



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 42

NEW YORK, MONDAY, DECEMBER 5, 1949

TEN CENTS

RADIO BUSINESS OUTLOOK SURVEYED

FCC High Court Brief Favors Georgia Plea

Washington Bureau of RADIO DAILY
Washington—The FCC filed with the Supreme Court at the weekend an *amicus curiae* brief in support of the State of Georgia's appeal from a Georgia Supreme Court decision directing payment of 15 per cent of the gross of WGST to Southern Broadcasters, Inc. The case arose when SBI, a management group headed by Sam Pickard, former CBS and Federal Radio Commission official, insisted upon collecting ac-

(Continued on Page 6)

Toni, Metropolitan Life Renew CBS Programs

"Give and Take," CBS network audience participation show, has been renewed by the Toni Company, Chicago, and "Eric Sevareid And The News" has been renewed by the Metropolitan Life Insurance Company, it was announced Friday. "Give and Take" is a half-hour Saturday afternoon CBS feature starring John Reed King as emcee, and "Eric Sevareid And The News" is a five-a-week late afternoon airer. Foote, Cone and Belding is the agency on the Toni account; Young and Rubicam handle Metropolitan Life Insurance Co. advertising.

WJR Declares Dividend Of 20 Cents Per Share

George A. Richards, WJR, Detroit, chairman of the board, announced that the board of directors of WJR have voted a 20 cent per share stock dividend payable December 22 to shareholders of record at the close of business December 15.

WTOP Giveaway

Washington — A new giveaway prize is offered by WTOP, Washington for the annual "flowing egg-nog bowl" party of the Washington Advertising Club, December 20. Manager John S. Hayes has donated "one prime aged in the audience station break, Class A. Time, worth \$60 . . . to any advertiser."

K-F To Sign For First Labor Network Show

Kaiser-Fraser will sign a contract within the next few days sponsoring the first program to use the entire facilities of the Labor Liberal Network, an FM web, comprised of six stations.

The contract calls for the show to be aired on a five-day-a-week basis for fifty-two weeks. No time slot, format or length of running time for the show has as yet been announced.

Kaiser-Fraser Corp., will be sponsoring. (Continued on Page 8)

WPEN Completes Plans For Scholarship Award

WPEN, in cooperation with Philadelphia's Poor Richard Club, is conducting the Benjamin Franklin Essay Contest for the fourth consecutive year among high school students in the Philly area. Subject of the contest is, "How Would Benjamin Franklin View A United States Of Europe."

Boy and girl submitting best essay (Continued on Page 2)

Roundup Opinion Indicates Optimism Regarding 1950 Sales Prospects; Spot Business Looks Good

RCA's Two Dividends Total Over 10 Million

The Radio Corporation Of America Friday declared dividends of 50 cents per share on common stock, and 87½ cents a share on first preferred stock, it was announced by David Sarnoff, chairman of the board. The common stock dividend is payable in cash on January 23, and the first preferred stock dividend is payable in cash on January 3, he said.

With these declarations, the total (Continued on Page 4)

Two Symphony Airers Skedded By Mutual

Mutual will feature, starting in January, 1950, the Oklahoma Symphony Orchestra, conducted by Victor Allessandro, and the Los Angeles Philharmonic Orchestra, conducted by Alfred Wallenstein, in their own (Continued on Page 2)

"Voice" Requests ET Of CBS Livestock Cover

The State Department has requested a transcription of WBBM's half-hour program, "The International Livestock Show" for rebroadcast over the "Voice Of America" (Continued on Page 2)

A slight decline in network radio commercial sales, an increase in national spot revenue, increased local radio sales and a heavy increase in TV business are forecast for 1950 as a result of a survey of networks, agencies and allied fields completed on Friday by RADIO DAILY. Based (Continued on Page 6)

CBC Radio-Revenue Tripled In Ten Years

Montreal—CBC's revenue from commercial programs has increased from \$773,521 in 1939-40 to \$2,217,129 at the end of the last fiscal year, it was disclosed last week in a return tabled in the Canadian House of Commons for John Diefenbaker (P. C.-Lake Centre). The return showed that in the fiscal year ended March 31, 1940, revenue from commercial programs was \$773,521; (Continued on Page 8)

Ellison, Head Of ANA, Joins TV Film Concern

Paul S. Ellison has been named vice-president in charge of sales of Archer Productions, commercial film and television producers, New York, Lars Calonijs, president, announced yesterday.

Ellison is a former chairman of (Continued on Page 2)

New York Water Emergency Draws Aid From All Stations

New York City radio and television stations have joined the campaign to publicize the city's water shortage and the need for conservation. With water supplies reduced to less than one-half of normal because of a dry year, the measures have become urgent.

To remind the public, WNEW has produced a set of four songs to be broadcast throughout the day. The

station in the past has used jingles for the UN, fire-prevention, and other public services.

Jingles will also be used by WOR on station breaks. The songs were first run by Bruce Eliot and Dan McCullough on the B&D Club on Saturdays at 4 p.m. In addition, the station is carrying spots on newscasts and other programs. WOR-

(Continued on Page 6)

Doubling

Dimitri Mitropoulos, in a seasonal debut with the New York Philharmonic-Symphony over CBS Dec. 11, will double in brass when he steps down from the conductor's podium to appear as guest piano soloist playing and directing the first American broadcast of Ernest Krenek's "Concerto NO. 3 for Piano and Orchestra."

Yuletide Spirit

Admission to the annual Christmas Party of the New York Publicity Club will be a toy. All those attending the festivities Dec. 19 at the Madison Hotel will bring gifts to be donated to WOR's fifth annual Children's Christmas Fund which supplies toys and clothes to nearly 9,000 youngsters in 74 hospitals in the Metropolitan area.



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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 Dablonaga 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.

FINANCIAL

(December 2)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	73 3/8	7	73 3/8	+
Admiral Corp.	29 7/8	29 1/2	29 7/8	+ 1/8
Am. Tel. & Tel.	147 3/8	147 1/4	147 3/8	+ 3/8
CBS A	25	24 3/4	25	+ 1/4
CBS B	24 5/8	24 1/4	24 1/4	- 1/2
Philco	30	29 1/4	30	+ 7/8
Philco pfd.	84	83 1/2	83 1/2	- 1/2
RCA Common	127 1/2	121 1/2	123 1/4	+ 3/8
Stewart-Warner	12	11 7/8	12 1/8	+ 1/8
Westinghouse	28 1/2	28 1/4	28 1/4	+ 1/8
Westinghouse pfd.	101	101	101	+ 1/4
Zenith Radio	29 7/8	29	29 3/4	+ 7/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 3/8	15 3/4	16 1/4	+ 3/4
Nat. Union Radio	2 7/8	2 1/2	2 7/8	+ 1/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	13 3/4	14 3/4
Stromberg-Carlson	12	13 1/4

Two Symphony Airers Skedded By Mutual

(Continued from Page 1)

programs, it was announced yesterday.

The coast-to-coast debut of the Oklahoma Symphony has been set for January 11 from 10:30 to 11:00 p.m., and the hour-long presentation of "Symphonies For Youth" by the Los Angeles Philharmonic will resume on Saturday afternoons.

WEAV
PLATTSBURG, N. Y.
AMERICAN BROADCASTING CO.
CONSISTENTLY SELLING THE NORTH COUNTRY'S RICHEST MARKET
JOSEPH HERSHEY McGILLVRA, Nat. Rep.

★ COMING AND GOING ★

ROBERTA QUINLAN, vocalist, on Friday left New York by plane for San Francisco, where on Saturday she acted as good-will representative of Mohawk Carpet Mills Company on a KNBC television show. On Sunday she was in Hollywood for a similar appearance on KFI. She'll be back in New York tomorrow.

EDDIE CANTOR is spending a few days in New York. On Thursday of this week the comedian will be honored by Hadassah.

DAVE GARROWAY, emcee and comedian featured on NBC, plans to be in New York the 16th and 17th of this month.

DWIGHT COOKE, of "You and Small Business" on CBS, will be in Washington tomorrow, Wednesday and Thursday. His program will emanate from the Nation's Capital on those days.

RALPH EDWARDS on Saturday was in Providence, R. I., on the broadcast of "Truth or Consequences." On Wednesday of this week he'll be in Washington to air "This Is Your Life" at a meeting of the American Medical Association.

LUCILLE BALL, star of "My Favorite Husband" on the Columbia network, back to Hollywood following a visit of ten days in New York.

WILL O. MURRELL, prominent attorney of Jacksonville, Fla., who is owner of WORZ, Orlando, has returned to the Sunshine State after a few days in Gotham discussing promotional matters.

ERIC SEVAREID, Columbia network commentator, returning from Montevallo, Ala., where yesterday he delivered an address at Alabama State Women's College on the subject, "The World from Washington."

DEAN FITZER, manager of WDAF, Kansas City, Mo., an affiliate of NBC, on Friday was in conference at the network with Burton M. Adams, of station relations.

TONY MARTIN, singer, and his wife, CYD CHARISSE, on Friday left by plane for Hollywood following the close of Tony's engagement at the Roxy Theater and completion of a number of recordings for Victor.

Ellison, Head Of ANA, Joins TV Film Concern

(Continued from Page 1)

The Association of National Advertisers and resigned recently as executive vice-president of Control Systems for Management, New York.

He has also served with Sylvania Electric Products, Inc., in various positions and was advertising manager of the Brunswick-Balke-Collender Co., Chicago. He is a former director of the Advertising Council, Advertising Research Foundation and the Audit Bureau of Circulations.

"Voice" Requests ET Of CBS Livestock Cover

(Continued from Page 1)

ica." Show, a recapitulation of events at the International Live Stock Exposition, was heard over WBBM and the full CBS web last Saturday. Included were tape-recordings of interviews with exhibitors and guests plus descriptive highlights of major events.

WBBM Farm Director Harry Campbell and News Editor, Julian Bently collaborated with Bev Dean, producer-director in constructing the show.

American Oil Renews

American Oil Company has renewed sponsorship of the "Carnegie Hall" concert series for an additional 13 weeks starting early in January over ABC. Renewal marks two years of sponsorship for the series by American Oil. Agency is Joseph Katz Company of Baltimore.

Stanton To Ride The Goat

Frank Stanton, president of CBS, will be initiated into Alpha Delta Sigma, national honorary marketing fraternity, Friday, Dec. 9 at 6:30 p.m. at the Advertising Club, 23 Park Avenue, N. Y. C. He will be the honor guest at the fraternity meeting.

WPEN Completes Plans For Scholarship Award

(Continued from Page 1)

will each receive a \$500 scholarship from WPEN in cooperation with the Charles Morris Price School of Advertising and Journalism. Teachers of the winners will receive U. S. Savings Bonds and runners-up will get memberships in the Franklin Institute. Presentation of awards will be made January 17.

Ted Malone Featured In New ABC Co-op

Ted Malone will present a blend of poetry, tales, and stories on a new Monday through Friday ABC series beginning Monday, December 12 at 11:15 p.m., EST. The quarter-hour program will replace Joe Hasel's sports round-up and will be offered to local sponsors on a co-op basis.

Plans for the program call for Malone to make week-end trips to spots around the world, recording interviews on tape.

Malone is now heard over ABC Monday through Friday at 3:55 p.m., EST, and on a transcribed show Sundays at 10:15 p.m., EST.

Bank Buys Time

The Bank for Savings in the City of New York will sponsor a radio show for the first time in its history, "Top Tune Time," to be heard over WMCA Monday through Friday from 1:15 to 1:30 p.m. The 130-year-old institution is being represented by William Irving Hamilton, Inc. The show will start on January 9, 1950.

Parsons Show Renewed

Louella Parsons, broadcasting for the Andrew Jergens Co., has been renewed over 266 stations of the ABC web effective Jan. 1 for the next fifty-two weeks. Parsons has been sponsored by Jergens in the same time slot since 1945. Robert W. Orr Associates is the agency.



Ever seen a Kudu?

You're looking at a picture of one now. And those big horns of his were to help him fend off trouble as he roamed the deserts of Abyssinia.

There's a good way for you to fend off any sales troubles you may be having in Baltimore. You just buy W-I-T-H, the BIG independent with the BIG audience.

W-I-T-H regularly delivers more listeners-per-dollar than any other station in this rich, competitive market. That's why you can get such BIG results from so LITTLE money on W-I-T-H.

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



WITH
Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

★ THE WEEK IN RADIO ★

16th Dist. Members Optimistic

By BILL SILAG

SIXTEENTH DIST. NAB (southwest), meeting in convention at Phoenix, found business good and 1950 prospects even better, especially in the national spot field. The group approved NAB decision to keep the BAB within the fold, and heard Maurice B. Mitchell, BAB director, give his famous "Mitch's Pitch" on "Increasing Radio's Share of Advertising Dollars," "National Spot Business," and "How to Turn People into Customers." Justin Miller, NAB prexy, told the more than 100 broadcasters in attendance that radio, and video, were on the verge of prosperous years. He pointed out that "more radios are being sold than ever before" discounting the theory that "video will put radio out of business."

Commissioner Hyde told the FCC that NARBA proceedings are at "the critical stage" and took the NAB to task for the 4th Dist. resolution calling for economic sanctions against Cuban broadcasters. Hyde is chief U.S. delegate to NARBA.

Five stations, WNYC, WOI, WKAR, WNAD, and WHCU, rapped the FCC for failing to take action on a petition, filed a year ago, requesting a ruling to permit greater flexibility of time on the air. . . . CBS led the Nielsen Nov. 1-7 ratings with first seven spots in evening programming, eight of first ten daytime positions and a clean 1-2-3 sweep on Saturday. . . . NBC's "NBC Theater" won the sole award of National Council of Teachers of English. . . . R. W. Fordyce was named general sales manager of Bendix Radio Division . . . and radio was lauded for its promotion of Xmas Seals.

Roy Battles, WLW farm director, was elected president of the National Association of Radio Farm Directors at the group's sixth annual convention held at the Stevens in Chicago. Also elected were Phil Alampi, WJZ, vice-president; and Chris Mack, WNAX, secretary-treasurer. Panel discussions occupied a major portion of the 175 member group meeting and citations were awarded to 17 farm directors who had served with that title for more than 10 years. Announcement that the Association 'Handbook' would soon be available, was made.

Twenty-one New England stations formed the New England Broadcasting System, a regional web, and planned to sell the stations as a unit or in part. Kettle-Carter, Boston radio reps made the announcement. . . . Columbia University's "J" School was awarded a facsimile transmission and receiving system to enable students to study in the field of electronic communications.

Bill Murphy, GOP publicity chief died on Sunday; NBC vee-pee Wm. Hedges was named radio and TV chairman of the 1950 New York March of Dimes drive; and Henry

J. Taylor, ABC news commentator, denied FTC charges of "monopoly" in his Package Advertising Company operations.

The transmitting tower of KHQ, Spokane, Washington, was reported to have been crumpled in two by severe winds in the northwest area over the week-end.

Prodded by the entry into the market of the anti-histimine drugs, cold remedy advertisers stepped up their radio advertising, mostly in the national spot field. The anti-histimines are also using considerable amounts of spot advertising.

Week-end listening increased during November in the New York area according to a Pulse survey and program activity was heavy at most of the major webs and leading independents. . . . Capehart-Farnsworth took its first dip into network advertising when it signed to sponsor the one-shot "A Christmas Carol" over Mutual. Mutual also announced plans to broadcast the All-Star football game and WMGM completed arrangements to present New York metropolitan area college basketball games with a variety of sponsors lined up. . . . "Town Meeting of The Air" will be streamlined to a half-hour and "Quick As A Flash" moved over to ABC from MBS.

Morgan Beatty scored a news-beat for NBC when he broadcast the first on-the-scene description of the Dallas DC-6 airliner tragedy which, incidently, was survived by Dr. Luis de la Rosa, Mexican Association of Broadcasters prexy. . . . and announcement that Gertrude Berg would receive a B'nai B'rith award for her ceaseless efforts in promoting interfaith understanding, was made.

The FCC approved a second standard broadcasting station for the Virgin Islands and sanctioned the sales of WCHS, Charleston, W. Va., and WDAD, Indiana, Pa. The commission also granted construction permits to Watertown Radio, Inc., Watertown, Wisc. and Pemiscot Broadcasters, Inc., Caruthersville, Mo.

A RADIO DAILY survey revealed that, while record sales are not up to last year's, record buying trends are up over recent weeks. LPs are leading the field in sales and 45 rpm buyers are growing, the survey showed.

The UN Information Division announced plans to honor David Sarnoff, RCA chairman of the board, for his advocacy of "concepts of freedom to listen and freedom to look." . . . Johns-Manville renewed "Bill Henry and the News" over Mutual and that web offered Lanny Ross as a special Xmas season co-op for local sponsors. . . . Trans-World Airlines contracted for radio advertising in eight cities.



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).

AGENCIES

N. J. LEIGH, chairman of the board, Einson-Freeman Company, Inc., today will speak before the Advertising and Selling Course, conducted by the Advertising Club of New York. His subject will be "Printed Salesmanship at Point of Sale." This meeting will be held at the Engineering Societies Building, at 6:15 p.m.

ROBERT M. REUSCHLE has joined McCann-Erickson as manager of radio-television time buying. He was formerly with the Headley-Reed Company, radio station representatives.

AUTOMATIC BURNER CORP., manufacturer of oil burners, has engaged Olian Advertising Company of Chicago as its agency.

CORTLANDT LANGLEY will form his own company to market television programs. He has resigned as assistant to the president and director of subscriber service of BMB.

THE RUBEROID COMPANY, maker of roofing and building materials, has named Fuller & Smith & Ross, Inc. C. J. Dunham is the account executive.

LA PLAYA PRODUCTS, INC., makers of professional hair color blenders, has named Grant Advertising, Inc.

JOHN R. BURR has joined Ward Wheelock Co., Inc., in an executive capacity. He was formerly with Federal Advertising Agency, Inc., and McCann-Erickson, Inc.

LAWRENCE D'ALOISE has joined Doherty, Clifford & Shenfield, Inc. as a copy writer. He was formerly with J. Walter Thompson Co.

KLORES & CARTER, INC., has been named by Hudson Dealers in the New York area to handle advertising in newspapers, local magazines, and television.

TENNESSEE VALLEY CHEMICAL CORP. has appointed Buchanan & Co. for Tev plastic starch and Tev wick deodorizer. Newspapers, magazines and television will be used.

DORIS O'HALLORAN has joined the Federal Advertising Agency, Inc., in the copy department. She was formerly with McCann-Erickson, Inc.

WILL ERECT BUILDING

of Approx. 5000 Sq. Ft.

— Adjoining —

A.B.C. and W.O.R. Television Center

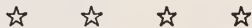
Suitable Allied Interests

CALL A. N. ROEMER, EN-2-3333
50 West 72nd St., New York

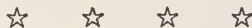


Man About Manhattan. . .

● ● ● **WEEK-END CUFF NOTES:** Getting away from radio's old theory that Sat. is the loneliest nite of the week, television is going right ahead building it up into one of the week's strongest. Latest show to be set for that nite is Ed Wynn when it bows in Jan. 7th for its new sponsor, Camel cigarettes. . . . Lux Radio Theater tonite unveils "the prettiest 15-year-old girl in America," in conjunction with its 15th ann'y celebration. . . . TV stations around the country are beefing plenty about the "bloody murder mysteries" on television, especially since many of them are offered while the youngsters are still up and around. . . . Henny Youngman refers to himself now as "star of stage, radio and television mentions." . . . DeWard Jones, former Radio City Music Hall publicist, has been named editor of the *Writer's Journal*, nat'l monthly devoted to every phase of the writing field. . . . Mannie Greenfield Associates only handled Jo Stafford's publicity on special assignment here in N. Y. Singer is handled nationally by Margaret Eitinger office in H'wood. . . . Recommended reading: Harold Robbins' "The Dream Merchants"—finest novel on H'wood we've yet come across. . . . BMI's basketball team racking up quite a record in the Rockefeller Center Basketball League. . . . Jack Gilford knows a character who's getting into TV on the ground floor. He's a porter in the basement at CBS.



● ● ● There's quite a human interest yarn behind Carlton E. Morse's trip to Paris and Rome Dec. 22nd as international Santa Claus for the Foster Parent's Plan for War Children. Morse had adopted several of these unfortunates. One of them, a French youngstaer, had written him expressing her thanks but adding that she was more concerned over the fate of millions of other kids far less fortunate. Her note gave Morse the idea for the trip and he's been collecting carloads of gifts on his "I Love A Mystery" series on Mutual to take along with him.



● ● ● **THINKING OUT LOUD:** Television will come of age when it begins to understand that the first three minutes of the show are the key to allowing the set's knob to remain status quo. In flesh vaudeville, if you don't like the opening dumb act, that's just tough, brother. You paid your money and don't have your choice. Same goes for theater, films, night clubs, etc. But let's not forget that in TV you can't "wait" to build interest. It has to be there from the opening gun. With seven stations going full blast (except ABC-TV Monday-Tuesday), even the laziest guy in the world will get up to toy with the dials. The very least you can say about Berleo is that it's socko right at the start. It's okay to wait for the "second act" in legit, but drama on television must have punch from the opening scene.



● ● ● **THEY SAID IT:** Russ Hodges is one of the two best fight announcers of this generation—the other being Don Dunphy, of course.—Frank Conniff. . . . If you were to ask who is the best-loved man in New York, I'd answer the question without hesitation—Harry Hershfield.—Lee Mortimer. . . . No matter how much women race to buy Christmas presents for men, the race always ends in a tie—Earl Wilson. . . . I get no impression of advancing civilization out of the singing commercial.—Herbert Hoover. . . . Since the tune "Lucky Old Sun" has been banned on all Camel shows, huckster circles insist that in retaliation, camel's hair coats are verboten for Lucky Strike employes.—Dorothy Kilgallen.



NEW BUSINESS

WNBK, Cleveland: Rini Wine Co., Carpenter Advertising Agency; Kurtz Furniture Co., two spots weekly, 13 weeks; Ed Hibschanman Agency; Hudson Dealers of Cleveland, participating spots on Bob Reed Show, three a week thru Gerst Advertising Agency; Reddi-Wip Mfg. Co., one spot weekly, 13 weeks, Richard T. Brandt Agency; Laundry Institute of Cleveland (Association of 18 Cleveland laundries) three participating spots weekly on Bob Reed Show, Carr-Liggett Agency; Central Cadillac, 10-min. sports round-up following network football games; Duquesne Brewing Co., one hour weekly wrestling match from Cleveland Arena, thru Walker & Downing Agency; Domestic Sewmachine Co., half-hour weekly participating on "Through the Kitchen Window," 13 weeks, thru Fuller & Smith & Ross Agency; Dishmaster, one-min. announcements thru Clark & Rickert Agency; Pontiac, minutes and spots thru McManus, John & Adams Agency; Tenna-Rotor (Alliance Mfg. Co.); 15 min. "Top Views in Sports" (weekly) thru Foster & Davies Agency; Ford Motor Co., half hour program, "Big Ten Football Games," thru J. Walter Thompson Agency.

WTAM, Cleveland: Duquesne Brewing Co., half-hour variety program, "Welcome Aboard," through Walker & Downing Agency; Werks Soap, 15-min. program, "Meet the Menjous," five times a week, thru Ralph A. Jones Agency; Al Henderson Show, five-minutes across-the-board, Vicks Co., thru Morse International, Inc.; Ford Motor Co., one min.'s and chain breaks, thru J. Walter Thompson; RKO Palace, one min. spots, thru Gregory House Agency; Carr Consolidated & Bisquit Co., spots.

WENR, Chicago: The Atlas Brewing Company for Edelweiss through the Olian Advertising Agency, Chicago, has ordered a one-hour program entitled, "Musical Clipper." The contract was signed for 39 weeks. The program features records. A WENR staff announcer is handling the sixty-minute program to be heard each Saturday night from 12:00 midnight to 1:00 a.m. Swift & Company, ice cream, thru Needham, Louis & Brorby, Chicago, three station breaks weekly for 52 weeks.

RCA Declares Dividend: Total Over 10 Million

(Continued from Page 1)
of dividends to be paid by RCA for 1949 amounts to \$3,152,800 on common stock, and \$6,928,600 on the preferred, a total of \$10,081,400.

Payments will be made to holders of common stock of record at the close of business December 16, and to holders of preferred stock of record at the close of business Dec. 12.



**SEE PAGES
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FOR A COMPLETE
LIST
OF

**RADIO & TELEVISION
STATION
REPRESENTATIVES**

GIVING
ADDRESSES
PERSONNEL
&
OTHER
USEFUL
INFORMATION



ONE OF 1001
SUBJECTS COVERED
IN THE

**RADIO ANNUAL &
TELEVISION
YEAR BOOK
for 1949**

N. Y. Water Situation Draws Stations' Aid

(Continued from Page 1)

TV is also using station breaks and newscasts for water shortage items.

WJZ will run a special program tomorrow, December 6, from 6:05 to 6:15 p.m., EST in addition to station break announcements. Gordon Fraser will interview people at the Croton reservoir and Julian Anthony will talk to people on the street. The name of the show is "Water—A Special Report." WJZ-TV is making plans for their shows this week.

WNBC and WNBT are using the slogan "Save Water" on station breaks. Water Commissioner Stephen Carney appeared on the Savings Bank Quiz Kids program over WNBC yesterday to make an appeal to New York City children.

Carney also appeared on WPX on Saturday over the City Hall program. The TV station is running spots on their newscasts to further publicize the shortage.

Other appearances by the Commissioner include a visit with Margaret Arlen over WCBS last Friday. Today, Carney is on the George Putnam show on WABD at noon. WNYC has recorded statements by Carney and is making the spot announcements available to other stations. The station has been sending material on the water shortage to other stations for several weeks.

Real Drive On WCBS

WCBS and WCBS-TV are using station breaks and spots throughout the day in addition to the special feature. WCBS conducted an all-out drive on Saturday and yesterday to push the campaign.

WEVD has selected the slogan "Don't Waste Water" for its station breaks. WMGM is making water conservation appeals around the clock on every available program, as is WINS.

WMCA has recorded a jingle and offered to make it available to other New York stations. The jingle features Ted Steele and will be run throughout the day.

Announcements in Italian, Spanish, German, Polish, Jewish, Russian and English are being made by WHOM. The station has scheduled the spots across the board.

WLIB is running spots over the entire day as is WBNX. WWRL in Woodside, L. I., is using the breaks and various shows to publicize the current shortage. WQXR is plugging the water scarcity, especially on its morning show, in addition to other programs.

WOV says it is making plans for announcements.

The broadcasters have offered to make further time available if the problem becomes more acute.

Correction

The captions appearing under the pictures of Sig Mickelson and Dr. Lyman Bryson carried in a RADIO DAILY story last Friday, December 2, were inadvertently transposed.

Radio Biz Outlook Surveyed; Reflects Optimism For 1950

(Continued from Page 1)

on current business and general economic trends a total expenditure of \$676,000,000 in network, national spot sales, local and video advertising is forecast by one network. It is predicted that network sales will probably show a 5 per cent drop for a total of \$184 million; national spot sales should hold a level at about \$143.5 million, local sales should show a 5 per cent increase and television sales should double the current year for a total of \$64 million.

NAB Forecast Increases

The NAB forecast increases in the national spot sales field and in local retail radio advertising in 1949 but said that network gross billings would probably drop under the 1948 figure. NAB's forecast was based on a partial survey return but the broadcaster's group expects to publish firm figures "within the next few weeks."

Actually, the NAB said, national spot sales would show a greater percentage of increase in 1949 over 1948 than '48 showed over 1947. Local retail 1949 sales, NAB continued, would go up "very noticeably" over 1948 and should show roughly the same percentage of increase that was shown in '48 over '47. Networks, however, according to the NAB spokesman, would show decreased sales in 1949 for the first time. Network trend had previously been up over a number of years. NAB as yet has no figures for video time sales.

Spot Outlook Good

Thomas F. Flanagan, managing director of the National Association of Radio Station Representatives, disagrees with the network projection and sees an increase in national spot business for the coming year. He said that he thought the ceiling on national spot sales would be about \$120 million in 1950 and pointed out that the 1949 spot sales would reach an estimated \$110 million. Flanagan added that the gross spot sales in 1946 amount to \$91,600,000 (FCC figures) and that a fourteen and two-fifth per cent increase over 1947 spot sales in 1948 amounted to \$104,800,000.

Commenting on 1949 network business, the research department of McCann-Erickson said that network business this year should reach 97.3 per cent of 1948 by the end of the current year. The agency basis the figures on a comparison of the first 10 months of each year.

Times' Offers Comment

The New York Times' advertising news column of Thursday sized up the situation as follows:

"Prospects are now considered good this year for topping 1948's record high total of advertising sources, a check of key sources indicated yesterday. Last year's total is variously estimated between \$4 and \$4.5 billion. It is believed that the new record high ad spending

will continue throughout the year.

"Both local and national volume are expected to show new gains for the year, led by newspapers. Gains in spot radio are expected to offset some losses for networks, with neither seriously affected by strong gains in television. Magazines generally are expected to hold about even."

Local Sales to Rise

It is forecast that local radio sales will reach around \$284 million in 1950, a 5 per cent revenue over the 1948 local sales. This upturn is expected to result from intensified local selling on the part of broadcasters and the support NAB membership will receive from the newly created Broadcast Advertising Bureau in promoting new radio advertisers. The sales increase is expected to be most noticeable in the department store and home appliance store fields with automotive dealers, oil companies and regional manufacturers adding to the new revenue.

Food Products Leads List

Food and food products are expected to be the largest users of radio time during the coming year. Next in line will be the drug and toilet goods business with cigarettes, cigars and tobacco rating a close third. Automobiles and accessories are also rated high as prospective time buyers and it is believed that the home appliance manufacturers will increase their radio and TV budgets during 1950.

Lever Brothers, General Foods, the Procter & Gamble Company, Gillette Safety Razor, Standard Oil, Sterling Drug, Philco, Westinghouse, R. J. Reynolds Tobacco, American Tobacco Company, Philip Morris, General Motors and Miles Labs are listed among the clients who are expected to continue use of network and spot radio during the new year.

Romulo Talk Aired

An address by Brig. Gen. Carlos P. Romulo, president of the UN General Assembly, will be carried by WQXR exclusively on Friday, December 9 from 9:30 to 10 p.m. from the 54th Congress of American Industry at the Waldorf-Astoria. The three-day Congress is being sponsored by the NAM and will include addresses by Paul Hoffman and Emil Schram.

WFDR Campaigns For Blood

WFDR opened a campaign for blood donors on Saturday, Dec. 3, with a broadcast at 9 p.m. directly from the home of a Brooklyn family whose child is being kept alive with blood transfusions. The program will ask listeners to give the greatest Christmas gift of all, a pint of blood to enable someone to live.

FCC High Court Brief Favors Georgia Plea

(Continued from Page 1)

According to the terms of its contract even though the FCC ruled that the WGST license would be revoked unless the licensee (Georgia Institute of Technology) assumed the full responsibilities of a licensee.

The case is due for argument this week, probably Thursday, with attorney Max Goldman of the FCC to be heard briefly.

The FCC argument was in line with the argument it outlined when it filed *amicus* earlier this year in urging the high court to declare its jurisdiction in the case. The basic issue is the preservation of the Commission's right to rule in communications matters in the public interest, without having its ruling nullified by state authority. In this case the licensee stands to suffer a crippling penalty if the state court is not reversed.

The Commission declared that since its determination that the management contract was not in the public interest was made under Congressional authority, "these findings were not open to collateral review by any court." In addition, it is pointed out that SBI did not diligently present its case before the Commission when the Commission's decision was still undetermined.

Africa Station Cuts Rates Following Devaluation

Radio Difusora CR 6AA, serving Angola, Belgian Congo and French Equatorial, and parts of British West Africa. Only commercial station in Lobito, Angola—is one of the few stations which has reduced rates because of currency devaluation. The station has been on the air since 1931 serving an area which purchased more than \$46,809,000 in the first eight months of 1949 from the United States. Rate reduction amounts to 12.5 per cent, according to Pan American Broadcasting Co., N. Y. CR6AA, broadcasts short wave (1500 watts on 7177 kcs).

Warner For Baukhage

Washington—Albert Warner, ABC Washington correspondent, will substitute for H. R. Baukhage on the 1 p.m. ABC newscast heard Mondays through Fridays during the week beginning December 12. Baukhage will be on vacation from the ABC microphone until December 26. The replacement for the second week of Baukhage's vacation will be announced later.

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TELEVISION DAILY

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SAY FCC WILL TALK THEATER-TV

TELE TOPICS

KAY KYSER's College of Musical Knowledge, a radio feature of long standing a couple of years ago, came to NBC-TV last week under the aegis of Ford Dealers of America. All the trappings were present—Kyser, announcer Ben Grauer and ork pilot Carl Hoff wore academic gowns and motor boards (Kyser's is white), with loads of visual gimmicks, some pleasant musical numbers and good production. But the heart of the show was an insult to the intelligence. This was a quiz—or is it kwiz?—that seemed to occupy most of the hour and in which the questions would have been easy for a singularly uninformed seventh-grader. But Kyser could not leave bad enough alone and insisted on putting the answers into the contestants' mouth with atrocious puns and equally unfunny gags, and their milking applause from the audience. . . . The best features of the show were the film commercials and Roy Marshall's explanation of the workings of a Ford motor. Latter, however, should have had more demonstration, perhaps through the use of cutaway models. . . . Written by Bob Quigley and Larry Marks, program is produced and directed by Earl Ebi. Agency is J. Walter Thompson. Regulars, all talented and attractive, include the Honeydreamers, Sue Bennett, Liza Palmer and Michael Douglas.

WITH CAMELS picking up the tab on the Ed Wynn show and moving it to Saturday, CBS becomes the first web to do a strong programming job that nite despite NBC's heralded participating lineup which has not yet made its appearance and shows no signs of doing so. The Wynn stanza will be backed against the Ken Murray show, giving CBS an hour and a half of high-budget production. Columbia is auditioning several shows for the Thursday, 9 p.m. spot to be vacated by Wynn, with Abe Burrows and Robert Q. Lewis high among the prospects.

N. Y. HUDSON dealers will bankroll the Ziv "Easy Aces" film on WABD, beginning Dec. 14, through Klores & Carter. Format shows Goody and Jane Ace at home, offering running comment on programs crossing the screen of their receiver. . . . Hope and Morey Bunin will take their "Lucky Pup" cast to St. Vincent's Hospital tomorrow for a special performance at a children's Christmas party. They'll use the portable stage that served them during their years in vaudeville with the puppets. . . . To the grisly hobbies department add Hugh G. Lynch, CBS color technician, who's been aiming his camera at surgical operations around the country. He collects gallstones which, he says, are pyramid-shaped and beautifully colored.

Interim ASCAP Fees For Video Indies Set

An agreement on the use of ASCAP music on a per-program basis by independent television stations came to an understanding Friday at a meeting between ASCAP and the telecasters committee. By the agreement, indie video stations would make interim payments to ASCAP during the period of negotiations. Such payments would be subject to adjustment when the station signs a per-program or blanket license form.

Mailed to Stations

Both forms have gone out simultaneously to the stations, which will have 30 days after their receipt to make a decision.

The stations will be indemnified by ASCAP during the temporary license period. They will have a choice of several options when it comes to signing the final long-term contract. The temporary licenses are extended for the period of the negotiations. Interim payments are flat monthly fees retroactive to Jan. 1 of this year or to date the station went on the air, whichever is later, and will vary in amount, depending on the income bracket into which the station fits.

WBKB Sells Film Show

Chicago—Red Goose shoe dealers, through Henri, Hurst & McDonald, have signed with WBKB for spon-

Mullen And Johnston In Fairbanks Reorg.

West Coast Bureau of RADIO DAILY
Hollywood—Frank E. Mullen has been named board chairman, and Russ Johnston, vice-president, and Jerry Fairbanks, Inc., in a reorganization and expansion of the film



MULLEN

producing firm announced today. Both Mullen, former exec v-p at NBC and more recently president of the G. A. Richards stations, and Johnston, who resigned Friday as NBC film director, will become "substantial stockholders" in the firm, Fairbanks said. Fairbanks remains as president and will be in charge of all production activities. Production facilities in New York and Hollywood will be expanded early next year, Fairbanks said. The firm will develop and package film programs and will set up its own distributing and sales agencies.

Shows will be filmed by the firm's recently developed three-camera technique.

sponsorship of an hour-long Saturday morning children's film series. Pact runs 13 weeks.

ITPA, TPA Plan To Merge Into New Nat'l Organization

Plans for merger of the Independent Television Producers Association, New York, and Television Producers Association, Hollywood, into a new national organization of program packagers were outlined Friday by Irvin Paul Sulds, ITPA prexy, and Mal Boyd, president of TPA. Merger proposal has already been approved by the New York group and will be voted on in the near future by the board of the Coast organization.

Initial joint project is formulation of a national code designed "to bring some semblance of order, of standardization, of ethics into the television producers' daily relations with station, with agency, with client," Boyd and Sulds said. Their joint statement continued:

"This is a code which we will not attempt to 'ram through' networks and agencies. We will discuss the subject matter with various committees of networks and agencies and eventually arrive at a mutually acceptable 'modus operandi'."

Also on the agenda is standardization of all contract forms used by packagers—labor, talent, buyer, etc. James Lawrence Fly and Max Gilford, counsel for ITPA and TPA, respectively, are supervising this project.

To strengthen the organization, a membership drive is planned to sign up all major packagers.

Also planned are a series of seminars on legal problems and a project to aid producers audition shows for network and agency execs.

Reported Ready To Date Hearing Late This Mo.

Washington Bureau of RADIO DAILY
Washington—A hearing on theater television probably will be announced by the FCC late this month, it was learned here last week. Exactly when the hearing can be scheduled still is uncertain, the belief being that it will not actually get under way before next Fall.

It is reliably reported that the report now is in preparation and that it will be presented to the full Commission some time before the Christmas holidays.

The setting of the hearing will mean the passage of the first major hurdle in the way of establishing a national theater TV system utilizing radio frequencies. Recent TOA moves resulting in the filing of petitions by exhibitor groups and individual circuits are believed to have been the decisive factors in leading the FCC to call the hearing. Paramount, 20th-Fox SMPE and MPAA have also petitioned for the rule-making procedure.

New Theater: Petitions

Attorney Marcus Cohn filed two more petitions Friday for theater TV service, on behalf of Sam Pinanski's American Theaters Corp. and Morton G. Thalheimer's Neighborhood Theaters, of Richmond, Va. Pinanski, operating in the Boston area, is head of TOA and has been active in experimental theater TV in recent months. His Pilgrim Theater, Boston, was one of the handful which screened the 1949 world series, and it has also been carrying telecasts of football games.

In addition to stressing the cultural advantages to Boston, as a fine arts center, the petition said a theater TV service "will permit the healthy experimentation and introduction of innovations in the TV field, which the Commission in its so-called Blue Book has so strongly urged."

Sponsor Tenpin Tourney On DuMont By Brunswick

Brunswick-Balke-Collender will sponsor men's and women's finals of the All Star National Individual Match Game Bowling Championships in Chicago over 18 Du Mont stations Dec. 8 and 11. Pickups, to be described by Fred Wolf, mark the first time a major bowling tournament has been seen on network TV. Business was placed through Al Paul Lefton agency.

K-F To Sign For First Labor Network Show

(Continued from Page 1)

soring the program on two stations owned by the United Automobile Workers.

Stations which form the labor network are: The ILGWU stations—WFDR, New York; WVUN, Chattanooga, Tenn.; KFMV, Los Angeles; the UAW stations—WDET, Detroit and WCUD, Cleveland, and the Co-operative Broadcasting Association, WCFM, Washington, D. C.

William H. Weintraub & Co., New York, is the agency handling the account.

Formation of the Labor Liberal Network was due, in large measure, to the efforts of Morris S. Novik, New York public service radio consultant.

National Grange Supports Clear-Channel Principles

The National Grange, at its annual meeting in Sacramento, unanimously adopted a resolution demanding that the FCC "permit no further breakdown in the number of clear channel broadcasting stations and that the FCC grant permission to clear-channel stations to operate at sufficient power to provide adequate service to all rural areas; and that the U.S. State Department resist any attempt by other North American countries to establish stations on frequencies at present assigned to clear channel stations in the United States."

Commenting on the National Grange resolution, Ward L. Quaal, director of the Clear Channel Broadcasting Service, said: "Whether on a domestic or international basis, farm organizations in this country have always seen fit to support clear channel radio, on which they rely for most of their farm and market information, weather reports, news and entertainment."

Stewart-Warner Dividend

Chicago—A 25 cent per share cash dividend on the \$5 par value common stock was declared by Stewart-Warner Corporation directors on Nov. 22. The dividend is payable on January 7, 1950 to stock of record at the close of business December 16, 1949. Similar dividends were paid January 8, April 9, July 9 and October 8, 1949.

'Michael Shayne' Sponsored

Sponsored by the Egan & Fickett Company, producers of Indian River grapefruit and oranges, "The New Adventures of Michael Shayne," is being heard on WOR, Fridays from 8 to 8:30 p.m. It started on Nov. 18. Jeff Chandler, motion picture and radio actor, will star in the new series, which is a sequel to the "Michael Shayne, Private Detective" series broadcast last season over WOR.

COAST-TO-COAST

New WMTR Announcer

Morristown, N. J.—Jack Potts, program director of WMTR, announced the addition of Gerry Harris to the station's announcing staff. Harris, a resident of Orange, N. J., is a senior at Seton Hall College majoring in commercial art. He has had extensive announcing experience at the college's station, WSOU-FM.

One Listener Audience

Hartford, Conn.—Richard C. Hottel, CBS commentator did a personal broadcast for a single listener the other day. Following one of his broadcasts from Washington, a WDRC listener telephoned and wanted to know what Hottel had said about a certain subject. A few moments later a surprised and happy listener was hearing a tape recording of Hottel's commentary via telephone.

WFIL Wins Award

Philadelphia, Pa.—For public service programs contributing to farm safety in the Greater Philadelphia area, WFIL has been cited by the National Safety Council, which honored the station with an award this week at a luncheon in Chicago for members of the National Association of Radio Farm Directors. In naming WFIL winner of the award, the Council lauded the station "for the performance of exceptional service to farm safety through special programs in connection with the National Farm Safety Week, day-to-day attention to safety, community safety projects and similar activities."

WMAL Man In Florida

Washington, D. C.—Bryson Rash, special events director of WMAL, and the ABC in Washington, has left for Key West, Fla. He was assigned by ABC to cover the President and his family for their three-weeks' vacation.

ESSO Reporter Celebrates

Hartford, Conn.—Big birthday party, with cake and all the fixings, was held in the studios of WDRC, December 1 to celebrate the 11th anniversary of the "ESSO Reporter" on WDRC. ESSO and WDRC officials participated in the festivities, including the cake, which was fittingly inscribed for the occasion.

Disc Jock Predicts Hits

Boston, Mass.—Howard Malcolm, disc jockey of the noontime WCOP "Record Rack" program, is currently devoting every Friday program exclusively to the performance of new record releases received by him during the previous week, and soliciting phone votes from listeners. Calls are taken while Malcolm is on the air and for another hour after the show.

Announcer Plays Santa

Hartford, Conn.—WONS announcer Crean Patterson has taken many roles during his 13 years in radio, but playing Santa Claus every afternoon at 4:45 marked the first time he put on the red uniform with the white beard.

Rubenstein Promoted

Philadelphia, Pa.—James L. Rubenstein, a member of the WFIL promotion staff since January, 1949, has been appointed director of special events in the WFIL program department, it has been announced by Roger W. Clipp, general manager of The Philadelphia Inquirer stations. In his new capacity, he will schedule and direct programs of on-the-spot news and will arrange interviews with visiting celebrities for studio and remote shows produced by the radio and television.

CBC Radio-Revenue Tripled In Ten Years

(Continued from Page 1)

by the end of the 1944-45 fiscal year the revenue had increased to \$1,639,159. In the 1947-48 fiscal year the revenue was \$1,842,558 and last year it was \$2,217,129.

Another return for Diefenbaker showed that it cost the Government \$1,437,524 to operate the CBC's international broadcasting service in the fiscal year ended March 31, 1949.

The estimated cost for the current fiscal year is \$1,781,850.

The Government pays all costs of operating the international service, which beams Canadian programs to foreign countries.

WSAL On The Air

WSAL, Logansport, Ind., began broadcasting operations Nov. 21. Station is owned by the Logansport Broadcasting Corp.



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