



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 47

NEW YORK, MONDAY, DECEMBER 12, 1949

TEN CENTS

COLLEGE SPORTS GROUP ASKS TV BAN

Coy, Sterling Favor Trial Of Phonevision

Washington Bureau of RADIO DAILY
Washington — Although agreeing that the whole problem of phonevision "raises serious legal and policy questions," FCC Chairman Wayne Coy and Commissioner George Sterling favor the grant of Zenith radio's petition for a commercial test of the system in the Chicago area. A Commission majority last week decided to set the whole phonevision question for hearing next month. Coy said he believed the idea "represents a new approach" (Continued on Page 6)

Name Weaver Chairman Of Heart Fund Committee

Sylvester L. Weaver, Jr., vee-pee in charge of TV for NBC, has been named chairman of the advisory committee of the American Heart Association's 1950 Campaign, A. W. Robertson, national chairman announced. The drive will begin next February and has \$6,000,000 goal to carry forward the fight against heart disease.

Other members of the advisory committee headed by Weaver named were: Everard Meade, v-p in charge of radio for Young & (Continued on Page 2)

McCarthy Show Leading Coast Hooper Ratings

"Charlie McCarthy ranks first with a rating of 35.9, Jack Benny second with 34.9, and Walter Winchell third with 27, in the Pacific Hooper ratings for November.

Other programs in the first "fifteen" are: fourth, "Fibber McGee" (Continued on Page 6)

Top Ten

The top ten radio news events of 1949 as selected by the network news chiefs are featured in today's RADIO DAILY on Page 2.

Price Offered Post As Aide To Acheson

Byron Price, former director of the Office of Censorship and now assistant secretary general of United Nations, has been offered the position of Assistant Secretary of State for Public Affairs by President Truman, it was learned Friday. If Price accepts the appointment he will among other duties, have complete supervision over operations of the Voice of America, the State Department's shortwave radio service which headquarters in New York. George V. Allen, now Ambassador to Yugoslavia, formerly held the post.

Robt. Kintner Sells 20% Of His ABC Web Stock

Washington Bureau of RADIO DAILY
Washington — Robert Kintner, vice-president of ABC, sold nearly one fifth of his shares at the network's common stock during October, according to a report released Friday by the SEC. Kintner sold 2100 shares of the dollar par stock in four transactions between October 4 and 15, retaining 10,600 shares at the end of the month.

SEC also reported the sale of sizeable blocs of Philco \$3 common stock (Continued on Page 5)

Urges No Televising Of 1950 Football; Suggests NCAA Proscribe Video; Sees "Threat" To Finances

Communications Role Stressed By Sarnoff

"In the struggle for peace, the electron—which is the heart-beat of radio—may prove mightier than the atom," Brig. Gen. David Sarnoff, chairman of the board of RCA, said at ceremonies marking the first anniversary of the UN adoption of the Universal Declaration of Human Rights on Saturday.

Sarnoff, who received a UN citation for his contribution in the field of human rights, said that "radio" (Continued on Page 5)

Former NAB Executive Joins Staff Of WHAS

Louisville — Harold Fair is the new program director of WHAS, Station Manager Victor Sholis has announced. He succeeds Peter R. Disney, who died last October.

Fair started in radio in 1927 with (Continued on Page 2)

WDSU Plans Coverage Of Grid Classic On AM-TV

New Orleans—The Sugar Bowl grid classic on January 2 will be aired nationally over the full ABC network of 268 stations through (Continued on Page 2)

The TV committee of the Eastern College Athletic Conference Friday recommended that its members make no video commitments for the 1950 football season and urged that the National Collegiate Athletic Association "take prompt and definite action" on tele, which the committee said, is a "potential threat to the financial structure of intercollegiate athletics."

The ECAC lists 76 members of which 38, including Army and Navy, play football.

Ralph Furey, of Columbia, chair- (Continued on Page 7)

Columbia Records Promotes 2 Execs.

Columbia Records, Inc., have appointed Jeff Wilson to be general sales manager and Ken McAllister as director of advertising and promotion, Paul Southard, v-p in charge of merchandising has announced.

Wilson has been manager of distribution and merchandising for the recording firm since January 25, (Continued on Page 6)

Twenty-Two CBS Stations Set For 'Cisco Kid' Show

Toronto—The Wm. Wrigley Jr. Co. Ltd. will run a half-hour adventure series, The Cisco Kid, over 22 Canadian stations following a 13-week test over three stations. The national campaign will begin early (Continued on Page 4)

FCC Needs Greater Power, Court Hints In WGST Case

Washington Bureau of RADIO DAILY
Washington—Prospects for a much sterner administration of the Communications Act by the FCC loomed yesterday as members of the Supreme Court indicated that the Commission has sought to accomplish by lenient means an end which can be accomplished only by harsh means. The case at issue was the legality of a Georgia State Court award to Southern Broadcasts, Inc.,

of damages amounting to 15 per cent of the net billings of WGST, Atlanta. The Court award has been challenged by the State University Regents, to whom the station is licensed, and by the FCC as *amicus curiae*, because the abrogation of the contract between the station and WGST was required by the FCC if the station was to retain its license. Southern Broadcasters was the management firm (Continued on Page 5)

TV Critic

Television is keeping school children in Clifton, N. J., away from their books at night, it was charged Friday by Charles M. Sheehan, principal of Public School No. 5. Sheehan pointed out that 40 per cent of the homes in the Clifton area are equipped with television receivers. Then he stated that marks of 40 per cent of students have dropped.

Reverse Procedure

Johnny Andrews, pianist and singer featured on WNBT, on Friday reversed the usual talent procedure of entering the video field by way of radio. He was signed to a five-year contract for a Saturday morning AM stint over WNBC. Andrews, who will continue on the "Easy Does It" video show over WNBT, thus enters radio via the video route.



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SOUTHWEST BUREAU
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Dallas, Texas
Phone: Riverside 3518-9

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FINANCIAL

(December 9)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8 3/8	8 1/4	8 3/8	...
Admiral Corp. (N)	16 1/4	15 3/8	16 1/4	+ 1/8
Am. Tel. & Tel.	148 5/8	148 3/8	148 1/4	+ 3/8
CBS A	27 3/4	26 7/8	27 3/4	+ 1/2
CBS B	27 5/8	27	27 5/8	+ 7/8
Philco	30 1/2	29 3/4	30 3/4	+ 1/2
RCA Common	13 1/8	12 7/8	12 7/8	- 1/4
RCA 1st pfd.	73 3/4	73 3/8	73 3/8	- 1/8
Stewart-Warner	12 3/8	12 3/8	12 3/8	...
Westinghouse	31 1/4	30 3/8	31 1/4	+ 1/8
Westinghouse pfd.	102	102	102	+ 1/2
Zenith Radio	30 3/4	30 5/8	30 3/4	+ 1/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 7/8	16 3/4	16 3/4	- 1/8
Nat. Union Radio	2 5/8	2 1/2	2 5/8	+ 1/8

OVER THE COUNTER

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

Former NAB Executive Joins Staff Of WHAS

(Continued from Page 1)
KOIL, Omaha, and has worked at WBBM in Chicago, WBEN, Buffalo, and WHO, Des Moines. In 1947 he became director of the program department of NAB.

McTigue Joins WINS

John D. McTigue, former ABC official, has been named production manager of WINS. McTigue was with NBC before joining ABC in 1941 as publicity director. After a tour of duty with OWI, he returned to ABC as assistant manager of special events. In the year 1947-48, he was on the standing committee of broadcasters at the UN.

Top Ten News Events Selected By Networks

Press chiefs at the four major networks, in response to a RADIO DAILY query, last week compiled their interpretations of the top radio news stories thus far in 1949. Their selections follow:

- ABC**
By THOMAS VELOTTA
Russia Gets The A-Bomb
Lifting of the Berlin Blockade
Chinese Communist Win
Formation of the North Atlantic Alliance
Tito's Break With Moscow
Devaluation of the British Pound
Conviction of 11 Communist leaders
Pickup in Business
Armed Forces Unification Fight
The Kathy Fiscus Tragedy

- Mutual**
By ABE SCHECHTER
Russia's Atomic Explosion
Navy's Challenge of Defense Policies
Communists Sweep China
Devaluation of British Pound
U. S. Treason Trials
Labor Strikes For Pensions
Yugoslavia Breaks With The Kremlin
Air Crashes
The Struggle To Save Kathy Fiscus
American & National League Pennant Races

Name Weaver Chairman Of Heart Fund Committee

(Continued from Page 1)
Rubicam, Inc.; Gael Sullivan, executive director of the Theater Owners of America; Louis Ruppel, editor-in-chief of Collier's; Willard F. Greenwald, research director of Philip Morris & Co., Ltd.; and motion picture actress Irene Dunne.

Others Included
Also included on the committee are: Dr. Robert P. Fischelis, secretary of the American Pharmaceutical Association; Mrs. Arthur "Bugs" Baer, chairman of the 1950 New York Heart Campaign; Henry Hoke, publisher, The Report of Direct Mail Advertising; Ted Cott, WINS program director; and John M. Paver, president of the National Outdoor Advertising Bureau, Inc.
Maurice Odquist, account executive of Kenyon & Eckhardt, Inc.; Samuel Lebensburger, Cappel, MacDonald & Company v-p; and Robert Gray, advertising sales promotion for the Standard Oil Company of New Jersey complete the committee.

- NBC**
By WILLIAM BROOKS
Russia's Atomic Explosion
Unification And Forrestal's Suicide
The Western Counter Attack in The Cold War
The Drive on Subversives
The "Five Percenters"
The Communists Take China
The Church Fights Back, Tito Defies The Kremlin
The Welfare State; Coal and Steel Strikes, Drive Against the Taft-Hartley Act, 1950 elections
Devaluation of Foreign Currencies
The "Veep" and His Bride

- CBS**
By ED CHESTER
Russia's Atomic Explosion
Communist, and Hiss and Coplon, Trials
The Atlantic Pact
Devaluation of Non-Dollar currencies
Soviet Clashes with Vatican and Tito
Peace in Palestine
Labor's Moves for Pension Security
Unification Hearing and Forrestal Suicide
Washington's "Five Percenters"
The "Veep's" Romance

WDSU Plans Coverage Of Grid Classic On AM-TV

(Continued from Page 1)
WDSU and televised locally by WDSU-TV, Robert D. Sweezy, general manager of the stations has announced. Gillette will sponsor the ABC broadcast as well as the telecast.

Wismer At Mike
Commentator Harry Wismer will cover the play-by-play of the game which this year pits the Oklahoma Sooners against the Louisiana State Tigers. WDSU-TV will have its sports director, Mel Leavitt, to handle the mike chores.
Sweezy says the tee-vee station will carry all bowl-sponsored events with the exception of yachting and tennis.
ABC will also cover Sugar Bowl boxing and basketball as well as a portion of the Sportsmen's Dinner at Antoine's the night before the football game.
The coverage is the most extensive in the midwinter sports associations 16 years of sports promotion.



Pampered Persian

You're looking at a portrait of one of the most precious cats in the world—a pampered Persian—highly treasured by its owners. They wouldn't part with it for love or money.

Lots of radio advertisers feel just that way about W-I-T-H in Baltimore. Once they've discovered how this BIG independent produces such low-cost sales, they stick to W-I-T-H year in, year out. They won't part with W-I-T-H for love or money. W-I-T-H provides its BIG audience at amazing low cost. It delivers more listeners-per-dollar than any other station in town. It covers 92.3% of all the radio homes in the Baltimore trading area. And it does all this at real bargain rates!

So if you're not already using W-I-T-H in Baltimore, call in your Headley-Reed man and get the full story today!

AM  FM

WITH

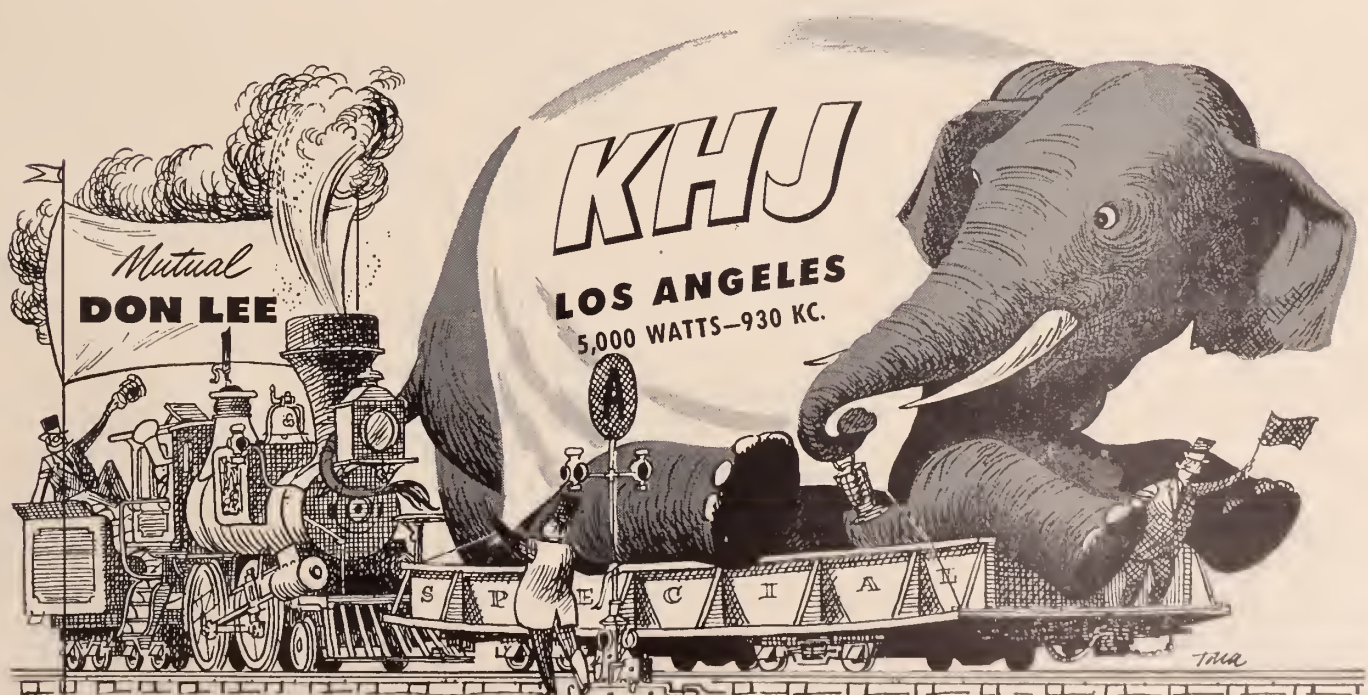
Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed



2 BIG BUYS—KFRC, San Francisco and KHJ, Los Angeles for the Most Economical, Complete Coverage of the 2 BIGGEST MARKETS IN THE WEST. KFRC and KHJ have had 25 years of successful selling and are Key Stations of Mutual-Don Lee...the Nation's Greatest Regional Network.

Represented Nationally by JOHN BLAIR & CO.



CHICAGO

By HAL TATE

STANDARD OIL COMPANY of Indiana contracted to sponsor the Chicago Bear-Chicago Cardinal pro football game Sunday, Dec. 11, over both television and radio. The telecast was aired over WBKB while the radio broadcast was televised over a midwestern network of stations originating at WIND, Chicago. Joe Wilson handled all the WBKB show while Bert Wilson and Irv Kopicnet took care of the WIND originated broadcast. McCann-Erickson, Chicago, handles the Standard Oil account.

Radio Features has moved to larger quarters at 35. E. Wacker Drive and now occupies practically the entire second floor.

One of the best talks ever given at a Chicago-Television Council meeting was delivered recently by Joseph Pasternak, promotion director of KSD and KSD-TV, St. Louis. He had the members in stitches with his glib remarks. Factually, Joe said St. Louis now has 75,000 TV sets. Biggest problem for KSD-TV, he said, was to sell sets in St. Louis since it's the only station in the market.

Under Frank McGiveran's direction, the 50,000 watt Labor station, WCFM, is rapidly gaining a reputation for its extensive sports coverage. WCFM originated the entire Chicago Cardinal pro football schedule to a special mid-west hook-up. Now they are the key station in a midwestern network broadcasting important Chicago Stag basketball games from the Chicago Stadium as well as key encounters played by the Notre Dame, Northwestern, De Paul and Loyola college basketball teams.

Twenty-Two CBS Stations Set For 'Cisco Kid' Show

(Continued from Page 1)

in January and is being handled through the Toronto office of J. Walter Thompson Co. Ltd.

The transcribed series, produced by the Frederic W. Ziv Company, was originally tested on CKEY, Toronto, CFRA, Ottawa, and CFPL, London. During the test, Wrigley's placed heavy emphasis on promotional features aimed at the juvenile audience. The program, however, has been shown by a survey to appeal to all age groups.

WBAL
means business
in Baltimore



Man About Manhattan...!

● ● ● WEEK-END CUFF NOTES: The networks are bidding for the services of David Lilienthal for a possible series on atomic energy. . . . CBS-TV may pop that wrestling-Abe Burrows combination opposite Milton Berle as early as the next couple of weeks. . . . "Criminologist at Large," originally planned as a starring vehicle for Paul Lukas by Roberts & Carr Productions, will go to Burgess Meredith instead now that Lukas is filming a picture in India. . . . Hedda Hopper being pitched for a daily video series. . . . The Theater Guild of the Air will offer "The Browning Version" on Dec. 18th with the original cast—Maurice Evans, Edna Best and Ron Randell. . . . Next CBS documentary will be on the subject of U. S. prisons as colleges for crime. . . . Those So. Calif. "beefers" to the FCC about crime on television would do well to tune in CBS-TV's "Mr. I. Magination." There's a show that appeals to kids and adults, has a good showmanship without any rough-house stuff—plus a good rating. . . . Lisa Kirk heading for the busiest stage in her career when she doubles into the Persian Room of the Plaza on the 29th plus TV guest shots and recording sessions. And then there's "Kiss Me Kate," you know. . . . Geo. Racey Jordan, former Air Force Major, who has been headlined for sensational allegations about atom bomb materials sent to Russia in '43, will face the "Meet the Press" panel Dec. 16th.

★ ★ ★ ★

● ● ● THEY SAID IT: I'm not publicity conscious. If you want to put my name in the paper—and it'll help you—why go right ahead and do it.—Phil Silvers. . . . One of the most painful descriptions of newspapermen I've ever heard: Underpaid and overprivileged.—Geo. Dixon. . . . The Warners are finding out that the Milton Berle picture, "Always Leave Them Laughing," is doing just as good a business on a Tuesday night as it does any other night, except week-ends.—Sidney Skolsky.

★ ★ ★ ★

● ● ● Mary Kay and Johnny Stearns, the NBC-TV headliners, always base their shows on actual happenings from either their own lives or from some incident involving people they know. Several weeks ago, a pal of Johnny's complained about a quarrel he had had with his missus. It was a petty and somewhat humorous argument about who should do the dishes after a group of his friends had been over for a poker session. The Stearns thought it would make an amusing situation for a show and, with the friends' consent, they began writing it just as it happened. The day before the show was to go on, they decided to toss out the script. It seems that the friend's wife had filed suit for divorce and was planning to use the show as exhibit A in illustration of the mental cruelty she had endured.

★ ★ ★ ★

● ● ● WHAT A MAN I'D BE IF: I had Ed Fitzgerald's savoir faire. . . . John Kieran's encyclopedic mind. . . . Played piano like Sonny Kendis. . . . Sang like Tony Martin. . . . Told stories a la Harry Hershfield. . . . Stayed as young as Ezra Stone sounds. . . . Could get as much out of the theater as John Mason Brown. . . . Wrote with the facile humor of S. J. Perelman. . . . And had the record royalties of Vaughn Monroe.

★ ★ ★ ★

● ● ● Leonard Lyons reports this conversation at the dinner celebrating the 50th ann'y of Harry Hershfield's entry into the newspaper biz. Alfred McCosker said: "Harry, I wish you could have heard the speech I made into my mirror when I was shaving this morning. It was really magnificent." Toastmaster Louis Nizer replied: "The reason a man thinks his speech is wonderful, when he makes it in front of a mirror, is that he is misled by the enthusiastic reception of the audience."

AGENCIES

JOHN CHURCHILL, formerly research director of Broadcast Measurement Bureau, will join the media department of Benton & Bowles agency in an executive capacity on January 1. Prior to his association with BMB, Churchill was research director of Columbia Broadcasting System.

WALTER H. HAASE has been engaged to assistant vee-pee Richard Turnbull in the field of agency administration, mechanical production and personnel for the American Association of Advertising Agencies in New York. He was formerly assistant to the president of Equity Corporation, New York investment company.

HARRY L. MERRICK, 1st vice-president of Kal, Ehrlich and Merrick, Advertising, Inc., of Washington, D. C., has been elected president of the Kiwanis Club of Washington for the year 1950. He is also a director of the Washington Board of Trade.

JAQUES ZUCCAIRE is now on the Ted Bates & Co. art directors' staff. He was formerly with Lennen & Mitchell, Inc.

SCHOENFELD, HUBER & GREEN, Chicago, have been appointed advertising agency for Arwell Inc., of Waukegan and the Garton Toy Co. of Sheboygan Wis. Plans for both clients include radio. The Arwell firm is composed of midwestern sanitation engineers specializing in the food and beverage industries. The Garton Toy Company makes toys, wheel goods, sleds and croquet sets.

JERALD H. MELUM has joined Monroe F. Dreher, Inc. in an executive capacity. He was formerly with Dancer-Fitzgerald-Sample, Inc.

REDDI-WHIP MARYLAND, INC. to Ruthrauff & Ryan of Baltimore for newspaper, radio, television, and trade paper advertising. The company processes Reddi-Whip topping in Maryland and Delaware.

HARRY CAMPBELL has joined Geer, DuBois, Inc., where he will be in charge of marketing and media. He was formerly with C. M. Basford Co.

MARIE MEIGHAN has been named space buyer of Dorland, Inc. She has been with Ted Bates Agency and William H. Weintraub.

ALLAN BROWN has joined the copy staff in the Chicago branch of Beaumont & Hohman, Inc. He was formerly with Hill, Blackett & Co.

HARRY W. CALVERT has been named executive v-p of Zimmer-Keller, Inc. of Detroit. Max Denomme, head of the accounting department, has been made assistant treasurer.

PROMOTION

TV Contest

WNBQ, Chicago NBC television station, has received more than 5,000 entries from television fans as a result of an audience quiz contest conducted on the Lincoln Park zoo's television show. On Sunday, December 4, 15 different animals were shown on the program with an offer of an "autographed photo" from Bushman, prize gorilla, to those viewers who correctly identified at least five of the animals. With over 5,000 entries received within three days of the show, Bushman is expected to get writer's cramp—in his feet. The zoo's prize gorilla will do his "autographing" by stamping his footprint on the photos.

Laundry Tieup

No matter in what direction they look, be it indoors or outdoors, on the back of Brunswick Laundry slips or on posters adorning the fleet of 150 Brunswick Laundry trucks, Northern New Jersey housewives are constantly reminded that Station WBNX is "1380 on Everybody's Dial. This makes "1380" the magic listening number for thousands of housewives who are invited to listen Monday through Saturday at 1:45 p.m. to "Piano Stylists," Brunswick Laundry's own program. Promotion was arranged by A. Lewis King, WBNX, national sales representative.

Offer New Orleans Trip

WGN, Chicago, on its "Dress Up Quiz" show, is offering a week's trip to the Mardi Gras in New Orleans with all expenses paid. Listeners who obtain blanks at the sponsor's store, Gordon's, located on the south-side, must complete following sentence in 50 words or less, "We should all give to the Purple Heart Cigarette Drive because . . ." Holland Engle and Jack Fuller are the co-emcees of the program.

KFDM Booklet

KFDM in Beaumont, Texas, has published a booklet heralding a quarter of a century of broadcasting on the so called "Golden Coast" of Texas. The publication presents a comprehensive picture of the station's growth, its market area, facilities and programs. E. P. J. Shurick, of Free & Peters, Inc., is handling the promotion.

Robt. Kintner Sells 20%
Of His ABC Web Stock

(Continued from Page 1)

by officers of the company, with Lawrence Gubb selling 10,894 shares and giving away 36, to retain 14,461, while Russell Heberling sold 10,000 of the 21,470 listed to his account. James T. Buckley retained 11,160 shares after selling 3300 and giving away 170.

FCC Needs Greater Power,
Court Hints In WGST Case

(Continued from Page 1)

which had operated the station for the licensee until the FCC stepped in and held that the licensee had to operate the station and assume the full responsibilities of a licensee.

When a new contract was drawn up to permit the management firm to collect the 15 per cent of net billings called for even though it had no further responsibilities, the Commission held that with such a burden around its neck WGST would not be able to function properly in the public interest, and would be hampered in efforts to get into FM or TV. Unless the station broke off the new contract, the license would be taken up.

As the case was argued yesterday, Justices Frankfurter, Jackson and Burton all appeared to lean toward the theory that while the FCC had a right to revoke the license, the management firm had a right to recover under the terms of a contract which was legal under state law. To the contention that the contract became unenforceable if the FCC exercised its prerogatives and revoked

the station license, they indicated that this does not relieve the licensee of responsibility to perform under the terms of his contract.

Attorney Max Goldman for the FCC argued that even if the contract had carried a specific clause stating that liability under it should not be affected if the FCC holds that it cannot be performed the contract would be unenforceable. Frankfurter did not appear to agree with him.

Jackson made the point that if state courts could not make an award on the broken contract, parties contracting with broadcasters would have no tribunal to turn to in case fulfillment of the contract runs afoul of the communications act. The FCC cannot award damages, he pointed out.

Justice Black questioned counsel for SBI concerning the import of the Georgia decision, taking issue with that part of the decision which held that the FCC had no right, from the standpoint of the public interest, to forbid performance of the contract.

Communications Role
Stressed By Sarnoff

(Continued from Page 1)

speaks to a mass audience and delivers its message with a powerful impact. It can break through any blockade against the influx of facts and ideas."

In a statement on his concept of Freedom to Listen and Freedom to Look for which he was given the UN award, Sarnoff said that only free access to information flowing across all boundaries can make possible a world peace that rests upon mutual awareness of common goals, upon the accommodation and adjustments necessary to reach them, upon the conviction that all people want and require a peaceful world.

"In adding this principle to the long-established rights of a free press and free speech," he continued, "we are not projecting an abstract ideal. We are pointing to the use of the latest and greatest media of mass communications—radio and television—to help solve the crisis of our times."

The RCA chairman went on to say "we can foresee the day when television will enable us to look around the world from city to city and nation to nation, as easily as we now listen to global broadcasts. But this too, would be an empty dream unless the Freedom to Look is given assurance among our human rights."

The ceremonies from Carnegie Hall, New York, were telecast by NBC for two hours and 15 minutes, starting at 5:15 p.m. Following his speech, Sarnoff took part in a roundtable discussion on Freedom of Information with Brig. Gen. Carlos Romulo, president of the UN General Assembly and Dr. Gerritt Jan vanHeuven Goedhart, UN delegate

Advertising Leaders Plan
Action On Trade Shows

A new project to help manufacturers use trade shows efficiently and profitably was announced on Friday by M. L. Neison, manager of exhibits for the U. S. Steel Corporation and president of the Exhibitors Advisory Council.

Representatives from the Association of National Advertisers, the Exhibitors Advisory Council and the National Industrial Advertisers Association have formed a joint committee to improve the shows, Neison said. Detailed steps have not as yet been decided upon however, he continued, some of the efforts will be devoted to encouraging exhibit managers to develop and use adequate techniques for providing advertisers with "audience" or "visitor" counts.

Pierce Leaving WGAR

Cleveland, Ohio—John F. Patt, WGAR vice-president and general manager on Friday announced the resignation of R. Morris Pierce, WGAR vice-president and chief engineer, also vice-president in charge of engineering at WJR, Detroit, and KMPC, Los Angeles. Patt said that Pierce has long expressed a desire to go into business for himself and recently accepted a large stock interest and the presidency of WDOK, a new station planning to operate in Cleveland soon.

Patt announced the appointment of Robert A. Fox as WGAR chief engineer effective January 1.

from the Netherlands. Benjamin Cohen, UN assistant secretary-general in charge of public information was moderator.

COMING and GOING

HUBBELL ROBINSON, JR., vice-president of the Columbia network in charge of programs, is expected back today from Hollywood, where he had spent the past three weeks on network business.

BENEDICT GIMBEL, JR., president and general manager of WIP, Philadelphia, will be in Chicago Dec. 14 through Dec. 18, attending a meeting of the Mutual network's board of directors.

JOHN T. HOPKINS, manager and chief engineer of WJAX, Jacksonville affiliate of NBC, was in town from Florida last week for conferences with officials of the station relations department of the network.

EDGAR BERGEN, CHARLIE MCCARTHY and the rest of the program troupe are in San Francisco. They broadcast their Columbia network program yesterday from the Marines Memorial Hall.

JAMES BAILEY, managing director of WAGA, Atlanta, Ga., was in town last week for conferences with station representatives, network executives and national sales officials of the Fort Industry Co.

HORACE HEIDT, whose program is a feature of the CBS schedule, went down to Camden, N. J., last Saturday and broadcast his show from the Camden Convention Hall.

BERT LOWN, station relations director of Associated Program Service, now visiting subscribers on the West Coast, soon will head for Portland, Ore., where on Wednesday and Thursday he'll attend the meeting of District 17, NAB.

JOHN GUEDEL, producer, and MRS. GUEDEL, are here from the West Coast.

Trio Of Platter Spinners
Join WMGM Staff Today

Ted Brown, Kenneth Roberts and Hal Tunis will join WMGM as platter spinners today.

Brown will be on an early morning program Monday through Saturday from 7:00 to 8:55 with the latest releases, novelty tunes and chatter. He has been heard on other New York stations and the networks in the past.

The Kenneth Roberts' Tops in Pops show will be on the same days from 2 to 3 in the afternoon. Popular concerts and recorded features will be used by Roberts. He will continue his network and TV programs in addition to his WMGM appearances.

Hal Tunis will follow Roberts from 3 to 4 p.m. each day with a touch of the nostalgic. Tunis has previously appeared on WOR, and WAAT and WVNJ in Newark.

The three will join other disc jockeys at WMGM, among whom are Ted Husing, Jack Eigen, Bee Kalmus and Leonard Feather.

To Present Original Scripts

In a policy switch, Hallmark Playhouse will hereafter present original radio scripts by well known writers in the place of adaptations which heretofore held the spotlight. Edited by novelist James Hilton, first original to be presented is "Wedding Bells" which was written by Jean Holloway, a regular Hallmark adapter. Program will continue to use Hollywood "names" in leading roles.

Columbia Records Promotes 2 Execs.

(Continued from Page 1)
1949. In his new post, he will be in charge of chain store and export sales.

McAllister has served as manager of distribution and promotion for



McALLISTER

WILSON

the company since January 25, 1949. He joined Columbia in 1941 as manager of popular record promotion and following service with the Navy from 1943 to 1946, returned as merchandise manager. In November 1947, McAllister was made coordinator for Columbia's LP record activities.

McCarthy Show Leading Coast Hooper Ratings

(Continued from Page 1)

and Molly, 23.9; fifth, "Radio Theater" with 20.9; Red Skelton sixth with 20.9; "People Are Funny" seventh with 20.7; Bing Crosby eighth with 20.6; Bob Hope ninth with 19.2; "My Friend Irma" tenth rated 18.8; "Inner Sanctum" eleventh, 17.4; Horace Heidt twelfth, 16.9; Burns and Allen thirteenth with 16.7; "Take It or Leave It" fourteenth with 16.5; and in spot fifteen, "Our Miss Brooks" with 16.5.

Guedel, Linkletter Arrive

John Guedel, producer of "You Bet Your Life," "People Are Funny" and Art Linkletter's "House Party" together with his wife and Irvin and Mimi Atkins, arrived from the coast Friday and are at Savoy-Plaza. Linkletter planned here in time to appear on NBC's TV show "Leave It To The Girls" with Maggie McNellis.

Linkletter will do his show "People Are Funny" from NBC tomorrow and will also guest on Godfrey's daytime radio show Wednesday, that is, the non-cigarette portion anyway. (Linkletter Raleigh cigarettes).

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California Commentary

● ● ● Carlton E. Morse has set two more stage and screen names for the cast of Mutual's "I Love a Mystery." He signed Les Tremayne, currently on Broadway in "Detective Story," and Luis Van Rooten, who is featured in "Champion" for the "Million Dollar Curse," whodunit which will run for 15 broadcasts on the mystery program. Mercedes McCambridge also will star in the story to begin airing December 19. . . . Tommy Dorsey has come up with one of the most ambitious undertakings in his career. To inspire and develop young American musicians, he will launch a chain of music schools from coast to coast in association with other "name" leaders. The best musicians in key cities will teach complete "systems" or musical styles of famous instrumentalists. He's already invited Benny Goodman, Harry James, Jimmy Dorsey, Freddy Martin, Gene Krupa, Carmen Cavallaro, Charley Barnett and many others to join. . . . Now they're paying Radio and screen stars not to appear on television! Gene Autry, CBS cowboy star, receives \$500 per week from his sponsor (Wrigley) to stay away from video cameras. The sponsor feels video is not yet ripe for the star and is giving him additional compensation to make up for what he might be losing by not going on TV. . . . Raymond R. Morgan Agency, which packages "Queen for a Day," has offered Mack Sennett a radio program in which the old time comedy king would do a 15-minute weekly broadcast. Format is anecdotal.



● ● ● Curt Massey and Country Washburne, musical conductor on "Curt Massey Time," are collaborating on modernizing some old Texas folk songs which will be done in album form. . . . Jack Bailey, "Queen for a Day" emcee, makes his first camera tests this week for the movie based on the Mutual Cinderella show. . . . Ed Wynn's new sponsor, Camel Cigarettes, now becomes one of the strongest represented in the TV field. This is a big boost for Wynn who has gone all-out for TV. . . . Jack Meakins, musical director on the "The Great Gildersleeve," is getting offers for his situation comedy. "The Meakins," TV-ed locally. . . . United Productions of America's recent Animation Art Festival was such a success that execs of the Hollywood TV cartoon studio now are making plans to present the show at the Museum of Modern Art in New York shortly after the first of the year. . . . Reports persist that Mutual is scanning its vast number of affiliates to set up a 60-station basic network for clients curtailing budgets. . . . Allan Jones will make a few Hollywood radio and TV appearances during this month in discussions now being carried out by manager Eddie Sherman. First guest shot it slated for the Ed Wynn video program.



● ● ● An eastern shoe manufacturer has taken an option on Maestro Frank De Vol's "Music for the Mood" half-hour air show as a possible summer replacement program featuring De Vol as conductor- emcee of the all-music format. Century Artists Ltd. is now trying to settle network and time for broadcast. . . . "Life of Riley" video star Jackie Gleason and his manager, Bullets Durgom, have formed their own music publishing house, Material Songs, and the firm will handle original tunes of comic Gleason initially, including his "The Malted Milk" and "Juke Box" song satires.



● ● ● Benny Goodman has come up with a commercial Capitol record featuring the oldie, "Why Don't We Do This More Often" flipped with an instrumental "Egg Head." . . . Dolly Houston turns in a creditable vocal job on the top side. . . . ● Wait till you hear Dinah Shore's clever rendition of "Bibbiddy-Bob-biddy-Boo."

Coy, Sterling Favor Trial Of Phonevision

(Continued from Page 1)
to the method of meeting the many financial expenses of programming a television station and that a fair opportunity should be afforded for testing."

In a dissenting opinion he added that the Commission will be better able to determine the issues involved in the phonevision application after the experimental trial of the system than before. "If we have the opportunity to have experimentation we should welcome it," he said.

Although he would prefer to have the experimenting done on a UHF channel, Coy said in this case it had to be in the VHF region because there are not receivers for the higher bands. Said he:

"I would not agree to a grant of the petition if I thought that it would lead to the establishment of a new service before all the problems mentioned above were fully explored. However, I see no possibility of this happening. The authorization requested is experimental and hence can be cancelled at any time. Moreover, the period of authorization is for only three months. Finally, the authorization can in no way result in the public making any substantial investment in the system which would operate as a practical matter as a deterrent against discontinuing the experiment. Virtually the entire investment is to be made by the petitioner and even this is to be of a relatively modest nature.

"For the foregoing reasons, I would be in favor of a grant of the petition for a three-month period, making it clear to the applicant that no consideration would be given to the establishment of a service of the type contemplated without a public hearing at which all of the above issues would be fully explored."

Downey To Be Honored

Morton Downey, radio and television singing star, will receive a special Award of Merit at the interfaith meeting of New York's Cinema Lodge of B'nai B'rith at the Hotel Astor, Tuesday evening, December 13th.

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TELEVISION DAILY

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COLLEGE GROUP ASKS GRID TV BAN

TELE TOPICS

THE AIM of "Portrait Of America," the NBC handout said, is to join a "family in a typical evening at home" to "capture the true spirit" of its members "as they engage in ordinary, everyday activities." Last week's debut of the Chicago origination certainly succeeded in showing ordinary, everyday people in ordinary, everyday activities. In fact what was seen was so ordinary and so everyday that it was completely uninteresting. Television reflects reality, sure, but that reality must in itself be interesting or else it isn't worth reflecting. . . . Program opened with film clips of the Chicago "L" which narrator Norman Barry was riding to visit the program's typical family. Film took viewers up the front steps of the house and then video cameras took over from the living room. In this cluttered, tasteless parlor were a grandmother, two granddaughters, their husbands, a bachelor cousin and a ten-month-old baby girl. They talked about ordinary, everyday things, the baby squealed and every few minutes an "L" train roared by. There were some clips of their church and its basketball team and a couple of good shots of the baby, but that's all—nothing else happened. It was like a visit with pleasant but dull neighbors. . . . Ben Park, whose radio work acknowledges the value of drama in a documentary, is editorial supervisor of the show and Reinald Werrenrath, Jr., directs.

CROSLEY WILL DROP "Who Said That?" at the end of the month, but NBC will sustain the show, probably moving it to another time to make room for a stanza to buck Ed Wynn. . . . Oklahoma City's WKY-TV has inaugurated a novel station break designed to keep all concerned informed of the growing circulation. Announcement reads: "This is WKY-TV, Channel 4, welcoming the 2,753 new television set owners who have joined our audience since November 1." . . . Hank Ladd will emcee the Texaco show tomorrow nite, the first of two that vacationing Milton Berle will miss. Supporting him will be Bert Lahr, the Ink Spots, Gil Maison Dogs, Connie Sawyer and Mary Hatcher.

RONSON, WE ARE TOLD, is selling so many lighters as a result of the "20 Questions" simulcast that they're considering keeping the show on TV beyond the current five-week holiday drive. . . . Despite rumors to the contrary, Philco will renew its dramatic series on NBC next month. . . . Chesebrough will add three more non-interconnected stations to its expanding "Greatest Fights" coverage Jan. 1—KGO-TV, San Francisco; KSTP-TV, Minneapolis, and WMCT, Memphis. Twenty-six week pacts were placed through Cayton agency.

Heller, Of AFRA, Exec. Secy. Of TVA

First steps to implement organization of Television Authority were taken last week when the executive board of TVA, in its first meeting, elected George Heller, of Afra, national executive secretary. Chairman, vice chairman and treasurer will be chosen at the board's next meeting, this week.

After his election, Heller said, "We shall do our utmost to explore all possible methods of arriving at a peaceful solution of differences with the Screen Guilds."

Board Members Present

Board members present at the meeting included Dennis King, Margaret Webster, Mady Christians, Ezra Stone, Aline McMahon, Ben Grauer, Clayton Collyer, Conrad Thibault, Virginia Paine, Mildred Dunnock, Marc Daniels, John Kennedy, Winston O'Keefe, Frances Reid, Philip Coolidge, Paul McGrath, Thomas Calmus, Mary Patton, Philip Loeb.

Paula Purnell, Neil Hamilton Robert Spero, Philip Bourneuf, Nat Briggs, Henry S. Arthur, Beatrice Tompkins, Elissa Minet, Herbert Graf, Donald Dame, Jerry Baker, Dewey Barto, Margie Coates, Alex McKee, Alan Brunce, Vinton Hayworth, Staats Cotsworth, Carl Frank, and William P. Adams.

Producers Merge
Hollywood — Membership of the Television Producers Association on Friday unanimously approved merger with ITPA, New York, into a new organization to be known as the National Society of Television Producers. Both groups will retain their physical organizations with autonomy on the local level and the Society will have jurisdiction on national affairs, it was said.

AIEE Group Schedules Three-Day Tele Meet

A three-day joint session on TV will be sponsored by the New York section of the AIEE at the 116th annual meeting of the American Association for the Advancement of Science. Sessions will be held in the Hotel McAlpin, Dec. 28-30.

Initial session, on the technology, will be presided over by John V. L. Hogan. Others participating include F. A. Wankel, of NBC; R. M. Bowie, Sylvania, and T. T. Goldsmith, Du Mont.

W. L. Laurence, of the New York Times, will preside over a session on the impact of tele, with Sterling Fisher, NBC; Ricardo Muniz, Du Mont, and E. Finley Carter, Sylvania, among the speakers.

Comm. Jones Asks Raibourn For NTSC-Meeting Minutes

Washington Bureau of RADIO DAILY

Washington — Hinting broadly radio leaders have consciously tried to hoodwink the FCC on matters of color development and other TV progress, Commissioner Robert F. Jones on Friday asked Paul Raibourn, president of Paramount Television Productions, for "unexpurgated" minutes of meetings held by the extinct National Television Standards Committee just before it was represented at hearings before the FCC. Jones released an exchange of letters between himself and Raibourn, with Raibourn having written him Nov. 15 to assure of his willingness to testify before the FCC and declare himself on the important TV matters of current interest.

Statement By Raibourn

"I wish to advise you that while I have no new engineering data to

offer on the subject of color TV, I certainly have some opinions after perusing the 6000 pages of testimony and almost 300 exhibits," he wrote. "If it is your desire that I submit these opinions in connection with this first phase of the television hearings, I would be glad to appear."

Jones Replies

In his reply Jones said he did not "think it worth while to urge you to develop a re-hash of archaic engineering data in the present color TV record," and took Raibourn to task for not having independent engineering data to offer on the subject. He also scored Raibourn sharply because of the fact that Allen D. Du Mont Laboratories has not offered more positive information on color, since Raibourn has been for many years a director of the company.

ECAC Asks M'b's To Make No 1950 Commitments

(Continued from Page 1)

man of the committee, said the 38 schools sent out questionnaires to 30,000 alumni. About 7,500 have been returned with additional replies arriving daily in large quantities.

"While it will take considerable time for final compilation of the survey material," Furey said, "the committee made a preliminary sampling and on the basis of this information feels grave concern in regard to television's effect on inter-collegiate football in this area."

The group urged that ECAC's "entire membership support the recommendations" at the NCAA annual meeting, Jan. 14.

Pointing out that ECAC members are in the area with the heaviest concentration of receivers, the report said that "a large majority" of the colleges "have been and will continue to be seriously affected by this new medium. While a minority of member institutions may not be immediately affected," it continued, "your Committee is primarily concerned with the future welfare of the majority of members of the Conference rather than with the present position of a favored few."

Foster Esty Veepee In Charge Of Television

William Esty Company, Inc., has announced the election of Kendall Foster as vice-president in charge of television.

Ruth Jordan and Harold T. Bers, copy supervisors, have also been elected vice-presidents.

Renew 'Fireside Theater'

Renewal of the contract for "Fireside Theater" on the NBC Television network (Tuesdays, 9:00 p.m. EST), was announced yesterday by NBC. The 52-week contract will take effect Jan. 3. Procter & Gamble Co. sponsors "Fireside Theater" for Ivory Soap, Crisco and Duz. Agency is Compton.

WFIL-TV Signs "Q-Ball"

Philadelphia—To further interest of the game, the National Q-Ball Congress, through Philip Klein agency, has signed with WFIL-TV for 13 weekly programs showing competition in the indoor sport. There will be no direct commercials, but sponsor's phone number will be aired to promote installation of the machines in neighborhood centers.

NEW BUSINESS

WENR-TV, Chicago: Home Federal Savings and Loan Association, Inc., through Advertising Division Inc., three spot announcements weekly for 13 weeks; Cigarette Corporation of America, through Sherwin Robert Rodgers & Associates, one spot announcement weekly for two weeks; Twinples Mfg. Co. through L. W. Ramsey Co., three spot announcements weekly for two weeks; United Airlines, through N. W. Ayer, one spot announcement weekly for 20 weeks; O'Conner and Goldberg (shoe stores), through Dade B. Epstein, Chicago, two spot announcements weekly for 39 weeks; United States Tobacco Co., through Kudner Agency, N. Y., one spot announcement weekly for 5 weeks; Wells Petroleum Co., through Guenther-Bradford agency, four spot announcements weekly for 13 weeks; Nielsen's Restaurant, through Guenther-Bradford, one 1-minute announcement for 13 weeks; Gerber & Co., one 1-minute announcement for 13 weeks; The Kroger Co., through Ralph H. Jones & Co., Cincinnati, have ordered sponsorship of a one-hour film entitled "Christmas Story." The telecast will be aired from 8:00 to 9:00 p.m. Saturday, December 24; The Hamilton Watch Co., through BBDO, has ordered two 5-minute programs on WENR-TV to be telecast from 10:15 to 10:20 p.m. on Thursdays, Dec. 8th and 15th.

WEWS, Cleveland: Red's Hobbycraft Shop 10-second spot, once weekly, direct contact. Harter S. Hoover Company (Back-Board Tennis) participation on "Dinner Platter," Monday through Friday. Kemmerling Motors (Ford Dealers) 20-second spots, four in all. Agency: Stern & Warren. Lindner-Davis, 20-second spot, once weekly. Agency: Fuller & Smith & Ross. J. Spang Baking Company—participation on "Uncle Jake's House," Mondays through Fridays. Agency: Gregory & House. Standard Brewing Company, 20-second spot, one time only. Agency: Gerst Advertising. Flexlet Corporation (Wrist Watch Bands), 20-second spot, once weekly. Agency: Edwin Frankenstein Co., N. Y.

Levy Gets Appointment To Park Commission

Philadelphia—Isaac D. Levy, member of the board of directors of CBS and WCAU, has been appointed to the Philadelphia Fairmount Park Commission, the Philadelphia Board of Judges announced. Levy was named by the 21 jurists to fill the vacancy caused by the death of one of the commissioners. The commission operates the city's park and other park properties. Levy founded WCAU with his brother, Dr. Leon Levy. He retired from active management last August.

★ THE WEEK IN RADIO ★

Look For Record Spot Sales In 1950

By BILL SILAG

A total expenditure of \$676,000,000 in network, national spot sales local advertising and TV sales was forecast for 1950 with network sales declining, national spot sales holding firm, local sales increasing, and TV sales doubling. The heretofore big radio advertising spenders were reported as continuing their previous policies.

CBC's commercial program revenue was reported as having tripled in the past ten years to a \$2,217,129 expenditure in the last fiscal year. . . RCA declared \$10,000,000 in dividends and WJR, Detroit, announced a dividend of 20 cents per share. . . and the FCC filed a brief supporting the State of Georgia's appeal from a Georgia Supreme Court decision directing payment of 15 per cent of the gross of WGST to Southern Broadcast, Inc.

Toni Company and the Metropolitan Life Insurance Co. renewed sponsorship over CBS, respectively, of "Give and Take" and "Eric Severied and the News. . . metropolitan radio and TV stations went to bat for New York City's campaign to conserve water with countless public service spots and special programs highlighting the city's water shortage. . . and Kaiser-Fraser announced sponsorship of the first program utilizing the facilities of the Labor Liberal network, an FM web.

The Supreme Court refused to hear an appeal of the Arkansas tax case thereby crushing the industry's hope for early aid in licking the discriminatory tax. The tax has been labeled by the entire industry as setting a dangerous precedent.

Announcement that the FMA will merge with the NAB was made and the NAB's 15th District (west coast) urged that the present number of districts be maintained by the national association. And Lever Brothers, in a centralization move, set up New York offices.

Atwater Kent left an estate totaling more than \$9,000,000, Jay Heiten replaced Fred Haywood, who moved to WBAL, Baltimore to direct publicity, as news director for WNBC; and Lowell Thomas Jr. was slated to address Radio Executives Club.

Mutual renewed three shows, two under U. S. Tobacco Co. sponsorship, for 1950. Shows were "Martin Kane, Private Eye," and "Next Door" and Gabriel Heatter and the News. The latter is sponsored by Kremel.

A RADIO DAILY survey revealed a critical shortage of radio receivers in all markets, especially console sets. Shortage was attributed by manufacturers to the conversion of fabricating facilities to TV manufacturers and the generally gloomy economic forecasts of last summer which caused makers to cut down production.

NAB's 14th District members met in Salt Lake City, and employees of WINS, New York, protested to the FCC that Generoso Pope's plans for turning the high-powered indie

into a foreign language station would throw them out of work.

Standard Oil signed sponsorship papers to bankroll 10 weekly broadcasts by the Cleveland Symphony over WTAM, Cleveland. . . Atlantic Refining announced plans to pick up the tab for radio or TV coverage of 77 basketball games in four eastern cities. . . and Morris Novik completed a deal whereby Don Lee web will carry the recently announced A. F. of L. news program.

ABC announced formation of a special network covering TV markets throughout the nation. Fifty seven stations are being offered TV manufacturers to plug their product in cities now having video stations.

NAB, RMA, and BMB representatives met in New York to discuss the possibilities of forming an organization whose job it would be to provide accurate figures on radio and TV set manufacture and ownership. Manufacturers say that heavy AM shipments are now being made to non-video areas.

Agency and PR people, as well as 20 station representatives met in New York to formulate plans for radio-aid in raising a \$2,000,000 fund for the Boy Scouts.

Roger Baker was promoted to assistant to the president of WKBW, Buffalo. . . Frank Hoy was named president of the Maine Broadcasters Association. . . and Margaret Truman announced that her first New York concert appearance would take place over ABC's "Carnegie Hall" program on Dec. 20. The NAB revealed an FM-Lease Plan for Music and Special Events in a study mailed to members. Bill Fineshriner, Mutual VP, announced the introduction of Hollywood originated programs over Mutual, The Christian Churches council bought time over ABC for a 13-week series, and LP records (Columbia's) will be plugged in a two shot hour-long show over nine CBS stations.

Radio spots were reported selling TV receivers in a number of cities with, in many cases, manufacturer and dealer splitting the check and Radio and TV was credited with success of \$8,000,000 fund drive put on by Detroit's United Foundation.

Smith Named Tech. Dir. Of Maine Broadcast'g Co.

Portland—Daniel H. Smith has been appointed technical director of the Maine Broadcasting System. Prior to recently joining these Maine stations he was with Western Electric and Graybar Electric in New York, in field engineering and broadcast sales engineering assignments. His addition to the MBS staff is related to the plans for Maine's first TV station to be located in Portland. Mr. Smith will have his office at the studios of WCSH, the key station of the Maine system, in Portland.

COAST-TO-COAST

Guest Speaker

Washington, D. C.—Mary Burnham, assistant irector of women's activities for WMAL and WMAL-TV, was the guest speaker at a Christmas tea given by the girls of the Youth Division of Metropolitan Memorial Methodist Church for their mothers on Sunday, December 11. Miss Burnham's talk on radio and TV was a part of the "Careers for Happiness" theme that has been pursued by the teen-age girls of the church.

WKRT Santa Arrives

Cortland, N. Y. — Santa Claus landed on the roof of WKRT, the first week of December. A shower of hundreds of balloons gave the hint that Santa had arrived. The local Fire Department sent a fire truck with their new aerial ladder to help him off the roof. When he reached the ground, Santa was interviewed by Program Director Bob Michel and then the kids took over for the next half-hour telling him what they wanted for Xmas.

WMAL Afternoon Music

Washington, D. C.—To assure a full afternoon of good music, WMAL is now programming an hour of classical music from 1 to 2 on Saturday afternoons preceding the weekly broadcast of the Metropolitan Opera. The program, titled "Overture," features recorded music, and is being programmed by Edith Balzer, music director.

Special Xmas Feature

Worcester, Mass.—In co-operation with the City Welfare Department, the "Julie 'n' Johnny" show is presenting a daily "Orphan-A-Day" feature until Christmas week. Welfare Department supplies Julie with actual case histories of orphans whose care they supervise. Child asks for whatever he wants most for Xmas, and listeners call in to the studio to provide a gift for the orphan mentioned on show.

WKBW Morning Man

Buffalo, N. Y.—Mike Mearian is taking over duties of morning man on WKBW. Mearian has had a long background in morning shows, having recently joined WKBW as a disc jockey.

Named To School Board

Lewiston, Me.—Frank S. Hoy, owner and general manager of WLAM, has been appointed a member of the State Board of Education for this state by Gov. Frederick G. Payne. At a recent meeting of the new Board, Hoy was elected chairman.

Sponsoring WCAX Shows

Burlington, Vt. — The Vermont Structural Steel Corp. and the Vermont Engineering and Supply Company has signed for sponsorship of Saturday home and away basketball games over WCAX.