



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 43

NEW YORK, TUESDAY, DECEMBER 6, 1949

TEN CENTS

## HIGH COURT IS FINAL; STATION-TAX OK

### Utilities Group Gets Transit-Radio Plea

*Washington Bureau of RADIO DAILY*  
Washington—The District of Columbia Public Utilities Commission was asked yesterday to dismiss complaints against street-car and bus radio, in a brief filed by the Capital Transit Company. It was charged that hearings this fall had failed to produce evidence that the installations were not in the public interest.

The service is currently installed on over 250 of the company's street  
(Continued on Page 8)

### Atwater Kent Estate Totals Over 9 Million

*West Coast Bureau of RADIO DAILY*  
Los Angeles—The first accounting of the A. Atwater Kent estate places its value at \$9,130,971.11. The executors, George W. Noble and Harold Ashworth, made their report which was approved in Superior Court.

They told the court that more than five-million dollars of the radio pioneer's estate was in cash with the balance mostly in stocks and bonds. Kent, who died last March 4 at the age of 75, included many radio and stage celebrities in his will.

### Four AP Veterans Promoted To New Posts

Four veteran newsmen have been promoted by the Associated Press to the rank of Executive Representatives, it was announced yesterday. Al Stine of Kansas City will cover Missouri, Kansas, Texas and Oklahoma in his new position and Tom Cunningham of Boston will be  
(Continued on Page 6)

### Climax Of Contest

One hundred housewives hailing from all sections of the United States will gather at the Waldorf Astoria Hotel in New York on December 12th for the finals in Pillsbury Mills nationwide radio recipe and baking contest. Finals will be staged in the grand ballroom with Mrs. Eleanor Roosevelt making the awards of \$150,000 in prizes.

### Outlook Bright

Fort Wayne, Ind.—A five-day sales meeting of The Magnavox Company district sales managers has just been concluded at Fort Wayne, with indicated record sales volume for 1950. Frank Freimann, Magnavox executive vice-president, disclosed the company's marketing plans for the coming year, designed to greatly expand the company's business and that of its franchised dealers.

### Lever Bros. Moves Headquarters To N. Y.

Lever Brothers completed one of the largest industrial moves in recent years over last week-end when the company shifted its executive headquarters from Cambridge, Mass. to New York City. Charles Luckman, Lever president, started occupying executive offices at 505 Park Avenue at 9 a.m. yesterday morning and other top executives reported to 30 Varick Street at the same time.

Lever Brothers expect to have  
(Continued on Page 8)

### Heitin Succeeds Heywood In WNBC-WNBT News

Jay Heitin, formerly program manager of WHYN and WHY-N-FM, Holyoke, Mass., has been named news and special events director of WNBC and WNBT, Thomas B. McFadden, manager of the stations, announced yesterday.

After graduation from Harvard  
(Continued on Page 3)

## FMA Will Merge With NAB; Committee, Purposes Listed

*Washington Bureau of RADIO DAILY*  
Washington—The FMA board of directors cleared the way yesterday for merger with NAB, probably about the end of this month. This will bring to an end the three-year-old separate existence of the FM group, which has been on shaky financial footing for the past year. The merger agreement includes assurance that NAB will establish an FM department to function under

## Levy Against Arkansas Outlets Stands; Trade Sees Dangerous Precedent; Last-Resort Measures Studied

### 15th District Of NAB Opposes Board Cut

San Francisco—Members of the 15th District NAB meeting here last Thursday and Friday took no action on discontinuance of the national convention but took a definite stand on whether the membership of the NAB board should be cut. The broadcasters adopted a resolution insisting that the present number of districts be maintained. Earlier in the week the 16th District meeting in Phoenix passed a resolution  
(Continued on Page 6)

### Thomas To Address Next REC Luncheon

Lowell Thomas, Jr. will present films made on his recent trip to Tibet with his father, at a meeting of the Radio Executives Club of New York this Thursday, December 8. Thomas  
(Continued on Page 2)

### Special Programs Set On Water Shortage

The water shortage will provide material for special programs over NBC and over station WJZ, New York on Dec. 6 and 10 respectively. The NBC ainer will be narrated  
(Continued on Page 3)

*Washington Bureau of RADIO DAILY*  
Washington—Industry hopes for early aid by the Supreme Court in licking the dangerous discriminatory Hot Springs, Arkansas, tax against broadcasters were dashed yesterday as the court refused for a second time to hear the case. There is no further appeal. It is feared here that  
(Continued on Page 3)

## Three MBS Renewals Announced Yesterday

U. S. Tobacco Co. has renewed "Martin Kane, Private Eye," and "The Man Next Door" over Mutual for 52 weeks, it was announced yesterday. "Kane" renewal is effective Jan. 8 and "Next Door" renewal is effective Jan. 7. The Kudner Agency represents U.S. Tobacco.

In another announcement, Mutual revealed the renewal by the R. B. Semler Co. of Gabriel Heatter to promote Kremel for an additional 52 weeks. Irwin Wasey is the agency.

## Three Arizona Stations Are CBS Replacements

Stations KOOL, Phoenix; KOPO, Tucson; and KCKY, Coolidge, Ariz., will join the CBS network as affiliates, effective January 1, it was  
(Continued on Page 3)

### 'Schnoz' Claus

Jimmy Durante, "in poisson," will don the red robes and flowing white beard of Santa Claus when he returns to his old New York neighborhood next Saturday to distribute Xmas gifts to more than 200 underprivileged children at the Henry Street Settlement. NBC will air the festivities featuring the veteran comedian at 5 p.m. (EST).

(Continued on Page 2)





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FINANCIAL

(December 5)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include ABC, Admiral Corp., Am. Tel. & Tel., CBS A, CBS B, Philco, RCA Common, RCA 1st pfd., 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, U. S. Television, WCAO (Baltimore), WJR (Detroit).

Advertisement for WIBW featuring a map of the 'MAGIC CIRCLE' (Nebraska, Kansas, Missouri, Oklahoma, Arkansas) and the slogan 'The Voice of Kansas TOPEKA'.

FMA Will Merge With NAB; Committee, Purposes Listed

(Continued from Page 1)

Horne, Rocky Mount, N. C., president, WCEC-WFMA; Matthew Bonebrake, Oklahoma City, Okla. general manager, KOCY-FM, and Edward A. Wheeler, Evanston, Ill., president, WEAW-FM. NAB members: Everett L. Dillard, Washington, D. C., president, WASH-FM, and Frank U. Fletcher, Arlington, Va., president, WARL-WARL-FM.

Policies Outlined

Under the merger plan FMA and NAB outlined the following statement of policy regarding the newly-established department:

"It shall be the function and duty of the FM executive committee to advise with the FM director in carrying out the following activities under the direction of the president.

"(A) to gather, assemble and compile all available information for dissemination to NAB-FM member stations on

"(1) FM operation and progress, including, but not limited to, set distribution, in the various markets to be determined by continuing research studies.

"(2) FM listener and measurement studies.

"(3) The status of FM broadcasting stations, including number, power, location and all other pertinent matters.

"(4) Successful sales plans developed and results achieved on FM stations.

"(5) The exchange of programs and promotional ideas developed by FM stations and of particular value to other FM stations.

"(6) Management studies of different types and forms of FM operation.

"(B) To furnish such of the foregoing as may be feasible so that they may be made a part of the permanent records of member stations.

"(C) To render guidance, suggestions and information and provide data to all NAB-FM members on problems and developments of peculiar interests to them.

"(D) To cooperate with all other departments of NAB to the end that where applicable all publications include appropriate reference to FM operation and that all material issued by such departments

be made available on an equal basis to FM member stations and further to cooperate in any manner consistent with NAB policy with outside agencies dealing with FM."

C. M. Jansky, Jr., FMA board member and chairman of the merger meeting, described the action as one which will promote the best interests of FM. Said he:

"FMA since its organization, has been purely a promotional activity which has now served its purpose. It is to the best interests of all broadcasters now to get together and consolidate their interests in one organization which will intensify production of FM receivers as well as keep before the public the important aspects of FM broadcasting.

Existence Called Successful

"During its existence, the FMA has been successful in focusing attention on the problems of a growing industry, which we believe at the present time has reached a stage of wholesome maturity.

"The united effort of all broadcasters is all that is needed to make FM service a reality in every community in the United States."

COMING and GOING

FRANK B. McLATCHY, sales manager of KSL and KSL-TV, is back at the station following a business trip to Hollywood.

MILTON BERLE, who adorns NBC, tomorrow will leave New York on a vacation of two weeks.

ED YOKUM is in town from Billings, Mont. The general manager of KGHL was welcomed yesterday at the offices of the station's national reps.

JACK MILLS, president of Mills Music, Inc., and MRS. MILLS, returned to New York yesterday aboard the S. S. Ile de France. While aboard they visited London, Paris, Naples, Milan and Rome.

EARL MULLIN, publicity director of the American network, is in Pittsburgh, where today he will address the Radio and Television Club of that city on the subject, "Radio Sales and Service."

GUY VAUGHN, JR., commercial manager of WSPA, Columbia network outlet in Spartanburg, S. C., is spending a few days in New York on station business.

A. N. ARMSTRONG, JR., national commercial manager of WCOP, is in town from Boston for a tete-a-tete with the national representatives of the station.

FRED BERNSTEIN, sales manager of WTTM, Trenton, N. J., is back at his desk following an extended trip to his home town of Charleston, S. C.

BILL RAFAEL, writer on "Kate Smith Calls" over ABC, has returned with his wife, RAE, from a two-week vacation in Waukegon, Ill., home of his mother-in-law.

Too wet for the duck



The water in this tank has been treated chemically to make it "wetter"—more effective in fire-fighting. And the poor duck finds that it's harder for him to keep afloat in it.

Advertisers are finding it harder to keep afloat these days in the tough, competitive markets. And in Baltimore they are turning to W-I-T-H to produce low-cost sales.

You can do so much with so little money on W-I-T-H! It's the station that's famous for delivering more listeners-per-dollar than any other station in town. So if you're looking for a BIG BARGAIN in radio time, call in your Headley-Reed man and get the full W-I-T-H story.



WITH BALTIMORE, MARYLAND

Tom Tinsley, President - Represented by Headley-Reed

Thomas To Address Next REC Luncheon

(Continued from Page 1)

will give his first-hand impressions of the expedition to the forbidden city of Lhasa.

The execs have also been reminded of the annual Christmas Party for charity. Members of the club have been asked to buy tickets for the affair on December 22. Prizes will be given to those with the lucky numbers in a drawing held on the same date.



## High Court Final Edict OK's Tax-On-Stations

(Continued from Page 1)  
yesterday's denial by the high court will serve as the long-awaited signal for imposition by other cities of similar taxes. In Hot Springs, the local government has clamped on a privilege tax of \$250 per year on each radio station, with the time salesmen required to buy licenses at \$50 per year. It was recalled here yesterday that such taxes were favorably discussed last year at the meeting of the American Municipal Association.

The denial came as a blow to NAB, which had believed the original refusal by the high court to accept the case was the result of failure by the jurists to study the matter sufficiently to perceive the questions involved. The case is seen by NAB as involving the freedom of radio and its status under Congressional supervision as an instrument of interstate commerce.

There was no certainty yesterday what further steps will be taken, but there was discussion of the possibility of re-filing the case in the Federal courts in Arkansas. The complaints of KGHS and KARK were heard in the state courts before being brought to Washington.

Another possibility is that other Hot Springs stations might refuse to pay the levies, thereby precipitating new legal action to collect.

### Helpful

A WLIB newscast on Nov. 27, telling of a fire in Elizabeth, N. J., in which a mother and father died and seven children were hospitalized, has brought in more than \$2,500 in donations for the children. The story was told on the Polish program of the station by Michael Kecki. The money has come from New York and New Jersey.

### New Agency Announces Radio-TV Department

Wolff-Feldman Enterprises, Inc., yesterday announced the establishment of a radio and television production department in association with their new theatrical producing firm.

Max Wolff, president has been associated with the motion picture and theatrical business for 30 years while his partner, Robert Feldman, formerly president of the East Coast Casting Company, is also a veteran of show business. Feldman was associated with radio for 25 years during which time he served as vice president of WNEW and WMCA and also was an executive producer with WOR and WHN.

Al Roth, another executive of the firm, has been with the WOR Artists Bureau for many years while Les Wintz in charge of TV production was music director and program producer for WRSU.

### Three Arizona Stations Are CBS Replacements

(Continued from Page 1)

announced yesterday. Stations replace KOY, Phoenix; KTUC, Tucson and KSUN, Bisbee as affiliates of CBS in the Mountain Group.

KOOL operates day and night at 5,000 on 960 kilocycles. KOPO on 250 watts day and night on 1450 kilocycles, and WCKY on 1,000 watts day and night on 1150 kilocycles. Total CBS affiliates number 185.

### Heitin Succeeds Heywood In WNBC-WNBT News

(Continued from Page 1)

college in 1942, Heitin joined the staff of WHYN as an announcer. He worked in station's publicity, promotion, special events and program department.

Heitin succeeds Fred S. Heywood who has joined the staff of WBAL and WBAL-TV in Baltimore as publicity and promotion manager.

### New CBS Musical Set

"Main Street Music Hall" makes its CBS debut, produced by Robert Ray, December 10. The new musical show starring Earl Wrightson, baritone, with Alfredo Antonini and his orchestra, will be heard again on December 17, then rescheduled for a new time period. Show will serve folk tunes and sea chanties by Wrightson, and instrumental jazz and semi-classical favorites.

## Special Programs Set On Water Shortage

(Continued from Page 1)

by Robert Trout and will feature civic authorities in various parts of the country who will describe water conservation methods in cities and towns where natural water supplies have given out completely, as well as in municipalities threatened with water shortages in the near future. The program was prepared by NBC's News and Special Events department in collaboration with the Special Programs staff.

WJZ will present "Water: A Special Report" featuring Gordon Fraser and Julian Anthony, newscasters, and Stephen J. Carney, New York Water Commissioner. The program, the station's contribution to the dramatic efforts being made to conserve the largest city in the nation's water supply, will also present John Q. Public via remote interviews from the street. WJZ is also airing ten to twenty public service spots each day calling to mind the critical condition of the city's reserve supply.

### Edgar Bill Stricken

Chicago—Edgar L. Bill, radio pioneer, and head of Stations WMBD, Peoria, and WDZ, Decatur, suffered a heart attack here last Thursday night (Dec. 1) while in town to attend the International Livestock Exposition.

# NUMBER ONE AND TWO OF ALL

AUDIENCE PARTICIPATION SHOWS

## BOTH IN THE "TOP 15"

MOST POPULAR OF ALL DAILY  
HALF-HOUR AUDIENCE PARTICIPATORS

that's what the latest Hooper says about

**GROUCHO MARX**  
"You Bet Your Life"

**ART LINKLETTER**  
"People Are Funny"

**ART LINKLETTER**  
"House Party"

**JOHN GUEDEL RADIO PRODUCTIONS**

(Note to Hooper: please discontinue your reports. The next one might not be as pretty)





# NIELSEN DO AGREE...

Source: Eve, network  
commercial programs,  
1948-1949

Hooper—October 1-7, 15-21  
Nielsen—First Oct. report  
(average audience basis)

<sup>3</sup> In the past year, radio listening shifted heavily to CBS and away from the other networks.

Hooper shows a 15% increase in listening to CBS over last year; a 20% drop for the next network; a drop for the remaining two, combined. Nielsen shows a 16% increase for CBS; a 14% drop for the next network; and a drop for the remaining two

<sup>4</sup> The average program that remained on CBS increased its audience over last year. The average show that didn't switch to CBS from the next network lost listeners.

Hooper shows the average program that stayed on CBS went up 3%; those that stayed on the next network went down 15%; Nielsen shows CBS up 3%; the next network down 10%



audiences

at the lowest cost in all advertising.



# 15th District Of NAB Opposes Board Cut

(Continued from Page 1)

urging that the board membership be reduced to half.

The two-day session at the Mark Hopkins Hotel was essentially the same as other district meetings. They heard Maurice Mitchell's presentation in behalf of the Broadcast Advertising Bureau; Justin Miller, president of NAB, report on the status of the organization and held several round table discussions on problems of broadcasting. Glenn Shaw, general manager of KLX, Oakland, 15th District director, presided.

David McKay, KOLO, Reno, was chairman of the resolutions committee which took a stand on NAB board membership and adopted other resolutions commending the administration of NAB. Serving with McKay on the committee were William Smullin, KIRM, Eureka; George Arnold, KSMO, San Mateo; Jack Wagner, KSYC, Yreka, and Sheldon Anderson, KVNO-KCOK-KAFY, Tulare.

It was the consensus of opinion of the 125 broadcasters in attendance that this was the best district meeting in the history of NAB.

Arthur Hull Hayes, vice president of CBS in San Francisco and general manager of CBS said: "This is the best NAB district session I have attended in the past twenty years. The meeting has been strictly business with a refreshing absence of words without action."

William Pabst, vice president of Don Lee-Mutual in San Francisco, and general manager of KFRC said: "Caliber of the presentation has been 100 per cent over what NAB has brought here in the past. It was interesting and timely and the large attendance pays tribute to the staging of the meeting."

Glenn Shaw: "We are pleased with the enthusiastic response to the program. We meant it to be practical in its application to stations large and small, and from the comments I have heard, we succeeded."

Gayle Grubb, general manager of KGO, ABC outlet in San Francisco: "With such men as Mitchell and Doherty operating at these divisional meetings, we're now getting that which we've never had since the formation of NAB."

## Stork News

Web Benham, commercial manager of KOMA, CBS affiliate in Oklahoma City, announces the arrival of a new seven and one-half pound son.

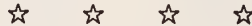
If you are a thorough reporter and able to write a stylized integrated newscast packed full of news and in fresh vernacular style. In first letter write references, salary, experience and if possible include samples to Box 291. Samples will be returned. RADIO DAILY, 1501 Broadway, New York City.



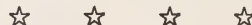
## California Commentary . . . !

● ● ● Indications that the broadcasters of the 15th District NAB do not see eye-to-eye with these of the 16th District is contained in a resolution adopted in San Francisco on Friday. . . . the 15th District group voted that the present number of districts

**Hollywood** in NAB be maintained. . . . Earlier in the week at Phoenix the 16th district group adopted a resolution calling for cutting the NAB directorate in half. . . . could it be that some rivalry exists between the broadcasters of the Southern California area and those in the Northern part of the state?



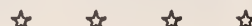
● ● ● During the four years Walter Scharf has directed the music on the "Harris-Faye Show" over a thousand scores have been composed especially for the program. . . . Robert Riley Crutcher has sold two original radio dramas, "The Magic Darkness" and "Murder Deferred," to C. P. MacGregor for presentation on scheduled Army recruiting shows the producer is prepping. . . . Sewell Clark, free lance short story and article writer, has joined CBS Hollywood Press Information staff, replacing William Froug, who is resigning to join the Columbia Pacific Network writing department. . . . Frank McLatchy, sales manager of KSL and KSL-TV, Salt Lake City, was in Hollywood recently for several days conferences with CBS executives. . . . Early in December, Standard Transcriptions will ship to all its subscriber stations a Christmas gift in the form of a clever half-hour dramatic fantasy, "Pokey, The Christmas Elf," produced by Jack Parker and staff at WSAM, Saginaw, Michigan last Christmas. . . . Ray Noble, maestro for CBS' "Edgar Bergen-Charley McCarthy Show," recently cut four sides for Columbia records. Doris Day is vocalist starred on the records.



● ● ● KFMV in cooperation with the Los Angeles Public Library will present five concerts per week, Monday through Friday, consisting of outstanding recorded music from the Library's vast collection. The Public Library has been broadcasting one program a week over KFMV and this is an extension of its radio activities. . . . Cy Howard has penned a new comedy series starring Prof. Kropotkin and Mrs. O'Reilly, otherwise Hans Conreid and Gloria Gordon. The new CBS "package" will be scripted under his direction by Stanley Adams and Roland MacLane, who now pen "Irma." . . . Eileen Wilson is set through March on the Hit Parade. The American Tobacco Company has picked up her third option. . . . Paul Franklin, writer-producer of KHJ-Don Lee's "Red Ryder" series, is now busy in his new capacity as president of the Radio Writers Guild, a position to which he has just been elected.



● ● ● Jack Smith will celebrate his 1000th program over CBS for the same sponsor, Oxydol, on Jan. 5, and plans are now being completed for a gala celebration. . . . Teevee Productions announce that they have purchased the vido rights to the L. Frank Baum "Oz" books; the Crime Club books; and all of the Treasury Department material contained in the T-Men series. This is part of a newly established policy, where Teevee has earmarked a substantial sum to purchase material which in itself has a public following. . . . Jack Bailey's "Queen for a Day" ainer will be given a 39-week test on television by the sponsor beginning immediately after the first of the year. Bailey will be seen only on Mutual Don Lee's Los Angeles station KTSL, during this test run, to be presented as a weekly night-time half-hour show.



# Four AP Veterans Upped To New Posts

(Continued from Page 1)

in New England and New York state. The Ohio, Kentucky, Tennessee, Indiana, Illinois and Michigan area will be under Gerald Swisher, while Mark Knight of Seattle will cover Washington, Oregon, Idaho, Montana and Wyoming.

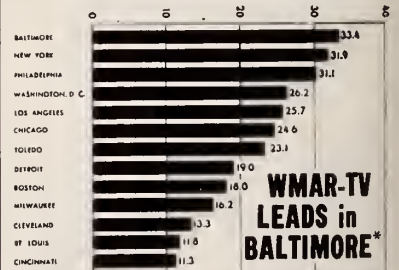
## Contestant From KGGM Wins Lux Theater Award

Jackie Lee Barnes, representing station KGGM, Albuquerque, N. M., has been judged the "most beautiful fifteen-year-old girl" in America, it was announced over the CBS net Sunday night on the "Lux Radio Theater."

Selected from total of 160 regional fifteen-year-old winners by June Haver and Mark Stevens, Jackie Lee is the winner in a nationwide contest begun last August in conjunction with the fifteenth anniversary of the "Lux Radio Theater." She will receive an all expense 10-day trip to Hollywood during her Xmas vacation as the guest of Miss Haver, a screen test, television test, a complete wardrobe and an invitation to appear on the Radio Theater.

# BALTIMORE Leads the Nation\*

TV SHARE OF TOTAL BROADCAST AUDIENCE AUGUST - SEPTEMBER, 1949 SUN. THRU SAT EVE \* 6:00-10:00 P.M. LOCAL TIME



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

IN MARYLAND MOST PEOPLE WATCH **WMAR-TV** The Sunpapers Station **channel-2** BALTIMORE, MARYLAND TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM



# TELEVISION DAILY

Section of RADIO DAILY, Tuesday, December 6, 1949—TELEVISION DAILY is fully protected by register and copyright

## URGE U. S.—CANADA SHOW-SWAP

### TELE TOPICS

TWO THOUGHTS come immediately to mind in watching the proceedings of the United Nations on CBS. One is that here is excellent material for in-school use; it is undoubtedly one of the most important functions TV can perform. It is lamentable, therefore, that most schools are not taking advantage of the opportunity and that too many children regard video only as a vehicle for Hopalong Cassidy, Captain Video and Milton Berle. TV probably will be standard school equipment some day, but we wish the process could be hastened. . . . Our second thought was one of regret that the UN pickups are reaching only a woefully small segment of set owners. Of course the main reason for this is that the sessions are held when most people are at work; this cannot be changed. What is being overlooked, however, is the possibility of a daily UN roundup—similar to the AM program prepared by the UN radio staff—using edited highlights of the off-the-tube footage. This project should be undertaken by the four webs and the UN, with every station airing the show at night. We have nothing but praise for the present series, but public service programs mean nothing unless they reach as much of the public as possible.

WHATEVER HAPPENED TO: NBC's school series, ABC's "Li'l Abner," DuMont's operas? . . . Ernie Simon celebrated his first anniversary on WBKB a week early by lining up a new bankroller, a Chicago retail outlet. . . . TV Digest, Philadelphia program guide, has been inked by WFIL-TV for sponsorship of the WPIX Film Package No. 3, beginning Dec. 11. Features will be aired Sunday afternoons. . . . Chesebrough adding WSB-TV, Atlanta, to its "Greatest Fights" lineup on NBC. Cayton agency has the account. . . . Mohawk Carpet Mills will chop two days a week off its "Showroom" strip when Morton Downey exits the stanza at the end of this week. Roberta Quinlan will take over the NBC series Monday-Wednesday-Friday beginning next week.

THE ANNUAL EXHIBITION of the Art Directors Club of New York, now in its 29th year, will include tele commercials for the first time. Show will be held in the club's headquarters, April 19-29, with the 415 members of the group acting as judges. Material appearing between Feb. 15, 1949, and Feb. 15, 1950, will be eligible. . . . Jon Gnagy's "You Are An Artist," on NBC since Dec. 12, 1946, will be bankrolled on WNBT by Doubleday & Co. Pact, for 52 weeks, was placed through Huber Hoge & Son. . . . With its only station, WDAF-TV, on the air since Oct. 16, Kansas City had a total of 20,434 sets installed as of Nov. 30.

### Programming Report By Ross Organization

"A slight recession" in the number of current programs and weekly programming hours of six New York stations in comparison with May figures was reported yesterday by Ross Reports. Also reported by the study was a trend toward dramatic shows.

"Although one more station, WOR-TV, has begun weekly telecasting operations since our May study," the report said, "there are actually less programs being telecast, totaling a slightly higher number of hours at the height of this cycle—251 programs weekly now, 253 in May; 1093 quarter-hours weekly now, 1053 quarters hours in May."

Accountable in part for the decline, Ross said, were the fact that WJZ-TV and WOR-TV are off the air two days a week, cancellation by WNBT of several afternoon shows and the end of the baseball season.

The report stated that dramatic shows, combined with situation comedies now total 40 programs and 70 quarter-hours a week, compared with 18 programs and 46 quarter-hours in May. The report noted also a slight increase in film shows and a decrease in giveaways.

WNBT, Ross said, now airs 60 programs totaling 168 quarter-hours a week against 73 shows and 209 quarter-hours in May. WJZ-TV has dropped 17 programs, now airs 32 for a total of 134 quarter-hours. WCBS-TV has increased its output, by adding the UN sessions, now carries 59 programs compared to 50 and 253 quarter-hours against 240 in May, the report said.

### Nielsen's Top Ten

(New York, Oct.-Nov.)

Texaco Theater . . . . .	NBC	74.3
Toast Of Town . . . . .	CBS	50.5
Talent Scouts . . . . .	CBS	49.3
The Goldbergs . . . . .	CBS	48.9
Philco Playhouse . . . . .	NBC	39.3
Suspense . . . . .	CBS	37.5
Studio One . . . . .	CBS	36.7
Godfrey Friends . . . . .	CBS	35.2
Fun For All . . . . .	NBC	34.3
Fireside Theater . . . . .	NBC	33.4

### DuMont Sets Plans For Web Daytimer

"Shopper's Matinee," the two-hour daytimer to be inaugurated on the Du Mont web Monday will include 21 entertainment segments and 12 one-minute spots for commercials, James Caddigan, program director, said yesterday in announcing completion of plans for the show.

#### Will Tie Segs Together

Various segs will be tied together by Minnie Jo Curtis, as an employee of the department store in which the show is set. Musical portions will be handled by Susan Raye, Dorothea McFarland and the Jene Bartel Quartet. Sydney Smith and Fanny Engel will preside over service segs.

Program will be aired at 2 p.m., EST, a half-hour after the conclusion of Dennis James' "Okay Mother," being extended to the web by Sterling Drug. Web is now auditioning shows for a stanza to fill in between the two programs.

### Press-Time Paragraphs

#### Three New Commercials Inked By WTMJ-TV

Milwaukee—Sale of three new local shows was announced yesterday by WTMJ-TV. Miller Brewing Co., through Klau-Van Pietersom-Dunlap, inked "High Life Time," a weekly half-hour musical with Tommy Sheridan; "Tele Talent Time," talent showcase, was signed by Milwaukee Sewing Machine Co., through Dayton Johnson and Hacker, and Boston Store signed for "Something To Do," a children's stanza, through Loise Mark agency.

#### WSB-TV Sells Basketball Sked

Atlanta—WSB-TV has obtained exclusive TV rights to the home schedule of the Georgia Tech basketball team, according to John M. Outler, Jr., general manager. All ten games will be sponsored by General Electric Supply Corp., with Thad Horton, station's sports director, calling plays.

### Avco's Craig Sees Canada TV Boom As In U. S.

Montreal—John W. Craig, Avco vice-president and general manager of its Crosley Division, yesterday urged an exchange of TV programs between Canada and the United States and predicted that tele will become an element of prime importance in Canada's economy as it is doing in the U. S.

Referring to the government's TV policy, Craig said, "I have seen several statements to the effect that Canadian television should be for Canadians, and not a means of broadcasting non-Canadian visual material in this country.

"Basically, it is very true that any nation's communications media should be devoted to native arts, science and progress. But isolationism here, as elsewhere, could easily be carried too far. We will miss an historic opportunity if we fail to encourage an exchange between our countries. And by exchange, I most certainly mean both ways."

Referring to the color hearings which have been recessed by the FCC to February, Craig said the bulk of the industry is urging that no color standards be set until they can be fully compatible with existing standards. He defined "compatible" as meaning that existing sets must be able, without extra cost or inconvenience, to receive in black-and-white all programs transmitted, whether they are transmitted in color or in black-and-white. This is necessary, he said, to make sure that color as given to the public will not result in obsolescence of the millions of sets already in use.

The Avco official predicted 200,000 receivers would be produced in 1950 and that total sets in use by 1953 would be more than twenty million, with some 75,000,000 persons in TV's day-to-day audience, and 700 stations on the air.

#### WPIX Ups Spot Rates

Increases in rates for spot announcements on WPIX after the first of January were announced on Friday by Robert L. Coe, station manager. The new rate for a one-minute spot will be upped to \$200 from \$150. A 20-second spot will be boosted from \$90 to \$150.

#### Luce Doing Navy Films

Washington, D. C.—Dean Luce, WMAL announcer, is narrating a series of training films for the United States Navy. Luce does sports commentary as well as straight announcing on WMAL-TV.



# Lever Bros. Moves Headquarters To N. Y.

(Continued from Page 1)

completed the construction of a new twenty-story office building on the west side of Park Avenue between 53rd and 54th Streets by the fall of '51 at which time the entire organization will be bureaued in the new building. Lever offices were formerly, until 5 p.m. last Thursday, as a matter of fact, at 50 Colonial Drive, Cambridge.

According to the soap people, every available mover in the Boston area was recruited for the task of transporting the more than 150,000 pieces of furniture and office equipment to New York over the week-end.

Lever Brothers two months ago established a housing bureau in New York and in that time prepared a list of 7,745 dwelling units available within a 35-mile radius of the central offices for the inspection of company employees who moved down from the Boston area. Included were a broad price and size range to meet specific requirements of Lever staffers.

In addition, the firm set up a personnel office in New York to recruit new employees to augment the staff and also establish a Boston bureau to aid moving employees dispose of their Boston area homes with minimum inconvenience.

Headquarters of three Lever subsidiaries—Pepsodent, John F. Jelke and Harriet Hubbard Ayer, Inc.—will move into the newly centralized New York offices on Jan. 1.

According to a company spokesman, the firm's manufacturing plants are not affected by the move. Plans, he said, are for \$55 million "faith in the future" expansion program which includes the construction of additional manufacturing plants in various parts of the country.

Commenting on the move, Luckman said, "New York is the world's greatest capital of trade and commerce. Having our headquarters here will bring us into direct contact with all phases of the nation's specialized activities which are so essential to the advertising, merchandising and sale of our products, and the conduct and administration of our business."

## Oklahoma Broadcasters To Exchange AP News

Oklahoma City—A pledge to furnish news to other Associated Press members has been made by Oklahoma AP broadcasters. James L. Todd of KSIW, Woodward, keynoted the idea at a meeting of a new organization of Oklahoma AP member stations when he said "We must furnish our coverage to each other."

The broadcasters present agreed that stations had the same responsibility as AP newspapers and promised to turn over tips or stories to AP bureaus in Oklahoma City and Tulsa.

## NETWORK SONG FAVORITES

The top 30 songs of the week (more in case of ties), based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast over Radio Networks. Published by the Office of Research, Inc., Dr. John Peatman, Director. Survey Week of November 25-December 1, 1949

TITLE	PUBLISHER
A Dreamer's Holiday.....	Shapiro-Bernstein
A Thousand Violins.....	Paramount
Ain't She Sweet.....	Advanced
Dear Hearts And Gentle People.....	E. H. Morris
Don't Cry Joe.....	Harms
Hush Little Darlin'.....	Michael
I Can Dream Can't I.....	Chappell
It's A Wonderful Life.....	Lombardo
I've Got A Lovely Bunch Of Coconuts.....	Cornell
Jealous Heart.....	Acuff & Rose
Just For Fun.....	Paramount
Last Mile Home.....	Leeds
Maybe It's Because.....	Bregman-Vocco-Conn
Mule Train.....	Walt Disney
My Street.....	Campbell
Now That I Need You, (Where Are You).....	Famous
O'd Master Painter.....	Robbins
River Seine.....	Remick
Room Full Of Roses.....	Hill & Range
Rudolph, The Red-Nosed Reindeer.....	St. Nicholas
She Wore A Yellow Ribbon.....	Regent
Slipping Around.....	Peer
Someday You'll Want Me To Want You.....	Duchess
Stay Well.....	Chappell
That Lucky Old Sun.....	Robbins
There's No Tomorrow.....	Paxton
Toot Toot Tootsie Goodbye.....	Feist
Younger Than Springtime.....	Chappell
You're Breaking My Heart.....	Mellin
You're In Love With Someone.....	Kramer-Whitney
SEASONAL CHRISTMAS SONGS	
Santa Claus Is Comin' To Town.....	Feist
White Christmas.....	Berlin

## Second Group

TITLE	PUBLISHER
A Man Wrote A Song.....	Henry Spitzer
Bye Bye Baby.....	J. J. Robbins & Sons
Charlie My Boy.....	Bourne
Daddy's Little Girl.....	Beacon
Envy.....	Encore
Festival Of Roses.....	Witmark
Happy Times.....	Harms
I Never See Maggie Alone.....	Bourne
I Want You To Want Me To Want You.....	Mills
If I Ever Love Again.....	Paxton
Johnson Rag.....	Miller
Let's Harmonize.....	Santly-Joy
Lonely Girl.....	Mogul
Meadows Of Heaven.....	Laurel
Merry Christmas Waltz.....	Advanced
Scattered Toys.....	Goldmine
Souvenir.....	Beacon
Story Of Annie Laurie.....	Santly-Joy
Through A Long And Sleepless Night.....	Miller
'Way Back Home.....	Bregman-Vocco-Conn
Wishing Star.....	Broadcast Music
You Told A Lie.....	Bourne
You're My Thrill.....	Sam Fox

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# Utilities Group Gets Transit-Radio Plea

(Continued from Page 1)

cars and buses, with WWDC-FM programming under the terms of a contract with Transit Radio, Inc. The possibility of similar installations in the transit facilities of numerous other cities is said to hinge upon the outcome of the fracas here, where hundreds of irate citizens have charged that the street-car radio violates their Constitutional rights.

The transit company said yesterday that the decision on the Constitutional question is beyond the power of the utilities commission. If it were with PUC authority, however, the brief said, "the intervenors want to cut the First Amendment to promote a society of mutes, with each individual completely free to silently and exclusively commune with his own ideas and thoughts. A society of ascetics and introverts is obviously the interventors' objective, but the founding fathers gave them no hope for such a society."

The brief said the actions of Capital Transit and Transit Radio are the actions of individuals, not of the Federal government, and thus are not controlled by the First and Fifth Amendments.

In fact, the brief continued, the action by the protestants is itself a violation of the Fifth Amendment. "The action would deprive Capital Transit and Capital Radio of their liberty to contract and of their property without due process of law and without just compensation," the brief said.

## Joins CBS In Hollywood

Los Angeles, Calif.—Sewell Clark, free-lance short story and article writer, joined the CBS Hollywood press information staff recently, replacing William Froug, who is resigning to join the Columbia Pacific Network writing department.

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