



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 45

NEW YORK, THURSDAY, DECEMBER 8, 1949

TEN CENTS

PLAN INDUSTRY STATISTICAL BUREAU

Say AM Sets Now Go To Non-Video Areas

Washington Bureau of RADIO DAILY

Washington—Several large manufacturers are said here to have discontinued all shipments of radio receivers to those areas where television service has won wide acceptance in an effort to provide as many receivers as possible for radio-hungry Xmas buyers elsewhere.

At the same time, there is recognition that the demand in television areas for sound radio sets is very strong, and these same manufacturers are planning to keep their lines

(Continued on Page 5)

Baker Gets Promotion With WKBW In Buffalo

Roger Baker, for the past 18 months commercial manager of WKBW, Buffalo, has been promoted to assistant to the president, Dr. Clinton Churchill, president and general manager announced yesterday. Baker started his radio career at WKBW in 1928.

He broadcast over the Buffalo station for 11 years following his entry into the radio field and is credited with having introduced play-by-play

(Continued on Page 2)

Fineshriber Show Set To Debut On Mutual Web

The first in a series of Hollywood originated shows introduced by Mutual vee-pee Bill Fineshriber will debut Christmas Eve over the full net when "Comedy of Errors" will be aired for a premiere performance. Show format calls for audience participation in finding errors in a ser-

(Continued on Page 2)

Guesting

Margaret Truman has elected to sing an aria from a Puccini opera and two Christmas carols when she inaugurates her winter concert tour on ABC's "Carnegie Hall" on Dec. 20. She will be supported by the Robert Shaw Chorale in this, her first professional appearance in New York City. Her nationwide tour continues until March 30.

Ohio Broadcasters Plug Xmas Set Sales

Akron, Oh'io — "Give a radio for Christmas" has become the slogan for the Ohio Association of Broadcasters in a campaign to increase radio listenership in Ohio. Stations over the entire state have joined in the drive originally fostered at the Cleveland Sales Clinic in November.

Carl George, president of the OAB started the ball rolling and a drive to get year-round support is now under way. OAB has supplied scripts to every station in Ohio.

Contest Techniques Revealed By Speaker

Tried and true ideas used by advertisers in contests still pay off the best, F. Harvey Morse, account executive of the Reuben H. Donnelly Corporation, said at a meeting of the American Marketing Association in the Shelton Hotel on Tuesday.

Experience shows, he continued, that novel ideas per se in contests are not successful. The old reliable contests requiring the writing of

(Continued on Page 3)

Church Group Purchases Time On ABC Network

Endicott, N. Y.—ABC has signed the American Council of Christian Churches for a 13-week series of Saturday afternoon broadcasts entitled "Bible Messages" originating

(Continued on Page 3)

NAB Reveals FM-Lease Plan For Music And Special Events

Washington Bureau of RADIO DAILY

Washington—New sources of additional FM revenue from leased receivers for musical and special events program are described in a new study now being mailed FM members of NAB. The study, prepared by the FM director, Arthur Stringer, is based on reports from San Diego, Calif.; Topeka, Kans., and Evansville, Ind.

The new plan, involving the leasing

NAB, RMA, BMB And Gov't Officials Meet In Effort To Provide Figures On Receiver-Mfg., Ownership

Radio-TV Stations To Aid Scout Drive

Twenty radio and TV station representatives met with Warren Jennings, radio-television chairman of the Greater New York Boy Scouts campaign yesterday at a luncheon at the Hotel Roosevelt and heard Scout executives explain the \$2,000,000 fund drive which will be conducted January 4 to February 12th. The stations agreed to support the Boy Scout drive and preliminary

(Continued on Page 5)

Hoy Named President Of Maine Broadcasters

Waterville, Maine—The Maine Broadcaster's Association elected Frank Hoy, general manager of WLAM, Lewiston, president at their meeting held at Colby College. Harold Glidden, general manager of WAGM, Presque Isle, was elected

(Continued on Page 2)

Columbia Records To Plug LP's In Special Program

"Columbia's LP Parade," sponsored over WCBS and a selected group of eight other stations, will be heard in a two-shot Sunday series

(Continued on Page 3)

In a step toward formulation of an organization to provide reliable figures on radio and television set production and ownership throughout the country, representatives of NAB, RMA, BMB and the U. S. Department of Commerce met with six major manufacturers at BMB headquarters

(Continued on Page 3)

Protestant Radio Unit Hits Baptist FM Grant

Washington Bureau of RADIO DAILY

Washington—The Protestant Radio Commission has lodged a protest with the FCC against allocation of channels in the non-commercial educational FM area for a system of low-powered stations for the Baptist church. The church commission, headed by Everett Parker of Yale University and Chicago, feels that while the church should be per-

(Continued on Page 3)

New Recording Turntable Being Developed By RCA

Atlantic City—Expressing satisfaction over the growing acceptance of the 45 r.p.m. record players and the new line of recordings, Radio Corporation of America field representatives in conference here confirmed

(Continued on Page 3)

Whodunit Sequel?

Bandleader Leo Dryer solved two of four fictional crime puzzles on WOR's "Five Mysteries" program and walked away from the show with 200 mystery books. Returning to his car from the show, Dryer found that thieves had broken into it and stole his wife's fur coat and a traveling bag. Unable to solve the crime, he went to the police.

(Continued on Page 2)



Vol. 49, No. 45 Thur., Dec. 8, 1949 10 Cts.

JOHN W. ALICOATE : : : : : Publisher
FRANK BURKE : : : : : Editor
MARVIN KIRSCH : : : : : Business Manager

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

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

WASHINGTON BUREAU
 Andrew H. Older, Chief 6417 Dahlonaga Rd.
 Phone: Wisconsin 3271

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

SOUTHWEST BUREAU
 Paul Girard, Manager
 Tower Petroleum Bldg.,
 Dallas, Texas
 Phone: Riverside 3518-9

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

FINANCIAL

(December 7)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8 ⁵ / ₈	7 ⁵ / ₈	8 ³ / ₈	+ 1
Admiral Corp.	30 ¹ / ₈	29 ¹ / ₂	30 ¹ / ₈	+ 3 ⁸ / ₈
Am. Tel. & Tel.	148 ¹ / ₂	148 ¹ / ₈	148 ¹ / ₂	+ 1 ⁴ / ₄
CBS A	26 ¹ / ₂	25 ³ / ₈	26 ¹ / ₂	+ 11 ⁴ / ₄
CBS B	26	25 ¹ / ₂	26	+ 7 ⁸ / ₈
Philco	29 ³ / ₄	29 ¹ / ₂	29 ³ / ₄	+ 1 ⁴ / ₄
RCA Common	13 ¹ / ₈	12 ³ / ₄	13 ¹ / ₈	+ 3 ⁸ / ₈
RCA 1st pfd.	74 ¹ / ₂	73 ⁵ / ₈	74 ¹ / ₂	+ 11 ² / ₂
Stewart-Warner	12 ¹ / ₄	12	12 ¹ / ₄	—
Westinghouse	30 ³ / ₈	29 ⁷ / ₈	30 ³ / ₈	+ 1 ² / ₂
Westinghouse pfd.	101 ¹ / ₂	101 ¹ / ₂	101 ¹ / ₂	—
Zenith Radio	31 ³ / ₈	30 ³ / ₄	31	— 7 ⁸ / ₈

NEW YORK CURB EXCHANGE

Hazeltine Corp.	17	16 ³ / ₄	17	+ 1 ⁸ / ₈
Nat. Union Radio	25 ⁸ / ₈	25 ¹ / ₂	25 ⁸ / ₈	+ 1 ⁸ / ₈

OVER THE COUNTER

	Bid	Asked
DuMont Lab	14	15
Stromberg-Carlson	12	13 ¹ / ₄

Gets Dramatic Role

Maureen Ryan, WQXR receptionist, will play the role of the shoplifter in the national company of Sidney Kingsley's "Detective Story." The road company will open in Milwaukee on December 19 and will tour the midwest later. Miss Ryan has been at WQXR for five years and lives in New York City. She was winner of the John Golden auditions in 1946, over 1,387 aspiring actors and actresses.

WANTED

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.

Baker Gets Promotion With WKBW In Buffalo

(Continued from Page 1)

baseball broadcasts to western New York audiences.

In 1939, Baker replaced Red Barber at WLW, Cincinnati as a sport-caster and three years later assumed responsibility for promotion and public relations there. He was also a member of WLW's management committee and later was appointed account executive in charge of home office sales.

He became manager of KOB, Albuquerque in 1947 and returned to WKBW in August 1948 as commercial manager. He has also broadcast a daily newscast over WKBW since that time.

Fineshriber Show Set To Debut On Mutual Web

(Continued from Page 1)

ies of skits for take-home loot. It will be emceed by Jack Bailey.

Fineshriber, formerly national program manager for CBS, has been at Mutual for the past six months in charge of programming.

Santa Claus Program Gets Simulcast In Ohio

Columbus—F. & R. Lazarus Co., Columbus, Ohio, is sponsoring the first local simulcast in the central Ohio market over WBNS, WELD-FM and WBNS-TV, it has been announced. A five-a-week, 15-minute program, the "Santa Claus" show is aimed at a youthful audience and has a format which calls for a daily mythical plane ride (on film) to the North Pole workshop of jolly St. Nick. The live part of the show then takes place in Santa's workshop, as the children see and hear of Christmas Day preparations being made by Santa and his gnome helpers.

Pinch-Hit For Baukhage

Washington — John Daly, Jack Beall and Gordon Fraser will pinch-hit for ABC's H. R. Baukhage during the second week of his vacation from his Monday-through-Friday 1 to 1:15 p.m. newscast. Daly will be heard on December 19 and 21 while Beall will appear on December 20 and 22. Fraser will take the final show on December 23. Albert Warner is taking Baukhage's place the first week, December 12-16, as previously announced.

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

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

Our graduates have
 1st Class Telephone License.
 Address inquiries to
 Placement Director
 RCA INSTITUTES, INC.
 350 W. 4th St., New York 14, N. Y.

Seeks Support

New York radio stations were asked yesterday by the National Foundation for Infantile Paralysis to lend their support to the March of Dimes drive during the period of January 16th to 30th. Similar appeals will be directed to stations in regional area offices of the Foundation.

Hoy Named President Of Maine Broadcasters

(Continued from Page 1)

vice-president and Gordon Lewis, general manager of WIDE, Biddeford, secretary-treasurer.

The ABC v-p in charge of programs and television, Charles Barry, spoke at the session on the future of TV as it may affect Maine Broadcasters.

Joins Emerson Corp.

Commodore John D. Small has been named executive assistant to the president of Emerson Radio and Phonograph Corporation, Benjamin Abrams, president, announced on Monday. Small is a former executive officer and chief of staff of the War Production Board. He will administer various Emerson activities and the television production program for next year.

New FM-Lease Plan Told In NAB Survey

(Continued from Page 1)

while sets not so equipped receive the complete program, including announcements and newscasts, Stringer explained.

The study is one of a series designed to help FM stations increase revenue. Previous studies have covered transit radio, storecasting, and other means of adding to normal advertising income.

College Cultural Shows Offered Boston Listeners

Boston — The home of the bean and the cod is now piping college culture into the living room via WBMS-FM. The courses are recorded in the classrooms of Boston College, Boston University, Harvard, M.I.T., Northeastern and Tufts on a tape.

The first of the half-hour, Monday-through-Saturday series was heard last night at 7:30. The courses were arranged by the Lowell Institute Cooperative Broadcasting Council.

WBMS-FM listeners will be urged to send their names in an informal roll call to the station.

The battle's on!



This picture was snapped just before these two tough polar bears tangled in what was the battle of the century in the Seattle Zoo.

There's another battle going on these days in the tough, competitive markets of America — like Baltimore. It's a battle for profitable, low-cost sales.

And that's where W-I-T-H comes in for smart advertisers. For this BIG independent delivers its BIG audience at the lowest cost-per-listener of any station in town. That's why you can get BIG results for a LITTLE money on W-I-T-H.

W-I-T-H covers 92.3% of all the radio homes in the Baltimore trading area. For more facts about this big bargain buy, call in your Headley-Reed man and get the W-I-T-H story.



W I T H

BALTIMORE, MARYLAND

Tom Tinsley, President • Represented by Headley-Reed

Contest Techniques Revealed By Speaker

(Continued from Page 1)

jingles, 35 words on a product, naming a new product, and writing slogans are still the best, Morse said.

Other rules for successful contests include adequate promotion, an adequate prize budget, trouble-proof rules, and competent judging, the Donnelly executive said. The danger of ghost-writers and entries plagiarized from other contests left no room for amateur judges, he added. Bad judging would have an adverse effect on good will for the sponsor, Morse said.

Morse went on to say that some advertisers consider contests undignified. He pointed to the fact that contests were run by all types of advertisers, from soft-drink makers to railroads.

The need for spectacular promotion, to move a product quickly, and new products were given as reasons for staging contests by Morse.

The objectives of contests outlined were: increased sales by getting store displays, giving copy writers a new approach, giving salesmen something unusual to talk about, increasing radio ratings and newspaper readership, encouraging potential buyers to come to the dealer, and developing public relations.

Comments on Giveaway

In an interview with RADIO DAILY after the speech, Morse said he was not against radio give-away shows. He said he did not consider them lotteries because no cost or consideration was required of the participants. The phone call type of contest is not a lottery, he continued. Furthermore, the decision of whether shows were lotteries or not was not up to the FCC because they lacked judicial power, he concluded.

New Recording Turntable Being Developed By RCA

(Continued from Page 1)

reports that the new 1950 RCA-Victor line will include a two-speed turntable to play the conventional 78 r.p.m. discs and the long playing 33 1/3 discs introduced by Columbia Records. A separate turntable will be offered to play the R.C.A. 45 r.p.m. records.

While the announcement was interpreted as a bid by RCA to corral some of the 33 1/3 business there is no indication that the company will begin production of 33 1/3 recordings. On the other hand company officials state that sale of 45 r.p.m. recordings has spiraled upward in the past few months and that the holiday business on both turntables and records may exceed available stocks.

It is anticipated that total record sales for 1949 by all manufacturers may reach 1948's 200 million.

Need Of Radio-TV Research On Receivers Discussed

(Continued from Page 1)

in New York yesterday. The meeting chaired by L. K. Alexander of General Electric's electronic division, was called to explore plans for an industry statistical bureau. Among those attending was Ken Baker, NAB director of research and acting president of BMB which will soon complete their second audience measurement study.

Alexander said that "there is some possibility" that the group would meet again "sometime after the first of the year" and, if another meeting is held at that time, an official announcement might be forthcoming.

Questioned about the paucity of radio receivers on retail dealers shelves as reported in RADIO DAILY

yesterday, Alexander disagreed with the reasons put forth by other manufacturers. He said he believed the scarcity was due to the generally gloomy economic forecasts made last summer and by the articulately expressed fears of a general economic recession following recent years high sales. He said the entire industry was misled by last summer's general sales slump.

Other manufacturers had stated that radio receiver production cut-backs were based on the idea that TV receiver sales would cut heavily into AM and FM receiver sales.

Alexander said he believed that radio production in 1950 would at least equal 1949's.

Columbia Records To Plug LP's In Special Program

(Continued from Page 1)

on December 11 and 13. Program will highlight selections from Columbia's LP catalog with a commentary by Harry Marble.

Show will be heard over, in addition to WCBS, WEEI, Boston; WBBM, Chicago; KCBS, San Francisco; KNX, Los Angeles; WCCO, Minneapolis-St. Paul; KMOX, St. Louis; WTOP, Washington; and WCAU, Philadelphia.

The agency is McCann Erickson, Inc.

16th Anniversary

CBS soap opera "Ma Perkins," sponsored by Procter & Gamble for Oxydol, celebrates sixteen years of broadcasting December 13. Soaper, which bowed on the network only four months after being introduced as a local over WLW, Cincinnati, in 1933, has won a number of awards for its story line. Dancer, Fitzgerald, Sample is the agency.

Wedding Bells

Mark Hawley, former NBC newscaster and now director of television show, "Bonnie Maid Versatile Varieties," was married last Monday to Maggie Bride. The ceremony was followed by a reception at the home of Kenyon Nicholson, author.

Van To Host 'Poultry Queen'

Margaret Phelan, vocalist who has been named Queen of the New York Poultry Show, to be held December 7-11 in the 14th Street Armory, will make a guest appearance on the Lyle Van Show on Thursday (WOR, 6-6:15 p.m.). Miss Phelan will discuss the many honorary titles she has been awarded by various organizations during the past year.

Ezra Stone Guest Of Gagsters

Ezra Stone, creator of the comedy character, Henry Aldrich, will be a guest of the Gag Writers Institute next Tuesday at the Headquarters Restaurant.

Protestant Radio Unit Hits Baptist FM Grant

(Continued from Page 1)

mitted to compete with commercial broadcasting in the regular commercial FM region, it should not be granted any special reserved channels.

Reservation of channels for the church group would be contravention of the Constitution, the PRC said in a statement filed by Former Commissioner Clifford J. Durr. On the other hand, he said, it is quite within the Constitution for the church to apply for and be granted, broadcast licenses on an equal footing with private interests also seeking to qualify on the ground of their ability to serve the public interest.

The matter has been set for hearing by the FCC, with the date not yet chosen.

Church Group Purchases Time On ABC Network

(Continued from Page 1)

from the studios of WENE, Endicott. The Rev. Dr. Paul R. Jackson, president of the Baptist Bible Seminary, will be the featured speaker and music will be supplied by the 60-voice Seminary Chorus and the Gospel Seminaries, a male quartet. Series starts Dec. 10.

Pinch-Hits For Baukhage

Straight Facts for Veterans, produced in cooperation with the Veterans Administration, will return to the WCBS mikes on Saturday, December 10 after a three-months absence. The show will be heard on alternate Saturdays, 4:00 to 4:15 p.m. Inside the Veterans Administration is the subject of the first program.

for profitable selling **INVESTIGATE**

WDEL
WILMINGTON
DELAWARE

WGAL
LANCASTER
PENNSYLVANIA

WKBO
HARRISBURG
PENNSYLVANIA

WRWA
READING
PENNSYLVANIA

WORK
YORK
PENNSYLVANIA

WEST
EASTON
PENNSYLVANIA

WDEL-TV
WILMINGTON
DELAWARE

WGAL-TV
LANCASTER
PENNSYLVANIA

and



STEINMAN STATIONS

Clair R. McCallough, Managing Director

Represented by **ROBERT MEEKER ASSOCIATES**

Chicago San Francisco New York Los Angeles

AGENCIES

THE New York office of the Durk Advertising Agency, has been awarded the advertising account of Hollywood Television Productions, large scale producers of films for television, training programs and public relations motion pictures. Richard A. Bergstrom is the agency account executive. Media to be used will consist of direct mail, business papers, trade publications and merchandising aids.

BROCK-HALL DAIRY CO., New Haven Connecticut, has appointed the Charles W. Hoyt Company, Inc., New York, its advertising agency effective January 1, 1950.

BROADCAST MEASUREMENT BUREAU announces the resignation of Cortlandt Langley, assistant to the president and director of subscriber service. The resignation is effective December 1, 1949. Langley is forming his own company for the production and sale of television package programs.

MURRAY D. KIRKWOOD is the new account executive of the Sun Oil Co. for Hewitt, Oglivy, Benson & Mather.

JACOB H. GEISE has been named vice-president in charge of finance of Young & Rubicam, Inc., Sigurd S. Larmon, president has announced. Harry Enders, secretary and assistant treasurer of the agency, will succeed Geise as treasurer. George Farrand will become assistant secretary and M. Wray Witten, controller.

MATTHEW CALDERWOOD has moved from the New York office of J. Walter Thompson Co. to the agency's Detroit branch. He will head the traffic and production department in the motor city.

GEORGE BALTERMAN has joined the executive staff of Storm & Klein, Inc., advertising agency, A. E. Storm, president, announced yesterday. Balterman has been advertising manager of Schenley Distributors, Inc. for the last year and previously was coordinator of all advertising; sales promotion, and merchandising in the monopoly states for Schenley divisions. Park & Tilford Distillers, Inc. and Park and Tilford Import Corp. are among the agency's accounts.

Radio Clue Pays Off

John Wiley Johnson, a fugitive from justice since 1946, was recently captured in Willits, Calif. by the F.B.I. as the result of a lead furnished by a listener who heard his description over Mutual's "True Detective" program of July 31, it was announced yesterday. The listener, who asked that his name not be revealed, received a \$1,000 award for supplying the information which led to the capture.

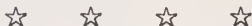


Man About Manhattan. . .

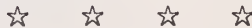
● ● ● Open season for charity campaigns has radio programming departments dizzy. In New York alone stations were requested to support eight different appeals during the month of Nov. . . . Rumored in the corridors of the RCA Bldg. that if an executive is assigned to the radio division in the realignment of radio and TV at NBC, his future is not as secure as that of the television boys. . . . Etorns to sign Gen'l Ike Eisenhower for a radio series continue with an auto sponsor making overtures. . . . P & G's "Big Sister" now being handled by Compton, with James J. Seaborne producing the show. . . . Howard Lane, advtg. manager of Ronson, wires that you can always tell it's winter when agency execs fly South. . . . "Auction-aire" renewed another 13 weeks and is going to Western TV network as well . . . Dave Burns, comic of "Make Mine Manhattan," starring in "Young B'way" on WPIX starting tonight. . . . Charlie Holmes leaving the Bob Monroe staff to become sales manager for a Danville, Va., station. . . . With so many beer sponsors on TV, Harvey Stone calls it first glass entertainment.



● ● ● **WHAT THEY LOOK LIKE:** TED MALONE: A successful Card and Gift Shop owner, devoting his life to browsing. . . . EDDIE DUCHIN: An architect who does his planning at the piano. . . . HENRY MORGAN: A real estate renting agent who has a funny observation and hilarious interpretation for every clause in your lease. . . . ARLENE FRANCIS: A chic dept store buyer of men's pajamas. . . . FRANK GALLOP: The Dean in an exclusive finishing school for young ladies.



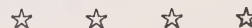
● ● ● Even a press agent can let publicity go to his head. Not long ago, one of New York's more popular p.a.'s was enjoying the sight of his own name in print almost daily. He got so used to it, and relished it so, that after a while he and his staff began neglecting the clients to concentrate on Mr. Press Agent himself. One afternoon, an ambitious young assistant barged into the office. "I did it," the enthusiastic kid screamed. "I'm getting a four-page layout in LOOK for that new gal singer we're handling." Instead of the expected big slap on the back, the infuriated publicity head turned on him and yelled: "Listen, you. Always remember one thing here. You're working for me—not my clients!"



● ● ● Drew Pearson's hat-to-hat sponsorship shift (from Lee chapeaux to Adam) posed quite a problem of sponsor-identification under the new bankroller regime. Weintraub agency reports, however, that the latest Hooper sponsor-identification rating for the commentator under the Adam banner is 43.1 for the Sept. 11-Nov. 6th period. This is within 6 points of the final Lee rating of 49.5 for the six weeks of July and first half of Aug.



● ● ● **SMALL TALK:** The World-Telly's Marie Torre and Harold Friedman, ABC-TV producer, are finally honeymooning at El Rancho Vegas. . . . At 24.8, John Cameron Swayze's Camel News Caravan has the highest Hooper of any news program regularly heard on TV. . . . And speaking of ratings, Lux Radio Theater has been No. 1 in both Hooper and Nielson since the season started. . . . Skee Wolf, writer-producer at WBBM, CBS-owned Chi outlet, has penned a war novel which will be published by Crown in the Spring. . . . At Guy Lombardo's East Point House Restaurant in Freeport, the menu lists "The Sweetest Lobsters This Side of Heaven."



SAN FRANCISCO

By NOEL CORBETT

JOLLY BILL'S KNBC five p.m. airer slanted toward the kid audience is now sponsored by the Call-Bulletin.

Walter Davison, now representing Lang-Worth Feature Programs on the Coast, up from Hollywood for the NAB regional.

Edgar Bergen in town to ready his December 11 broadcast from the Marine Memorial. With him Frank Gill, producer, Bill Baldwin, announcer and writers Hugh Wedlock and Howard Synder. While here Bergen toured Chinatown with his group choosing talent from the night clubs for his local emanation.

Jack Carson passing through on his way to Oakland to do an Elks Benefit.

John W. Elwood, General Manager of KNBC and NBC veepee, leaving for Sacramento to attend the National Conference of the Citizens' Committee for the Hoover Report December 12-13. George Greaves, assistant to Elwood, will participate in Governor Warren's Conference on Employment in Sacramento this week.

Familiar faces around the Mark Bar after the NAB meet of fellows who've worked here 'n' there in radio, but here now: Wilt Gunzendorfer, Ed Barker, Phil Lasky, Grant Holcomb, John Thompson and many others.

Renew Jewish Philosopher

The Jewish Philosopher, radio's longest running Jewish program, has been renewed for the thirteenth (13) consecutive year by the Carnation Company, through Erwin, Wasey & Co. Inc. The Jewish Philosopher appears daily, at 2:00 p.m. over station WEVD, New York. This program is produced and managed by C. I. Lutsky Enterprises Inc.

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

Say AM Sets Now Go To Non-Video Areas

(Continued from Page 1)

working at top speed to take care of this demand.

RMA reports that the complaints of dealers in such non-TV areas as Denver and others throughout the area west of the Mississippi have been especially loud, with manufacturers sadly admitting that they underestimated the market badly.

"They know now that there is plenty of life in the market, and production has been going up this fall," said an RMA spokesman, "but it is a fact that a lot of our members were getting ready for the funeral of the AM-set market this spring."

Here in Washington there are shortages on the better grade table and combination sets, and also on FM-only models. The scarcity of FM-only models has been reported in other cities with extensive FM service, according to FMA.

Profit Sharing Plan Of P. & G. Explained

Procter & Gamble's profit sharing plan was called "incentive in its broadest and most inspiring, compelling sense" by William G. Werner, company executive, in an address before the Council of Profit Sharing Industries last week.

Werner said the plan, started in 1887 by Procter & Gamble, is the oldest in continuous operation in this country. He continued "Overall, our plans fully justify and, we hope, make clear to the rank and file of employees that it has always been the declared policy of the company to recognize that its interest and those of its employees are inseparable."

The plan "results in a heightened, sharpened, more loyal esprit de corps that marks one business as against another the moment you step inside a plant," he told the council. Werner concluded, "We see employees gaining a new conception of how much quality output and sound operation mean in assuring the kind of values to the public that earn their good will and patronage."

Admiral Declares Div.

The Admiral Corp., Chicago, has declared a quarterly dividend of 20 cents a share on new common stock, payable December 31. The old shares were split two-for-one, effective today, and received 20 cents at quarterly intervals. The new dividend is equal to 40 cents on the old share basis.

'Record Shop' Expanding

WJZ, New York, has expanded "Joe Franklin's Record Shop" into a five-a-week 11:35 p.m. to midnight disk session starting Dec. 19, it was announced yesterday. Expansion comes one month after the show made its debut as a Saturday a.m. half-hour feature.

WINDY CITY WORDAGE

By HAL TATE

● ● ● Jack Brinkley celebrating his 14th year as announcer on the transcribed "Judy and Jane" show. Program, sponsored by Folger's Coffee, is now in 28 markets. Grant Advertising handles the account.

Chicago

● ● ● WCFL scored a coup by tying up top professional and college basketball games from the Chicago Stadium. Key games of the Chicago "Stags" pro team as well as Notre Dame, Northwestern, Loyola and De Paul will be carried by the Labor station with Joe Boland reporting.

☆ ☆ ☆ ☆

● ● ● Everett Lande, WIND account executive, passing out cigars in honor of his new son. The second Lande heir, named Everett Howard Lande, weighed in at 7 pounds, two ounces at Codell Memorial Hospital in Libertyville. . . . WJJD's Ernie Simon gave away a \$1,630 jackpot last week on the Libby Telephone Quiz. Irving Rocklin Associates handle the Libby account. . . . Guest speaker at the Chicago Radio Management Club luncheon Wednesday was Heine H. Haupt, BBD&O vice-president. His topic was "The Arithmetic of Business." . . . Arthur C. Nielsen, president of the A. C. Nielson Co., last week was elected a member of the Board of Trustees of the Wisconsin Alumni Research Foundation.

☆ ☆ ☆ ☆

● ● ● The Ruth-auff & Ryan agency switched their "Bob Elson on the 20th Century Limited" interview show from WENR to WBBM. Sponsor is Frank Shave Creme. . . . Stealing a leaf from radio quiz shows, Alex Adler, local furrier, has girls call up people at random who are asked very simple questions. "Winners" receive a \$50 merchandise certificate. . . . Local DuMont distributors, New World Distributors, in which football star Sid Luckman has a goodly share, are sponsoring the new "Stop the Record" show on WGN-TV for a full hour five days a week. Program is emceed by disc jockey Frann Weigle and is produced by Rose Dunn and Stan Joel. . . . John Harrington starting five-minute "Feature Story" show on WBBM.

☆ ☆ ☆ ☆

● ● ● M-G-M records and the Zenith distributing firm are jointly sponsoring "Record Spotlight" on WIND with Howard Miller in charge. During course of show, Miller calls top M-G-M artists all around the country and chats with them. MacFarland-Aveyard, Chicago, handles the account. . . . Bill Merz, Jr., local sales rep for the C. P. MacGregor shows, has closed a deal with Joseph B. Bengel, account executive at McCann-Erickson, for the transcription firm's "Hollywood Theater of Stars" program. Sponsor is Hyde Park Beer and station used will be KSD, St. Louis. . . . Bill also sold "Hollywood Theater of Stars" to 81 Plymouth dealers in Detroit for sponsorship on a Detroit station as yet unchosen. The ad agency, Powell-Grant, Detroit, also bought MacGregor's "Henry King Show." . . . Karl Sutphin, promotion manager for ABC in Chicago, deserves the credit for the front page grabbing stunt when Santa Claus arrived here via ship. Ell Henry, whom we had inadvertently credited with the feat, says Sutphin is the one who deserves all the credit.

Will Broadcast Game

Sponsored by Gillette's "Calvacade of Sports," the annual Blue-Gray football game, featuring a northern all-star team versus a stellar southern contingent, will be broadcast over the entire Mutual web for the third consecutive year on December 31, it was announced yesterday. Originating from the Gramton Bowl at Montgomery, Alabama, the game will be described by Harry Wismer with statistics and color for the contest, a traditional affair, being supplied by Jim Britt.

Will Air Hoover Speech

NBC has cancelled the "Martin and Lewis" show for Dec. 12 only in order to present a special half-hour address by former President Herbert Hoover, entitled "Reorganization of the Federal Government." Mr. Hoover's address will be given in connection with the two-day meeting of the National Citizen's Committee For The Hoover Report being held in Washington at that time. Dr. Robert L. Johnson, president of Temple University, will introduce the only living ex-president.

Radio-TV Stations To Aid Scout Drive

(Continued from Page 1)

program of radio spots, guest speaker appearances and other promotional features were discussed.

William Berchtold, vice president of Foote Cone & Belding agency and Ed Thomas, vice president of Geyer, Newell and Ganger, Inc., spoke at the luncheon. Berchtold as chairman of the business men's group stressed the importance of the Scouts in building good citizenship and combating juvenile delinquency while Thomas, as Scout public chairman, outlined the effective service given the Scouts by both radio and TV in past campaigns.

It was announced that Al Nichols, director of the Scout camps; Harry M. Cohn, director of public relations and Lann Armitage, radio-television publicity director, would be available to the stations in preparing their campaigns.

In attendance were: Harvey J. Gannon, WNBC; Clarence Worden, WCBS; Gene Fitts, WOR; Florence Morris, WJZ; Hank Morgenthau, WNEW; Ted Estabrook, WNBT; Lee Bland, CBS-TV; John Neal, WINS; Louis J. Carino, WMGM; Pat Hurley, WQXR; Tom Morgan, WOV; William Moore, WBXN; Charles Barkley, WGYN-FM; Harold Hirschmann, WABF; Betty Stone, Broadcasting; Frank Burke, RADIO DAILY and Zac Freedman, Coll and Freedman, Vice Chairman, Public Relations Committee, Greater N. Y. Councils.

Telephone Co. Protests Popularity Of CKLW Show

Detroit—A CKLW disc show has brought a "Cease Fire" order from telephone officials who say three exchanges were put out of service during a broadcast of the program.

The avalanche started when Eddie Chase on the Make Believe Ballroom described a used car which was offered for sale by the Hall-Dodds Co., Detroit Ford dealer. CKLW listeners were asked to estimate the exact price of the car in question and receive a jackpot prize. The jackpot started at \$25 and increased \$5 for every incorrect answer.

The telephone company stepped in to the picture on the third day when their service broke down. Officials visited E. W. Wardell, CKLW sales manager, and requested a change or an end of the program feature. The telephone men estimated that several thousand calls were placed before the exchanges went out of service with thousands of other calls that could not even get into the exchanges.

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

PLUG TUNES

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

"HUSH LITTLE DARLIN'"

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

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

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

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

WALTER WINCHELL'S COLUMN

December 1, 1949—says:

"'Mule Train' has been replaced
 in the local record stores by
 'RUDOLPH, THE RED-
 NOSED REINDEER'."

St. Nicholas Music Pub. Co.
 1619 Broadway New York 19, N. Y.
 JU 6-5157

The Nation's Big Hit!
**TOOT, TOOT,
 TOOTSIE!**
 (GOOD-BYE)
 from the Columbia picture
 'JOLSON SINGS AGAIN'
 ●
 ON ALL RECORDS
 ●
LEO FEIST, INC.

WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS:**—Many a new firm has been fortunate enough to tee off with hits. . . . Cromwell Music started into this unpredictable business with the smash novelty, "Hop Scotch Polka," Al Gallico, with "Blue For A Boy, Pink For A Girl," Campbell Music with "I've Got A Lovely Bunch of Cocoanuts," Michael Music with "Hush Little Darlin'," St. Nicholas Music with 'Rudolph, The Red-Nosed Reindeer,' George Paxton Music with "There's No Tomorrow." Latest firm launched with a terrific smash, "Mule Train," is Walt Disney Music Co., which is currently plugging two songs from the Walt Disney musical, "Cinderella." Ditties are "A Dream is A Wish Your Heart Makes" and "Bibbidi Bobbidi Boo," clefied by Mac David, Al Hoffman and Jerry Livingston. . . . ● Jimmie (Former Governor of Louisiana) Davis Music Co., working on a new ditty by the Gov. and Charles Nconan titled, "Moonlight Millionaire." . . . number is plenty good and can duplicate the success of Jimmie's "You Are My Sunshine." . . . ● Did you know that screen star Jimmy Stewart started his theatrical career as an accordianist in one of the annual Princeton Triangle Club musicals? . . . ● Pee Wee King, a graduate of WSM's 'Grand Ole Opry,' now the star of his own series over WAVE, is catching the eye of film scouts via his TV series.

☆ ☆ ☆ ☆

● ● ● Edwin B. Morris has another hit in "Dear Hearts and Gentle People," written by Bob Hilliard and Sammy Fain. . . . ● Scriptor Art Henley has penned a feature article which Lipincott will publish in its anthology, "Writing for Profit." Art's thesis is titled, 'How to write jokes and anecdotes,' (and if anyone knows how it's none other than Hanley.) . . . Mel Torme, en route east with his wife, film starlet Candy Toxton, will open at Bop City, Feb 16. . . . ● Russ Morgan's new decca waxing of the waltz, "Where Are You Blue Eyes," can't miss zooming this Drake-Shirl composition up among the leaders. . . . ● One of Chicago's most popular Ork Pilots, Harry Kogen, spent a week in Gotham and returned to the Windy City yesterday with healthy advances from three pubberies for new songs. . . . Kogen's most recent hit was "Swiss Lullaby" which he penned with Vaughn (Choo Choo Ch' Boogie) Horton. . . . ● TV execs should take a gander at the harmony team of Estelle & John Eldridge. . . . coached by Jimmy Rich, this pair of good looking and talented youngsters is now ready for the big time. . . . ● Peter Donald tells of the typical Hollywoodite who wears a wrist watch on each wrist. . . . helps him two-time his friends (but don't get me wrong I love wrist watches.) . . . ● Kramer-Whitney's new song, "You're In Love With Someone" already up there with the most-played-tunes. . . . Alex and Joan STILL clicking.

☆ ☆ ☆ ☆

● ● ● **ON AND OFF THE RECORD:**—Deejays who cater to lovers of hillbilly and folk tunes should latch on to Claude Casey's newest MGM waxing, pairing "Road of Love" with "I'm Having My Blue Day Today." . . . This CBS (Cow Boy Songster) heard via Columbia's WBT outlet in Charlotte, N. C., scores an ace with this platter. . . . ● Norman Foley's staff at Miller music has done an amazing job with "Johnson Rag," getting it listed as favorite of deejays after but TWO weeks of exploitation. . . . ● Louis Jordan and his band give Decca a fine platter in "Schooldays," backed with "I Know What I've Got," top side has a novel vocal arrangement in which the band joins in several choruses. . . . the Maestro does a solo on the flip side effectively. . . . ● Two Ton Baker, whose great platter of "I'm A Lonely Little Petunia" (In An Onion Patch) is still selling after three years, will wax "If I Had A Million Dollars" for Mercury next week. . . . Baker decided to cut "Million" after being swamped with requests by his NBChicago listeners. . . . ● Deejay Paul Monson, whose WMASterful picking of hits has proven slightly sensational, is starting his ninth year at this Springfield, Mass. station. . . . (nice goin' Paul.)

PLUG TUNES

**Give Me Your
 Hand**

LAUREL MUSIC CO.
 1619 Broadway New York City

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

THE LAST MILE HOME
 LEEDS MUSIC CORPORATION

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

I WISH I KNEW

Should step right out in front—
 Just recorded for RCA-VICTOR
 by DOLPH HEWITT

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

WHERE ARE YOU BLUE EYES?

Russ Morgan - Decca 24819
 Merrie Musette - Victor 25-1134
KNICKERBOCKER MUSIC PUB. INC.
 1619 Broadway New York, N. Y.

My Heart Goes With You

by Thomas G. Meehan

— ◆ ◆ —

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

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

TONY PASTOR'S
 Sensational COLUMBIA Record
 #38577

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

TELEVISION DAILY

Section of RADIO DAILY, Thursday, December 8, 1949—TELEVISION DAILY is fully protected by register and copyright

SCENIC DESIGNERS STRIKE SETTLED

TELE TOPICS

THE PROTEST against crime shows filed with the FCC by the Southern California Association for Better Radio and Television may well have great portent for the future development of the industry. While careful consideration is often given to such protests by those in control of program content, it is most unlikely that such shows would be cancelled unless declining ratings made their continuance no longer a wise investment for the sponsor. The protests of a vocal, literate minority are always valuable; they make their peculiar contribution to a system of checks and balances. But in the end it is the mass that proves to be the deciding factor. Right now programs dealing in crime and violence seem to be doing very well. "Suspense," perhaps the goriest of them all, is firmly entrenched among the top ten. The rating of the blood-and-thunder "Captain Video" is now higher than that of the gentle and appealing "Kukla, Fran and Olie." Does the great number of crime shows reflect callousness of the broadcaster or the taste and preferences of the American public? We doubt that any two persons would agree on an answer.

WHILE WE THINK that the current crop of crime shows do not, as a class, make good programming, we cannot go along with those who urge that all of them be axed. The decision for the broadcaster may be boiled down to "Do we give them what they want or do we give them what is good for them?" Were the latter course to be chosen the next question, which no one could answer, would be: "Who is to decide what is good for them?" However, we cannot favor a policy of laissez faire. Certainly there must be compromises, the most obvious of which is the scheduling of crime shows at late hours. Another course of action which we think should be taken is experimentation in programming to develop new shows that might successfully compete with the cliff-hangers. Such experimentation would be an expensive proposition but the rewards it could bring, financial and otherwise, could be tremendous.

NBC PROGRAMMING TOPPERS have just about given up on their projected three-hour participating show for Saturday night and now are off on a new tack to combat CBS' Ken Murray-Ed Wynn combo that starts Jan. 7. . . . Two of the wildest space-grabbing promotions in quite a while are products of the staid Benton & Bowles (the agency, not the political team)—the Gaines dog food stunt and Abe Burrows' Benevolent and Protective Order of Bald Eagles.

WXYZ-TV Aff'n Test Not For Sale—Yet

Detroit—A new wrinkle in salesmanship will be unveiled by WXYZ-TV next week when the station begins a 30-day test of early afternoon programming. Shows will not be offered for sale during the test period.

"We are not asking advertisers or their agencies to gamble in this experiment," James G. Riddell, manager of the ABC owned-and-operated station, said. "Only if this early afternoon programming proves itself to be worthwhile will it be opened to advertisers."

Titled "Pat 'n Johnny, program will be aired Mondays and Wednesdays from 2:30 to 5 p.m., and on Tuesdays, Thursdays and Fridays from 2:30 to 4. Pat Tobin and disc jockey Johnny Slagle will be featured in a program of music, interviews, demonstration and commentary.

Pabst An Added Sponsor Of DuM Bowling Cover

Pabst Brewing Co. has signed to sponsor 15 minutes of the 45-minute pickups of the All-Star bowling championships in Chicago over Du Mont tonight and tomorrow. First half-hour of both programs will be bankrolled by Brunswick-Balke-Cullender Co.

Total of 18 stations will carry the programs, which begin at 11 p.m. Fred Wolf, Detroit bowling commentator, will be behind the microphone.

N. Y. C. Film Unit Aids Station's Pub. Service

To help publicize New York's water shortage and the need for conservation, the city's TV film unit, headed by Cliff Evans, has prepared a one-minute film spot announcement featuring a talk by Commissioner of Water Supply Stephen J. Carney for distribution to all stations this week.

At the request of several stations, the unit has made films of the depleted supplies in three main reservoirs and these will be given to outlets for use in newsreels and special shows. Tomorrow the unit will send a cameraman to the reservoirs in a Police Department plane to film air views of the dwindling reserves.

New Spot Business Reported By WNBT

The Brown and Williamson Tobacco Corp. and Benson and Hedges have both signed 52-week contracts for spots six days a week over WNBT, the station announced yesterday.

Brown and Williamson will advertise Kool Cigarettes and give weather reports. The order was placed through Ted Bates and Co.

Benson and Hedges will use the spots for Parliament Cigarettes, Kudner is the agency.

WNBT also announced that the Weston Biscuit Co. has renewed its sponsorship of the 7:00 p.m. station break on Tuesdays and the 10:30 p.m. station break on Thursdays. The order, for 13 weeks, was placed through Calkins and Holden.

Coast TV Academy Sets Plans For '50 Awards Presentation

West Coast Bureau of RADIO DAILY

Hollywood—The Academy of Television Arts and Sciences has completed plans for its second annual "Emmy" awards dinner to be held here on or about Jan. 24, 1950, it was announced by Harry R. Lubcke, of KTSL, president.

Nine awards are planned. They are: (1) best live show; (2) best kinescoped show; (3) most outstanding live personality; (4) most outstanding kinescoped personality; (5) best film for TV made and viewed in 1949; (6) best commercial for video (three minutes or less) live, film or kine; (7) best public service,

cultural or educational program—live, film or kine; (8) technical award chosen by the Academy's technical committee after consideration of all technical achievements brought to its attention in 1949; (9) station achievement (inscribed plaque) for outstanding overall achievement in 1949.

All nominations must have been on the air in 1949 in the Hollywood area and will be selected by a committee of seven agency and seven industry representatives, chosen by the seven Hollywood stations.

Martha Gaston Bigelow is chairman of the awards committee.

No Wage Increase Granted By New Year's Pact

The fifteen-day-old strike of the United Scenic Artists Local 829 against the flagship stations of the four networks and WPIX has been settled, it was announced jointly yesterday.

The statement said:

"Although the terms involved no change of basic minimum scales for scenic artists or designers, certain adjustments in hours and scheduling are expected to result in increased take-home pay for many scenic artists; while other individual employees are to receive merit review of their salaries. New costume design and student categories were created. "The new contract is to extend to Oct. 1, 1950."

Although none of the parties would comment for publication, it was learned that virtually none of the union's demands was granted. The union had originally asked for wage scales equal to those paid in motion pictures and the legitimate theater—\$135 to \$185.50 a week. The old scale, which will not be changed in the new contract, was \$75 to \$145 a week.

Bank Signs WTMJ-TV For College Court Sked

Milwaukee—The First Wisconsin National Bank of Milwaukee has signed a contract to sponsor nine University of Wisconsin and Marquette University home games over WTMJ-TV during the 1949-50 season. Three of the games will be played at the Milwaukee auditorium, three at the Marquette gymnasium and three at the Wisconsin fieldhouse in Madison, Wisconsin.

This will be the first time that any basketball games will be aired from Madison. TV relay facilities between Milwaukee and Madison, a distance of 85 miles, were installed just prior to the start of the football season.

Handling the account is the Marvin Lemkuhl agency. During the past football season, the Bank also sponsored nine Wisconsin and Marquette football games over WTMJ-TV.

Larry Clark will do the play-by-play and George Marr will direct.

WOR-TV Sells Wrestling

WOR-TV this week will resume Friday night wrestling pickups from Jamaica Arena, according to sports director Bob O'Connor. Matches will be sponsored by Frost Refrigeration, Inc., Brooklyn.

★ ★ ★ COAST - TO - COAST ★ ★ ★

WRNL In Tribute To Bojangles

Richmond, Va.—Bill "Bojangles" Robinson received tribute from civic leaders in a memorial program broadcast by WRNL, Richmond, the famous dancer's native city. Speakers on the program were Rev. John Malcus Ellison, president of Virginia Union University; Dr. J. Fulmer Bright, former mayor of the city, who held office during the years in which Robinson made many charitable contributions to Richmond; Henry Schwartzschild, city merchant and friend to the dancer, and Robert C. Scott, local undertaker who has known Robinson since his boyhood.

Policemen's Show

Boston, Mass.—"Crime Is Their Business," a documentary covering the activities of the State Police, written and narrated by the WCOP special events man, Ken Mayer, was aired over WCOP Sunday, Dec. 4, from 5:00-5:30 p.m. Program featured the re-enactment of murder cases taken from Police files, information from the criminal laboratories of the State Police, a message by Lt. Arthur O'Leary and a special dramatization of the death of Patrolman Edward Collins and the capture of his killer.

Christmas Corner

Washington, D. C.—Jerry Strong, WINX morning man and disc jockey, is carrying on his Christmas custom of asking listeners to help him play Santa Claus to Washington orphans and under-privileged children. Strong's list includes five hundred youngsters, at four of Washington's neediest institutions, selected for Strong by the United Community Services.

Arnold Lewis Resigns

Burlington, Vt.—Arnold Lewis, WCAX sports director resigns this week to go to the Coast to seek a TV position. Replacing Lewis is Paul Boehm, formerly with WGPA in Bethlehem, Pa. Boehm will handle play-by-play sports, a nightly sports show, and will act as assistant to Lawrence Killick, WCAX news editor.

Awarded Xmas Trees

Stamford, Conn.—The State Park and Forest Commission will present two Christmas trees to WSTC and WSTC-FM on Dec. 19, in appreciation of the station's forest fire danger reports during the year. The trees will be cut from the state's forest and will be brought to Stamford by a State Forest Ranger.

Two Join WINX

Washington, D. C.—Milton Grant and Tom Donahue have joined the regular announcing staff of WINX. Grant has worked at WINX as a part-time announcer for the past three months. Donahue came to WINX from WTIP, Charleston, W. Va., where he was known as Thomas Coman.

Participating In Program

Syracuse, N. Y.—Henry McFarland, director of municipal services for the state civil service department, will be guest executive on the program "So You Want to Get A Job" produced by Radio Center, Syracuse University, and presented over station WSYR at 12:15 p.m., December 11.

WDRC On The Spot

Hartford, Conn.—When William Benton, formerly of Benton & Bowles, was appointed U. S. Senator from here, microphones of WDRC were right in the Governor's office at the State Capitol to record the ceremony. Benton was appointed to the Senatorship by his former advertising partner, Governor Chester Bowles. Talks by both men, as well as a description of the scene, were broadcast by WDRC.

Conducts "Smith Fund"

Salt Lake City, Utah—Thirteen-year-old Charmaine Smith was shot with a shotgun which completely destroyed the lower half of her face. Doctors say that plastic surgery can make a new face, but the effort will take five years and cost 15 thousand dollars. Cooperating with a committee from Charmaine's neighborhood to raise the funds, Max Roby, KSL news editor, began a series of stories on all KSL newscasts telling of the tragedy, and asking for contributions.

Aids Hiccup Victim

Cleveland, Ohio—Robert B. Logsdon, father of a 16-year-old girl, called up Jay Miltner, WTAM's "Musical Clock" emcee, to aid him in curing his daughter of her 20-day siege of hiccupping. Miltner sent out a plea on his morning show and was promptly swamped with hundreds of suggestions for cures. Miltner delivered the cards and letters, but the young girl still has her hiccups.

Wedding Bells

Madeline Chenowith, program secretary for WASH-FM, Washington, D. C. and the Continental FM Network, was recently married to Robert M. Frazier, radio engineer.

AGAIN! 10 of the 15 most popular local shows on major stations in New York are on WOR!

Again and again and again WOR shows clock top ratings in New York. There are reasons: 1. WOR's astute sense of showmanship, built on a bedrock of more than a quarter-century of building and buying programs that make cash registers click. 2. A crack staff of writers, producers and directors who know what appeals to the majority of 36,000,000 people in 430 counties in 18 states and the Dominion of Canada. 3. A total station's Scotch instinct for making every sponsor's penny spent bring two, three and five or more pennies back.

These facts — and more — are good reasons why you should use

WOR

that power-full station

at 1440 Broadway, in New York

