



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 46

NEW YORK, FRIDAY, DECEMBER 9, 1949

TEN CENTS

RADIO SPOTS SELLING TV RECEIVERS

Expect No U. S. Action On Cuba NARBA Plea

Washington Bureau of RADIO DAILY
Washington — Reports reaching here last night from Montreal indicated that there will be no decision by the American government on the new Cuban demands for vastly increased standard broadcast facilities until well into next year.

It was reported that the plenary session was breaking up, without definite plans for reconvening, but with an understanding that a new try for a regional broadcasting

(Continued on Page 6)

ASCAP Resident Counsel Named General Attorney

Herman Finkelstein, resident counsel of ASCAP for the past seven years, was designated as general attorney for ASCAP by the board of directors yesterday, Fred Ahlert, president, announced. Finkelstein is a graduate of the Yale Law School, a member of the copyright committee of the American Bar Assn. and the International Bar Assn.

Ahlert also announced that Schwartz & Frohlich in New York will continue as ASCAP general counsel.

Brewery To Sponsor New Colman Show On ABC

The Ronald Colmans have been signed by NBC and the Jos. Schlitz Brewing Co. of Milwaukee, to co-star in their first network radio program starting Jan. 6. in the 8 to 8:30 p.m. time segment.

The program, entitled "The Halls" (Continued on Page 2)

Wolfe's Day

Thomas Wolfe, noted American novelist, gets a double nod of recognition Sunday, Dec. 18 when "NBC Theater" presents an adaptation of his "You Can't Go Home Again" with intermission comment by Norman Cousins and CBS' "Invitation To Learning" presents an analysis of the same work with comment by John Mason Brown.

Date In Phoenix

Washington — NAB yesterday announced that its board will meet next February 8-10 at the San Marcos Hotel, Phoenix, Ariz. At that time it is slated to take action on the status of the Broadcast Advertising Bureau, the pending merger with FMA and the formation of a successor body to BMB.

Radio-TV Credited With Success Of Drive

Detroit — Radio and television took a leading role in helping Detroit's pioneering United Foundation exceed by four per cent its goal of \$8,550,000 for health and community services, according to UF campaign leaders.

With grand total of 3,573 different public service and commercial programs the Motor City's broadcasting industry carried the idea of common sense in fundraising through one annual "Give Once For All" campaign into every

(Continued on Page 4)

National Sales Meeting Held By Thesaurus Staff

A week-long national conference just completed at the New York headquarters of RCA Recored Program Services, touched off the greatest sales campaign in Thesaurus history, according to Donald J. Mercer, manager of RCA's transcription services. Enthusiastic acclaim greeted

(Continued on Page 6)

FCC Edict On STA's Stands, Five Objecting Stations Told

Washington Bureau of RADIO DAILY
Five daytime stations, including WNYC, New York, were turned down yesterday in their bid to upset the FCC's decision of last year denying further special temporary authorization for extension of time on the air. With Commissioners Walker and Hyde not participating, Commissioner Frieda Henneck dissented, proposing a hearing on the matter. The five stations had argued

Intensified Campaigns In Key TV Cities Producing Set Sales For Major Television Manufacturers

Campaign On Cigars Readied By Lorillard

The creation of a new cigar division with a \$300,000 advertising and promotion budget to push sales of five cigar brands manufactured by the company was announced Monday by H. A. Kent, president of P. Lorillard Company. Frank Hopewell, a key figure in the rise in sales of Old Gold cigarettes and a Lorillard vice-president, has been named to head the new division.

Indications were that the new

(Continued on Page 4)

Jackie Robinson Signed For New Series On ABC

Jackie Robinson, star second baseman for the Brooklyn Dodgers and winner of last year's Most Valuable Player award in the National League, will debut a new-type

(Continued on Page 2)

Miles Laboratories Signs NBC 'One Man's Family'

Miles Laboratories, Inc., will sponsor "One Man's Family" over the full NBC network starting with the program of Feb. 5. The show is heard Sundays from 3-3:30 p.m. The pro-

(Continued on Page 6)

Using spot radio and special programming as a merchandising medium for the holiday sale of television sets, major manufacturers have worked out co-op deals with distributors in key center cities with TV station facilities and are getting sales results, RADIO DAILY learned yesterday

(Continued on Page 3)

Programs To Ukraine Planned By 'V. Of A.'

Washington Bureau of RADIO DAILY
Washington—The State Department announced yesterday that it will begin next week a new series of daily half-hour "Voice of America" programs in the Ukrainian language. The program will consist of United States and world news, political commentaries and features about American life. It will supple-

(Continued on Page 6)

Dog Arrives In New York To Get Giveaway Prizes

"Konrad von Wesdell," winner of Gaines Dog Food "Top Dog" contest, arrived in New York yesterday to collect his numerous prizes. He was greeted at New York's Plaza Hotel by a reception committee composed of twenty-five dogs and

(Continued on Page 3)

Hoppy On MBS

"Hopalong Cassidy," starring Bill Boyd in the title role, has been signed as a radio exclusive by Mutual Broadcasting System, it was announced yesterday. Series will start January 1, and has been slotted in the 4 to 4:30 p.m. Sunday time period. General Foods will sponsor in behalf of the Post Cereals Division of the organization.

(Continued on Page 3)



Vol. 49, No. 46 Friday, Dec. 9, 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 Dahlfonega 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 8)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8 1/2	8 1/4	8 3/8	+
Am. Tel. & Tel.	148 3/8	148 1/2	148 5/8	+ 1/8
CBS A	27 1/4	26 1/2	27 1/4	+ 3/4
CBS B	26 3/4	26 1/4	26 3/4	+ 3/4
Philco	30 1/4	30	30	+ 1/4
RCA Common	13 1/4	13	13 1/8	- 1/8
RCA 1st pfd.	74 1/4	73 1/2	73 1/2	- 1/2
Stewart-Warner	123 1/2	121 1/2	123 1/2	+ 1/2
Westinghouse	31 1/8	30 3/8	30 1/2	+ 3/4
Westinghouse pfd.	102 1/2	102 1/2	102 1/2	+ 1/4
Zenith Radio	31 1/8	31	31

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	14	15
Stramberg-Carlson	11 1/4	12 1/2
U. S. Television	1/4	1/2
WCAO (Baltimore)	17	20
WJR (Detroit)	7 3/4	8

Bob Trout's Busy Day Includes Four Broadcasts

NBC's Bob Trout will be a busy man tomorrow when he handles four major television and radio shows between 3:30 and 11 p.m. A special network program on the water shortage throughout the nation will start his day, with a 5:00 p.m. TV broadcast on the first anniversary ceremonies of the UN Declaration of Human Rights following closely afterwards.

The UN video show will be a two and one-quarter hour stint and includes the Boston Symphony Orchestra and interviews with Eleanor Roosevelt, Trygve Lie and General Romulo on its schedule. Trout will be on the regular TV quiz show, Who Said That, at 9:00 p.m. with Leo Durocher, Laraine Day and Oscar Levant.

★ **COMING AND GOING** ★

GEORGE B. STORER, president of Fort Industry Co.; **LEE B. WAILES**, vice-president in charge of operations, and **HAROLD RYAN**, vice-president and treasurer, are in New York on business.

EDDIE and IDA CANTOR, who had been visiting in New York for about a week, left yesterday for Hollywood. They'll stop over for a while in St. Louis.

MORRIS S. NOVIK, public service radio consultant, is back in New York following a trip to the West Coast, where he arranged a number of AFL programs. Returning, he stopped over briefly in Chicago.

PAULINE FREDERICK, American network commentator, is in San Juan, Puerto Rico, participating in the ceremonies attendant upon the opening of the big new Carib-Hilton Hotel.

KEN MURRAY, featured on CBS-television, will arrive by train tomorrow from Hollywood and will immediately start rehearsals for his "Ken Murray Show," which will make its debut Jan. 7.

JOE DI MAGGIO has arrived from the West Coast to transcribe another batch of his CBS programs.

ART LINKLETTER, master of ceremonies on "People Are Funny" over NBC, is expected in New York tomorrow from the West Coast.

J. B. FUQUA, owner and manager of WJBF, Augusta, who has been in New York on business most of this week, will leave for Georgia today. Sat in for a while yesterday with the station's national reps.

RICHARD WESTERGAARD, manager of WNOX, Knoxville affiliate of CBS, is here on station and network business.

RICHARD BOREL, general manager of WBNS, Columbus, Ohio, conferred Wednesday at the offices of CBS, with which the station is affiliated.

BERT WOOD, program manager of RCA Recorded Program Service, has arrived in Chicago for a recording date with the new The-saurus group.

ERIC SEVAREID, Columbia network's Washington correspondent, today is in St. Louis to address the Chamber of Commerce and the League of Women Voters at the Hotel Jefferson. His newscast will be broadcast from KMOX.

TED NELSON, general manager of WIKK, Erie, Pa., is in town for conferences with his national representatives.

PHIL ALAMPI, farm news editor at WJZ and newly-elected vice-president of the NARFD, will spend this week-end in Atlantic City attending the Vocational Agriculture meeting.

CHARLES COLLINGWOOD, White House correspondent who also is moderator of "People's Platform" for CBS-TV, is expected in New York today from Key West, Fla., where he accompanied President Truman's vacation party.

HERB SHRINER, featured nightly on the Philip Morris CBS video series, has returned from Washington, D. C., where he made an appearance before the American Medical Assn. at the Hotel Statler.

PETER DONALD, comedian, is back in town following an engagement in Pittsburgh. On Jan. 6, he'll emcee the "March of Dimes" Follies at Queens College.

ROBERTA QUINLAN, television singing star, has returned from a short trip to Hollywood.

ELMER DAVIS, American network commentator, in town from Washington to arrange for radio coverage of the annual Radio Correspondents Dinner, which will be held in the Nation's Capital next month.

ROBERT MOODY is here. He's the general manager of WHIO, Dayton, Ohio, a Columbia network outlet.

Jackie Robinson Signed For New Series On ABC

(Continued from Page 1)
 sports program over the full ABC web January 22 at 10:30 p.m. Program will be heard weekly at the same time.

Jackie No Beginner
 The show, entitled "The Jackie Robinson Sports Show" will be offered to sponsors on a co-op basis. Robinson is an experienced broadcaster.

Brewery To Sponsor New Colman Show On ABC

(Continued from Page 1)
 of Ivy," has a situation comedy format with the scene being laid in a small college town.

Don Quinn, who built the "Fiber McGee and Molly" show, is credited with creating this show. Walter Brown Newman will assist with the script and Nat Wolff will direct. The agency is Young & Rubicam.



Antelope factory

Most of the baby antelopes in the U. S., like the one in the picture, are born in the Detroit Zoo. They've got a monopoly out there in producing antelopes.

W-I-T-H in Baltimore has a monopoly, too, in this rich, competitive market—in producing low-cost results from radio advertising.

You see, W-I-T-H delivers a BIG audience at very LOW cost. It covers 92.3% of all the radio homes in the Baltimore trading area. You can do BIG things on W-I-T-H with a LITTLE bit of money.

Call in your Headley-Reed man today for the whole wonderful story about W-I-T-H!

50,000 watts at 800kc.

Now covering a 17,000,000 population area at the lowest rate of any major station in the Detroit Area!

CKLW
 Detroit and Windsor
 J. E. Campeau, President

Adam J. Young, Jr., Nat'l Rep. • Canadian Rep., H. N. Stovin & Co.

AM  FM

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

FCC's Edict On STA's Stands, 5 Outlets Told

(Continued from Page 1)

lications for new stations should be granted. The stations argued that this position is inconsistent with the earlier reasoning.

The Commissioner said yesterday that:

"We are of the opinion, however, that petitioners have misconstrued the import of the Commission's argument in the Easton case, and that no such inconsistency exists. The argument in the Easton case was not that FM stations were too important to be considered in making a determination as to the proper allocation of AM stations. The argument was, rather, that the technical differences between AM and FM, together with the different histories of the two services with respect to the allocation of stations among the several states and communities, was such that a fairer distribution of both AM and FM stations could be achieved by considering each type of station separately, and by giving weight to the possible existence of FM stations in considering AM applications only where the AM facilities in the communities being compared where equal or approximately equal.

Points To Court-Upheld Contention

"The contention of the Commission was upheld by the Court of Appeals in its decision in the Easton case, where it held that the Commission was not required to treat the two types of stations alike in considering applications for either service. But the fact that the Commission felt that it would be unwise to consider FM assignments as equivalent to AM assignments in attempting to make an equitable distribution of AM facilities, and that it would have been similarly unwise to allocate and assign stations in the new FM service on the basis of the existing assignment of AM stations, is not determinative of the question of whether or not the existence of FM stations, authorized to operate full time, should affect the policy of the Commission in issuing special temporary authorizations for AM stations authorized to operate regularly in the daytime only."

Public Interest Considered

The Commission said too, that it "is fully aware of the interest of the public in securing nighttime service and particularly service offering programs of special local interest and significance in communities which presently do not have stations authorized to broadcast at night. The Commission has made considerable efforts in recent years to increase the number of full time facilities to the extent that such expansion is consistent with the maintenance of adequate overall service. While the value of individual programs in some specific instances may outweigh the effects of degradation of the basic allocation scheme, we must reiterate our belief that any system by which the basic determination that a channel is not available

Radio Spots Selling TV Sets In Key Video-Serviced Cities

(Continued from Page 1)

day. Campaigns have been intensified in such cities as New York, Chicago and Los Angeles and the techniques employed indicate the highly competitive nature of the TV receiver sales among the merchants.

Among the leaders who have been using radio are Admiral, RCA, Motorola, Philco and Muntz. Some of the radio advertising is confined to spots and to programs where announcers work at high pitch to get demonstration sets installed in homes.

Typical of the technique being used to get a TV receiver into a home is the programming for Dynamic stores in New York which features the Admiral line. Called an "ad lib pitch" the announcer goes into a fast invitation spiel. A sample of the script as heard on WMCA, New York, follows:

"Would you like to have television in your home tonight? If you live in New York telephone Murray Hill 2-7720—in New Jersey call Market 2-3191 and Dynamic stores will have television operating in your home tonight without a penny's cost or obligation to you. I have just 35 sets for free home demonstrations so you'd better phone now if you want to be among the lucky ones. It's not just any ordinary television, mind you—not a small table model nor an unknown brand, but the new, amazing Admiral wonder set, the smartest console television ever built, with the big size 62-inch picture that the whole family can watch

Dog Arrives In New York To Get Giveaway Prizes

(Continued from Page 1)

the press. Cocktails and "solid refreshments" were served.

The event, dreamed up by Benton & Bowles, was thoroughly covered by the press of radio, newspapers, magazines, trade papers, TV and newsreels.

Gambling Reminscing

In preparation for the celebration of his 25th year at WOR on March 8, 1950, John B. Gambling has asked listeners to supply him with any early anecdotal material relative to his early A.M. music and chatter programs. He says he can't remember all the high spots of the past 25 years and wonders what little things have amused his audience most.

for nighttime operation in a given community may be periodically set aside can only result in the eventual complete breakdown of the entire allocation system upon which any adequate radio service necessarily depends."

In addition to WNYC, the stations were WOI, Ames, Ia.; WNAD, Norman, Ok.; WKAR, Lansing, Mich., and WHCU, Ithaca, N. Y.

in comfort. Stations pop right in, automatically, at the turn of a dial. Pictures are clear, steady, brilliant—thank's to Admiral's famous super-powered chassis—works perfectly on its own synchronized antenna—no installation is required—you don't need your landlord's permission. And its guaranteed, doubly guaranteed by the two top names in television, Admiral and Dynamic stores so you're sure of lasting satisfaction."

Prizes Offered for Leads

The same method of lining up demonstration prospects has been used by Muntz and another dealer, Sunset stores, has been offering merchandise prizes to TV viewers who will furnish them with the name of sales prospects. Sunset features the RCA line.

Stations accepting the business have been told by agency executives that radio announcements have been more effective in producing sales prospects than TV broadcasts. They argue that most radio listeners are potential TV buyers while those viewing a television set in their homes are already sold on the sight and sound media.

Freedom Foundation To Honor L. A. Weiss

An honor medal for activity and speeches on the American Way of Life will be presented in February to Lewis Allen Weiss, Chairman of the Board of the Don Lee Broadcasting System, by Freedoms Foundation, Inc., Valley Forge, Pa.



WEISS

An announcement of the distinguished award was received by Weiss yesterday in a telegram from Don Belding, E. F. Hutton and Kenneth Dallee Wells, trustees of the foundation.

Freedom Foundation is a national organization to

provide recognition to American citizens who do the most outstanding job of bringing about a better understanding of the American Way of Life.


Weiss for years has been an outspoken advocate of the Free Enterprise system in the United States and is regarded as an exceptionally able speaker.

• faces • facts • figures • wins •

• faces • facts • figures • wins •


AMERICANS, SPEAK UP!

10:45-11:00 P. M.
MONDAY



A series of inspiring, informative talks by prominent Americans. These excellent public service programs are available for sponsorship on WINS. Variety says: "Commercial Possibilities Are Good."

• faces • facts • figures • wins •



CROSLY BROADCASTING CORPORATION

Radio-TV Credited With Success Of Drive

(Continued from Page 1)

home in the metropolitan area. Benefiting from the drive are 141 national, state and local organizations.

Figures in current rate cards indicate that the radio and television time turned over to the United Foundation "Torch Drive" by stations and their advertisers is valued at \$161,679.07.

Total airtime for the campaign amounted to 215 hours, equal to 12½ days of continuous broadcasting by the average Detroit station.

A breakdown of the figures shows that during the campaign, which ran from October 18 to November 10, Detroit's 12 AM and FM outlets broadcast 2,740 public service spot announcements and 435 feature programs of from five to 60 minutes in length.

Three On CBS

In addition, Arthur Godfrey, Robert Q. Lewis and Margaret Whiting plugged the drive over CBS on several different occasions. Ralph Edwards originated his NBC program "This Is Your Life" from the city's Music Hall just prior to the campaign opening.

Detroit's three television stations aired 226 public service spot announcements, using motion picture films and slide transparencies. TV viewers also saw 42 other special programs ranging from three to 30 minutes in length.

Making up the committee which took on the job of securing sponsors was William Cartwright, chairman, Edward Petry & Co.; William Bryan, Free & Peters; Eric Hay, WJLB; William Hendricks, WXYZ; Richard E. Jones, WJBK; B. P. Pearse, Weed & Co.; Robert B. Rains, Paul H. Raymer Co.; Arch Shawd, WJR; Joseph Spadea, Columbia Broadcasting System; Willard Walbridge, WWJ, and E. Wilson Wardell, CKLW.

Second Committee Listed

Another United Foundation Radio Committee, charged with Public Service programming was chaired by Willard Walbridge, WWJ. Serving with him were J. E. Campeau, CKLW; Calvert M. Hill, WEXL; Ben Hoberman, WDET; Richard Jones, WJBK; F. A. Knorr, WKMH; James C. Riddell, WXYZ; Harry Wismer, WJR; and Don DeGroot, WWJ.



Man About Manhattan . . .

● ● ● Prospects of an all-industry bureau to handle figures on radio and TV receiver production and ownership yesterday brought speculation in the trade as to the motive back of the move. One report is that such a bureau is proposed to replace Broadcast Measurement Bureau which bows out on Jan. 1st. Another is that NAB has suggested the bureau as a step toward bringing Television Broadcasters Ass'n into the fold. . . . Ralph Austrian, television consultant, slated to take over an important TV post in the near future. . . . Watch for an announcement on two well-known researchers taking agency posts around Jan. 1st. . . . Army & Navy goods stores in Times Sq. credit sale of western attire to children with keeping them from going into the red this Christmas time. Western films on TV has stimulated children's interest in boots, Levi's and spurs. . . . Is Mutual planning to cut down the number of its member stations? . . . Sure costs a lotta money to build a comedy team. NBC has spent close to a quarter of a million bucks on Dean Martin & Jerry Lewis' air effort. . . . Aside to Emerson Focie; George Wolf, of FC&B, is co-author (with Lawrence Beason) of the film, "Front Page Affair," which Laurel Films will snoot in N'Yawk in Jan. for Eagle-Lion release. The last FC&B man who wrote a movie was Freddie Wakeman, as you may well remember. Here's the switch: Wolf's picture has nothing at all to do with the ad biz.

★ ★ ★ ★

POEME: "Mule Train
Gives me a pain."

. . . Irv Cahn

★ ★ ★ ★

● ● ● SMALL TALK: With the announcement that NBC-TV is going to do a series on "The Women," Richard Berger, producer, and Martin Begley, casting director, are being swamped with hopeful contenders. Unlike the stage play which had 35 parts, the TV adaptation will have only 4 permanent characters. . . . John Irving Fields tells the col'm that Archdale J. Jones' "Key To The Missing," having solved 70 per cent of its cases, has received from large firms lists of missing persons—which will guarantee a prospective sponsor 300,000 new customers within a period of 2 months.

★ ★ ★ ★

● ● ● Three new crack platter-spinners join WMGM next week—Ken Roberts, Hal Tunis and Ted Brown. Latter will do an early ayem show, Roberts will spin 'em from 2 to 3 p.m. and Tunis will be on deck from 3 to 4. Tunis is probly the most educated deejay hereabouts. He has an M. A. from Temple U. and taught English in the Phila. high schools before entering radio.

★ ★ ★ ★

● ● ● HAT'S OFF DEPT: Bill (So. Pacific) Tabbert's platter of "Younger Than Springtime." . . . Bobby Colt's vocals on WINS. . . . Mimi Benzell's smartistry at the Pierre. . . . Gabriel and his impressions at Le Vouvray. . . . Johnny Andrews, singing star of WNBT's "Easy Does It." (His 1st Hooper last year was 1.6. Today it's just the reverse —6.1) . . . Herb Sheldon's terrific selling job on his daytime airer. . . . The Mariners Columbia record of "Leprechaun's Lullaby."

★ ★ ★ ★

● ● ● FILLER-DILLERS: Reading that J. Dorsey is being sued for hitting a milkman over the noggin with a clarinet, Hank Sylvern sez he now knows what is meant by bop music. . . . Jimmy Kriegsmann sez his TV equipment isn't complete yet. He'd like to buy a one-minute spot remover. . . . Herb Shriner has a pal who's really behind the scenes in television—moving scenery. . . . Peter Donald contends that what the city needs most to conserve aqua is a plan that will hold water.

Campaign On Cigars Planned By Lorillard

(Continued from Page 1)

move was calculated to increase the tobacco company's share of the nation's annual demand for more than 5,500,000,000 cigars, exclusive of little cigars. It is expected that Lorillard will double its present cigar volume to about 8 per cent of the yearly sales volume of \$500,000,000.

Alden James, the company's advertising director indicated that advertising appropriations for the new division would exceed \$300,000, and a spokesman for the tobacco firm said that advertising media selections had not yet been made for the coming year. Indications, however, were that heavy radio expenditures are anticipated. Lorillard Company used radio advertising extensively before the war to push cigar sales and, of course, radio advertising played a big part in pushing Old Golds to its present fifth position in nationwide cigarette sales.

Cigar brands to be pushed include: Muriel perfectos, two for twenty five cents; Senators, ten cents each; Longfellows, ten cents and "babies" at five cents; and Van Bibbers at twenty cents per package. Rocky Fords will not be pushed at this time and Between-The-Acts and Royal Bengals will continue to be distributed through the full-line sales organization as before.

Hollywood's New

COUNTRY CLUB HOTEL

- The Country Club Hotel occupies a magnificent location in the heart of the exclusive Wilshire residential district . . . adjacent to Wilshire Country Club and overlooking the expanse of its gorgeous fairways and greens.

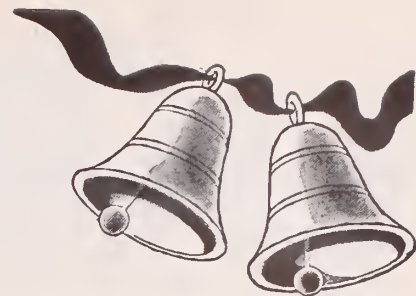
- Rates from \$6.00 up. Single Kitchenette Apartments Available by Week or Month.

COUNTRY CLUB HOTEL

445 North Rossmore Avenue (Vine St.)
Hollywood 4, Calif.
Telephone: HOLLYWOOD 9-2701

WBAL
means business
in Baltimore

What other Christmas present can you name that...



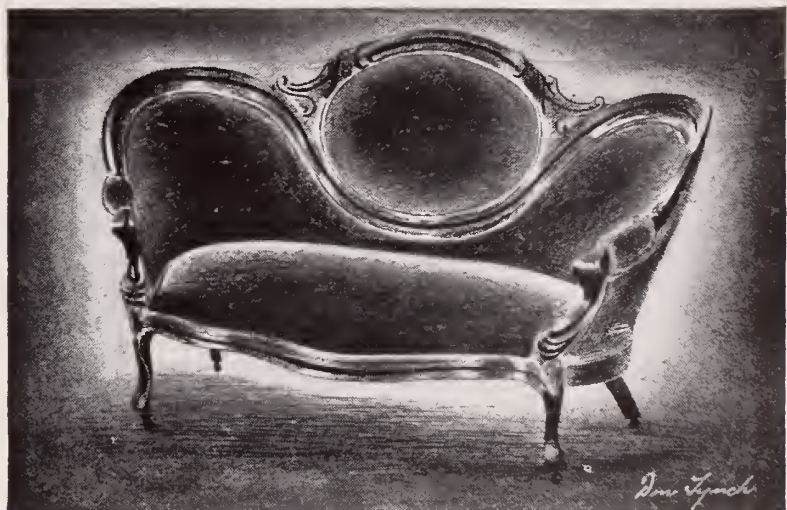
... you wouldn't want to exchange



... comes in so handy on rainy days



... never wears out



... keeps increasing in value

... is so quick and easy to buy
... pleases everyone on your list
AND ... gives itself all over again
(with interest) ten years later?

A decorative flourish consisting of a wavy line with a small circle at the end, positioned to the left of the 'U.S.' text.
U.S.
Savings Bonds

Automatic Saving is Sure Saving



THIS SPACE CONTRIBUTED BY RADIO DAILY

Programs To Ukraine Planned By 'V. Of A.'

(Continued from Page 1)

ment the present broadcasts of the "Voice of America" to the Soviet Union in the Russian language, which began in February of 1947.

The new program will be broadcast in the eastern Ukrainian dialect and will be directed to the Ukraine. It will be broadcast from 1:30 to 2 p. m., EST, (9:30 to 10 p. m., local listening time), and will be carried by 16 shortwave transmitters in the United States and will be relayed by four shortwave transmitters which the "Voice of America" leases from the British Broadcasting Corporation and by three shortwave and one medium-wave transmitter at the American Relay Base in Munich. The program also will be re-broadcast daily on medium wave from Munich at a later time.

The new broadcast series will increase to 21 the languages utilized by the State Department's International Broadcasting Division in its world-wide radio service.

Special Airing To Honor Department Store Sponsor

Chicago—The local Weiboldt department store chain, which has been a client of WMAQ, Chicago, for 14 years will be honored by the local NBC outlet here in a special half-hour program Friday, December 16. The Wieboldt firm will also mark the event on its "Your Neighbor Program," which has been heard over WMAQ continuously since 1935. Needham, Louis & Brorby, Inc., Chicago, have renewed the latter program (Mondays through Fridays, 8:00 to 8:30 a. m., CST) for 52 weeks effective December 12.

Wieboldt's started as a WMAQ sponsor in December, 1935 with a series of morning programs. The first announcer was Paul McCluer, who is now NBC Chicago network radio sales manager. The present "Your Neighbor" format includes recorded music, time, temperature, and fashion news by Miss Marlowe.

The special Dec. 16th broadcast will feature anniversary greetings to the store from Chicago civic leaders. The WMAQ husband and wife team, Elizabeth Hart and Louis Roen, will represent Mr. and Mrs. Chicago, while music will be provided by an orchestra conducted by Joseph Gallichio.

Barry Bewildered

Barry was another name for confusion yesterday afternoon in the office of Charles C. Barry, ABC vice-president in charge of programs. ABC's Barry received simultaneous telephone calls on his extensions—504 and 505—from ABC-TV star Wendy Barrie and Jack Barry, radio producer.

XMAS PROMOTION

Xmas Toy House

With its main theme the solicitation of toys for the needy children of greater Miami, WTTT opened a Christmas Toy House in downtown Miami. The house sits on the corner of one of the busy thoroughfares and is decorated in a Walt Disney fashion. WTTT's Santa Claus will broadcast from the house daily from 1:30 p. m. to 2:00 p. m. and interview the children that flock around and various celebrities who are in town at the time. During the day members of the Women's Council of the Boulevard Christian Church will occupy the booth to collect the toys to be distributed on Christmas Day. Assisting in this promotion are a local used car dealer, Olin's, and a kiddie shop, Alray children's Shop and Alray Bootery. The house itself is propped up in front of the A. S. Beck Shoe Store.

Time-Buyers' Tannenbaum

Robert S. Keller, Inc., sales promotion representative, has mailed a unique Christmas greeting to 195 New York agency time buyers, all of whom are personal contacts of the firm. The greeting is a compilation of the buyers' names in the shape of a Christmas tree bearing the season's greetings and reproduced in green and red on legal size duplicator stationery.

Lombardo Aids Drive

Guy Lombardo will help the Christmas seal campaign in Nassau County with an appearance over WHLI and WHLI-FM, Hempstead, Long Island, on Monday, December 12 from 2:45 to 3:00 p. m. Miss Frances Barbour, director of the Nassau County Tuberculosis and Public Health Association, and Dr. Lindon Davis of Williston Park will also take part.

National Sales Meeting Held By Thesaurus Staff

(Continued from Page 1)

the projections presented throughout the week, during which plans for programming, production, promotion, advertising and sales developments were outlined and completed.

The meeting brought together for the first time all representatives of the recently organized RCA Recorded Program Services. James P. Davis, manager of Custom Record Sales, under whose direction Recorded Program Services has been placed, presided. Others in attendance were Mercer, Wade Barnes, sales head; Bert Wood, program manager; Ben Rosner, promotion manager; and sales representatives Ad Amor, New York; Bill Reilly, Chicago; and Bill Gartland, Hollywood.

At the meeting's final session, Davis said: "We are all highly elated over the tremendous response our station subscribers the country

Busy On TV

Santa Claus is making television appearances on Mondays, Wednesdays and Fridays over WVTR in Richmond, Va. Santa, surrounded by toys in a North Pole workshop setting, reads letters and tells stories on the show from 6:00 to 6:30 p. m. Mother Claus gives Santa an assist by writing the children's names in a book. The Nolde Brothers Bakery in Richmond is sponsoring.

WEOL Aids Santa

The Sears Roebuck & Co. store in Elyria, Ohio has set up a mailbox for letters to Santa Claus and has sponsored broadcasts over WEOL to read the letters. The box, in the middle of the store, has brought a steady stream of children with their parents. The company originally sponsored a 15-minute show daily, but the volume of mail made it necessary to increase the program to 30 minutes each day.

WIBG Plans Party

Zella Drake Harper, WIBG commentator, will hold her 7th annual Christmas party for dependent children on Saturday, December 17th at the State Theater in Philadelphia. A thousand children from 17 homes and orphanages have been invited to the morning affair. Uncle Jim Willard will lead the kids in songs and carols before Santa Claus arrives in time for a half-hour broadcast at 10:30 a. m. over WIBG.

Xmas Recordings

Single 45 rpm records from the Robert Shaw-RCA Victor Chorale album of Christmas Hymns and Carols have been released by the recording company. The album was made available only recently on the new speed. It was previously available on 78 rpm.

Miles Laboratories Signs NBC 'One Man's Family'

(Continued from Page 1)

duct to be advertised by Miles has not yet been chosen. The series is written by Carleton E. Morse.

"One Man's Family" has been featured on the NBC network since April 29, 1932. The unchanged format will continue to recount the home life of the Barbour family.

over have given the new area in Thesaurus. The important new talent in commercially-designed programming already added to Thesaurus will be joined during the months ahead by a steady parade of more top stars in many many hours of saleable radio programs. We firmly believe in the growing importance of transcription services to the industry, and we are more than gratified by the overwhelming vote of approval our station friends have registered for our new Thesaurus plans."

Expect No U. S. Action On Cuba NARBA Plea

(Continued from Page 1)

agreement will be made in the spring. The new meet would not be in Montreal.

Earlier reports that State Department pressure for acceptance of the Cuban proposals had been sufficient to swing the agreement, have not been born out, it was said. Industry resentment has been so strong that the American delegation is said to have decided against proceeding with its tentative plan to accept the Cuban demands.

Duquesne U Station Going On Air Soon

Pittsburgh—Duquesne University will dedicate its FM radio station, WDUQ, on Thursday, December 15, and at the same time increase its power from 10 to 2750 watts. The outlet, Pittsburgh's first college radio station, will switch its frequency from 89.3 to 91.5.

The Right Reverend Hugh C. Boyle, Bishop of Pittsburgh, will bless the station during the program. Paul Shannon of KDKA, Ralph Falter of WCAE and Rege Cordic of WWSW will also take part in the dedication ceremony.

Wedding Bells

Betty Barrett, former time buyer now with the New York Post, was married Nov. 18 to Stuart M. Kelly, staffer at Taylor-Boroff & Co., Inc., national station reps.

Send Birthday Greetings To—

December 9

Ken Niles Judith Gardner
Willard Butler Jerry Lesser
Freddy Martin Linnea Nelson

December 10

Andy Kelly Chet Huntley
Alvin Austin Lew Brown
Lois Burke Ray Collins
Jean Dickenson Morton Gould

Dorothy Lamour

December 11

Buster Coward Donald Flamm

December 12

Ann Eden Edward G. Robinson
Emanuel Demby Allen Massey
Hal James Louis G. Cowan
Helen Menken Danny O'Neil

December 13

Florence Baker Phil Mayer
Charlie Gregg Jay Jostyn

December 14

Erskine Johnson
Morey Amsterdam

December 15

Art Brown Marian Barney
Phil Dakin Bob Hawk
Maxine A. Chaffin
Edward P. Shurlick, Jr.

TELEVISION DAILY

Section of RADIO DAILY, Friday, December 9, 1949 — TELEVISION DAILY is fully protected by register and copyright

PHONEVISION-HEARING JAN. 16

TELE TOPICS

TV'S PECULIAR ABILITY to bring actuality into the home was demonstrated with candid effectiveness Wednesday night by "The Author Meets The Critics" award presentation on A3C and the Heisman trophy pickup on WOR-TV. While the former was on the whole a rather stuffy affair—principals sat at a dais onstage with only a curtain for a background—the event was made memorable by the presence of Robert Frost, who received the first prize for non-fiction. It was the poet's initial broadcast appearance and his recitation of three of his poems was indeed a rare treat. Tom Lea, whose novel, "The Brave Bulls," received the top fiction award, was piped in from San Antonio, and Hume Cronyn read a brief but stirring passage from the book. The major part of the show, however, was just so much talk. John McCaffery presided and other participants included ABC proxy Mark Woods, veepee Bob Saudek, packager Martin Stone and critic Lewis Gannett.

JUST AS FROST was the highlight of the literary presentation, so was William P. Kelgard, a wizened character actor, the hit of the WOR-TV coverage of the Heisman Memorial Trophy award to Leon Hart, of Notre Dame, at the Downtown A. C. Kelgard had the toughest assignment of all; he followed the actual presentation to the massive line-man. Introduced as the mayor of Turtle Creek, Pa., Hart's home town, Kelgard stole the show with his warmly humorous characterization of a small town executive. His feat was made even more laudable by the fact that he followed the gridiron reminiscences of such polished speakers as Bill Slater, Bo McMillan, Ted Husing and others. Coverage as a whole was excellent and should add to the stature of New York's newest station.

FACES WE'D LIKE TO SEE back on the air, but quick: Imogene Coca, Sid Caesar and Marge and Gower Champion, all of the late, lamented "Broadway Revue." . . . Local Chevrolet Dealers have renewed "Pantomime Quiz" in New York and Los Angeles. . . . Ed Herlihy, emcee of WNB's "Children's Hour" takes up economics today when he reads Prof. Raymond Moley's speech to the NAM session at the Waldorf. . . . Add Cass Franklin, Monica Moore, photog Muky, Gordon Dilworth and Don Russell to the talent lineup for the new DuMont daytimer starting Monday. . . . Phillips H. Lord, originator of "The Black Robe," is readying another show built around "real people in the street." . . . Latest TV feature to be merchandised nationally is Bob Dixon's "Chuck Wagon" series on CBS. Kauffman's Saddlery is manufacturing and marketing the western togs.

ABC Continues Drive For New Money In TV

Curtis Publishing's "Ladies Home Journal" will make its first use of TV next month in a one-shot promotion over three ABC stations. Program, a five-minute dramatized film based on a story in the magazine's January issue will be aired during the week of Jan. 2 over WJZ-TV, New York; WENR-TV, Chicago and WMAL-TV, Washington. BBD&O is the agency.

In New York, the ABC flagship is continuing its drive to bring new advertisers into video, using its "demonstrator" ailer, "Holiday Hints," as an opening wedge. Latest to make a TV bow via the show is Fanny Farmer Candy Shops, which signed for three participations through J. Walter Thompson.

Other new accounts for the stanza include Marchal Jewelers, two participations, through William Warren, and Clark & Gibby, one a week for three weeks, through Needham & Grohmann.

Wander Signs Up H. D. For 2 Quarter Hours

Chicago—The Wander Co. (Ovaltine) has contracted to sponsor two quarter hours weekly of the Howdy Doody show on NBC, it was announced here this week by Gene Hoge, midwest sales manager.

Ovaltine will sponsor the 5:30 to 5:45 p.m. (EST) portion of the show on Tuesdays and Thursdays starting Jan. 3, 1950 for 13 weeks. Grant Advertising is the agency.

Balaban Evaluates Impact Of Television

Indicating that Paramount believes that television will complement the motion picture industry, Barney Balaban, president of Paramount Pictures, Inc., included his views on TV in a report to the company's stockholders which was released yesterday.

Balaban's statement about TV follows:

"Much is being written and published as the result of incomplete surveys, concerning the effect of the rapidly expanding medium of television on the motion picture business. The so-called average "A" picture is now seen by no more than ten to twenty per cent of our population. It is our belief that, by advertising the appealing qualities of these pictures through television to a larger section of the American people, we should be able to attract a much larger audience to the movie theaters to see them and that television will, in the end, prove a positive rather than a negative influence on the motion picture industry. On the basis of our experience with radio, we can reasonably anticipate that the television medium will discover and develop new personalities for the motion picture screen."

WFMY-TV Sells 'Crusade'

Greensboro, N. C.—Pilot Life Insurance Co. has signed with WFMY-TV for sponsorship of the 26-week "Crusade In Europe" film series beginning Jan. 12. Firm has used the outlet since its September debut.

FCC Defers Color Hearings; Rejects Amateur-Tester Idea

Washington Bureau of RADIO DAILY
Washington—The FCC yesterday pushed back the resumption of its hearings on color TV and the further comparative demonstrations for two weeks, on the strength of petitions by CBS and RMA. The resumption of direct testimony, to be followed by cross-examination, was pushed back from February 13 to February 27, with the first demonstration of the CTI color system postponed from February 6 to February 20 and the second comparative demonstration—including CTI, CBS and RCA color—from Feb. 8 to Feb. 23 and 24.

The Commission also kissed off

the Arco Electronics proposal that one year of testing, with 250,000 or more amateurs compiling data, be required of the various color systems. The Arco plan, the Commission said, "would cause an indefinite and unnecessary delay in the final determination of the issues."

The Commission pointed out that CTI has no transmission authority and that the facilities of CES and RCA for color testing "are very limited and it is extremely difficult to estimate how long it would take them to build additional facilities for an adequate distribution among the major cities or metropolitan markets."

FCC Will Consider Zenith Plea For Experiments

Washington Bureau of RADIO DAILY

Washington—The FCC yesterday set for January 16, in Washington, a hearing on "phonevision." Among other things, the announcement said, the Commission will consider "contemplated non-technical aspects of such operation, including use of telephone facilities; whether, if authorized, such a service should be classed as broadcast or common carrier or some other service designation, and, meanwhile, whether experimental operation on a commercial basis should be authorized."

Phonevision was defined as the transmission of a standard TV signal by a conventional transmitter operating in the VHF band. However, the content of the picture transmitted is altered at the transmitter by a device which "scrambles" the picture when received by a standard TV receiver. A special apparatus furnished to subscribers would "unscramble" the picture at the receiver.

The system takes its name from plans by Zenith to use telephone lines to transmit a coded signal to activate the subscriber's apparatus. Charges would be made for this service. Zenith's program plans contemplate "first run motion pictures, current stage productions, outstanding sporting events, etc."

Zenith Asks Rule-Waiver

The hearing will be on a petition by Zenith for waiver of any rules necessary to permit its experimental TV broadcast station W9XZV, Chicago, to test phonevision on a limited commercial basis for a period of three months on TV channel 2. It proposes to serve 300 test subscribers, most of them located within 10 miles of the Lakeview exchange of the Illinois Bell Telephone Co. in Chicago. Each would be furnished a Zenith TV receiver equipped for phonevision and be charged one dollar for each program viewed.

Programs would have no other sponsor. Zenith would lease telephone facilities, including control switchboards, from Illinois Bell for control purposes. While willing to participate in this test, Illinois Bell reiterated its position that the demonstration should, in no way, be construed as a commitment to provide telephone or bookkeeping facilities on a going basis for phonevision or other type of fee television.

Commissioner Henneck will preside at the hearing. Commissioners Coy and Sterling favored a grant of Zenith's petition for the test demonstrating prior to the general hearing.

AM TV EQUIPMENT FM FAX

Section of RADIO DAILY, Friday, Dec. 9, 1949

Philips Co. Surveys 15,000 TV Dealers

A survey conducted by North American Philips Company, Inc., to find out what dealers want to know about TV has produced some interesting results.

Questioning some 15,000 select TV dealers in various parts of the country, the survey cards, sent out with the November issue of the company's Newsletter have come back with this "straight-from-the-dealer" information: dealers want to know more about practically every phase of TV from general video news to the fine points of servicing.

On the basis of replies thus far received by North American Philips Company 69% want more general TV news; 65% want more servicing and technical information; 60% want more selling and merchandising tips. Those are top interests. Then there's a drop to the 37% who would like more pictures and visual presentations of ideas, and 33% who would like more news about the Philips company. Surprisingly, only 29% want more stories about other dealers.

Many of the dealers questioned replied with specific suggestions as to technical and servicing, general TV news, and projection type TV. Some 30% of the dealers who answered sell projection of which 16% handle Protelgram-equipped sets.

ENGINEERS— CONSULTANTS

RALPH B. AUSTRIAN

Television Consultant

1270 AVENUE OF THE AMERICAS
NEW YORK 20, N. Y.

Tel.: CO. 5-6848

A. R. BITTER

Consulting Radio Engineers

4125 MONROE STREET
TOLEDO 6, OHIO

Tel.: Kingswood 7631

WILLIAM L. FOSS, Inc.

Formerly Colton & Foss, Inc.

927 15th St., N.W. REpublic 3883
WASHINGTON, D. C.

Movie Theatre Installs 45 RPM Players

At the suggestion of some of its patrons, the Little Carnegie Theater in New York recently installed an RCA Victor 45 rpm record player in their game room for a two-week trial period. Installed to test its practicality as an entertainment service for movie patrons waiting between film presentations, the instrument proved so popular that the management installed a second 45 rpm player to better serve the sharply divided musical tastes of patrons. The phonograph now installed in the game room features the playing of popular and semi-classical numbers while the instrument installed in the theatre's lobby caters to the taste of patrons desiring only classical selections. According to B. D. Bader, assistant manager of the theater, there has been a sharp decrease in activity around the ping-pong and chess and checker tables, a feature of the theater's game room.

GE Device Eliminates TV Screen Markings

General Electric Company announced it has developed a device called a "harmoniker" which will eliminate herringbone markings in most cases on television screens. These markings are signals of high frequency from amateur radio stations. The harmoniker is an arrangement of four coils and condensers in a metal box. To eliminate the television screen markings, amateur radio operators who can construct the harmoniker at home should install the device between transmitters and antennae. GE said it does not plan to market the device commercially.

Commodore Small Emerson Prexy. Ass't.

The Board of Directors of the Emerson Radio and Phonograph Corporation, announced the appointment this week of Commodore John D. Small, former Administrator of the Civilian Production Administration and more recently president of Maxson Food Systems, Inc., as executive assistant to Benjamin Abrams, president of Emerson. Abrams said that Commodore Small "in his new post will help co-ordinate and administer Emerson Radio's extensive and varied activities in the company's heavily accelerated television production program for the forthcoming year."

PRODUCTION PARADE

Dist. Named For Polaroid Filter

Eight additional distributors have been appointed to handle the new DeLuxe Polaroid Television Filter, it was announced by Hinter Delator, sales manager of Pioneer Scientific Corp., New York City, manufacturers of the new improved product. The new distributors are: R. P. McDavid & Co., Inc., Birmingham, Ala.; Kierulff & Co. and Leo J. Meyberg Co., Los Angeles, both to handle Los Angeles and San Diego areas; Leo J. Meyberg Co., San Francisco; Dulaney's, Oklahoma City, Okla.; Sidles Co., Omaha, Neb.; Adleta Co., Dallas, and Crumpacker Distributing Corp., Houston.

New Carton For Sylvania Diodes

The new 1N34A and 1N58A germanium diodes recently announced by the Electronics Division of Sylvania Electric Products, Inc., will be marketed to Sylvania distributors in a new carton and counter merchandiser according to an announcement by George C. Connor, general sales manager. The improved individual crystal carton, he said, was adopted after considerable study of effective color combinations and methods of cartoning for individual crystals and ties in with Sylvania's new counter merchandiser carton for 25 units.

Circle X Indoor Antenna

A revolutionary type indoor antenna was recently unveiled by the Circle "X" Antenna Corporation of Perth Amboy, N. J. The new antenna covers the complete TV band with a minimum adjustment. Circular in design, it incorporates many of the features of the company's outdoor Circle "X" Antenna. Retail price of the new model is \$24.

Four New Garod TV Sets

Garod Electronics Corporation announces four new TV receivers, ranging in price from \$299.95 to \$495. Model 1900, is a 19-inch console with a 203 square inch direct view screen. Model 1344 has a 12½-inch screen housed in a mahogany cabinet and contains the new "Picture-Lock" tuner. The table model 1646 features a 140 square inch picture on a 16-inch screen, mahogany cabinet and "Picture-Lock" tuner. This model also comes in a blond mahogany cabinet.

DuM TV Equip. For KEYL

TV Station KEYL, San Antonio, Tex., has signed up for DuMont telecasting equipment, according to an announcement by the Television Transmitter Division of Allen B. DuMont Laboratories, Inc. The new station will be on the air shortly, with testing scheduled to start in January.

Reg. NARBA Group Study Interference

Montreal—Interference caused by distant radio stations operating on the same frequencies as less powerful local stations was studied here at a meeting of the regional NARBA conference and brought strong expression of dissatisfaction from Cuba and Canada.

Aim of the conference was to determine equitable distribution of frequencies and their allotment to the interested countries. A delegate from Cuba, Antonio Marti Prieto, said his country wished to be protected against interference from foreign stations and he had no objection to equalizing frequencies" on condition that directional antennae were not employed in such a manner as to prevent the waves being directed towards a country where they would cause interference."

Form TV Dealers Group

The formation of a National Television Dealers Association with headquarters at 402 Washington Building, Washington 5, D. C. has been announced. Incorporated under the laws of the state of Maryland, purposes of the association are to promote the best interests of retail TV dealers, to unite members of the TV retailing industry in all lawful measures for its common good, and to those ends engage in any or all proper trade associations. Edwin A. Dempsey is executive director.

ENGINEERS— CONSULTANTS

McNARY & WRATHALL RADIO ENGINEERS

906 Natl. Press Bldg. 1407 Pacific Ave.
Washington 4, D. C. Santa Cruz, Cal.
Member AFCEC

L. W. ANDREWS, INC. RADIO CONSULTANTS

219 WHITAKER BLDG.
DAVENPORT, IOWA
Phone 2-7824

GEORGE P. ADAIR

Radio Engineering Consultants

EXecutive 1230
EXecutive 5851
1833 M STREET, N.W.
WASHINGTON 6, D. C.