Boost holiday sales and profits by using WHLI to reach customers and prospects in Nassau, eastern Queens and western Suffolk."

Three Buffalo Stations Launch Xmas Promotion

Buffalo—Christmas came to Buffalo on Thanksgiving day with a Christmas parade down Broadway Thanksgiving morning including balloons, floats, painted clowns and of course, Buffalo's three radio stations, WKBW, WBEN, and WEBR.

Static Booth Placed

WKBW placed a static booth over the reviewing stand for the complete description of the parade. WEBR used their sound truck which they had painted in candy stripes and had an Indian on top, in the line of march and broadcast as they moved along. WBEN had a float with live people dressed in costumes of colonial times representing Thanksgiving and on the other end of their float a replica of Santa Claus on his throne. A WBEN television camera moved between the two as if taking television pictures of Santa and Thanksgiving celebration.

Conversation With Bystanders

WKBW had a 1950 Ford convertible with a seven-foot replica of microphone placed on top and Roger Baker, WKBW's newscaster rode in this convertible up and down the sidelines on the line of march interviewing and talking with the spectators while Mike Mearian, WKBW disc jockey remained at the reviewing stand giving a running commentary of the parade as it was passing.

WBAL
means business
in Baltimore

COAST-TO-COAST

WTRF Manager Chairman

Bellaire, O.—Robert W. Ferguson, the station manager of WTRF and WTRF-FM, has been named chairman of the publicity committee of the Wheeling, West Va. Retail Merchants Division of the Ohio Valley Board of Trade.

WHBF Xmas Broadcast

Rock Island, Ill.—WHBF and WHBF-FM will broadcast "The Messiah" sung by the Augustana College Handel Oratorio Society, on Monday evening, Dec. 12. This is the 69th season the music has been sung by the college chorus and the fourth consecutive year WHBF has been the exclusive outlet for the program in its entirety. All commercial programs on WHBF will be cancelled for the Christmas music broadcast.

Mrs. Santa On WELI

New Haven, Conn.—Daily reports on the pre-Christmas activities at the North Pole are now being broadcast by Mrs. Santa Claus on WELI at 4:45-5:00 p.m. Monday through Friday. This is the fourth consecutive year WELI has presented this special program series, sponsored by the W. T. Grant Company. The program includes reports on activities at the North Pole Toy Factory; chatter by Jo-Joy, Santa's special helper; and telephone calls and special gifts to children who write to the program.

Stork News

Boston—Harold Segal, of the WCOP sales department, is the father of a 7 lb., 6 oz. girl, Judith Ann, born November 26th.

Chaplin Radio Guest

Phoenix, Ariz.—NBC's roving correspondent, W. W. Chaplin, who originated one of his "Report on America" broadcasts from KTAR, appeared as guest on Howard Pyle's "Arizona Highlights" program. Chaplin, formerly stationed in Moscow made some observations on the current international situation.

Insurance Firm To Sponsor

Philadelphia, Pa.—The Farm Bureau Insurance Company has contracted for sponsorship of a daily five-minute morning news program on WFIL for a period of 13 weeks, beginning Monday, December 5. The program will be aired at 6:55 a.m. Monday through Saturday.

Sammy Kaye On WDRC

Hartford, Conn.—When Sammy Kaye was here for a personal appearance at the State Theater, he broadcast his nationwide CBS "Sunday Serenade" show from the studios of WDRC last Sunday. Kaye and his group just had time to fit in the broadcast between stage shows.

Ward Named KRMG Director

Tulsa, Okla.—Perry W. Ward has been named program director of KRMG, new 50,000 ABC affiliate. Ward was a producer-emcee with the NBC-Blue, and later did production and programming with ABC, CBS and NBC in Hollywood. He returned to Oklahoma City as program manager for KOMA, and for the past two years has been free-lancing.

Series About The Future

Detroit, Mich.—WWJ-AM and FM, in cooperation with the YMCA and the Detroit Public School System, is presenting a series of 13 weekly programs entitled "It's Your Future." The program is aired from 7:45-8 p.m., Wednesdays, and is designed to bring youth, as future citizens, workers and leaders of business, industry, and the professions, into relationship with their future employers.

WSTC School Announcements

Stamford, Conn.—School superintendents of towns in the surrounding area are cooperating with WSTC and WSTC-FM to bring emergency school signals to students. "No School" announcements because of bad weather during the coming winter months will be broadcast by the Stamford station. School officials will have secret identifications to eliminate pranks.

WLAW Special XMAS Show

Lawrence, Mass.—WLAW will offer a novel Christmas program over the air during a two-week period starting December 12 and ending December 23. The program will consist of a two-way telephone interview with special events director Fred Laffey representing the children of America, and chief announcer Richard Hickox assuming the role of Santa. The program will be heard every afternoon, Monday through Friday, at 4:55 o'clock during the two-week period. The program is titled "Letters to Santa."

New KBON Member

Omaha, Neb.—Mrs. Mayme M. Allison has joined Station KBON as director of women's activities. Her quarter-hour program, "Round the Town" will be aired at 10:45 a.m., Monday through Friday, and will feature shopping news and information on entertaining, fashions, and home making.

Lawrence Local Chairman

Boston, Mass.—Craig Lawrence, general manager of WCOP, will serve as chairman of the Radio Division in the forthcoming campaign for the Suffolk County Chapter of the National Foundation for Infantile Paralysis, of which Charles E. Kurtzman, N.E. division manager for Loew's Theaters, is general manager.

you can
do it better

with the
revolutionary

ALTEC
21B
MINIATURE
MICROPHONE

It achieves uniformity of response... provides greater tonal fidelity... it is omnidirectional... it is blastproof, shockproof... there is no false bass build-up... more net acoustic gain before encountering feedback... tiny size contributes to remarkable versatility of positioning... extends the fidelity of sound transmission.

*Talent deserves
to be Seen
as well as Heard*

ALTEC
LANSING CORPORATION

161 Sixth Avenue
New York 13, N. Y.

1161 North Vine St.
Hollywood 38, Cal.