



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 48

NEW YORK, TUESDAY, DECEMBER 13, 1949

TEN CENTS

DUMONT ASKS TAX BREAK FOR COLORTV

NARBA Conference Adjourns For 4-Mos.

Montreal—Delegates to the Third North American Regional Broadcasting Conference, who had been deliberating in Montreal for the past three months on topics affecting the general frequency allocations and broadcasting requirements pertinent to the Western Hemisphere, announced four-month recess in their talks.

The first week of April, 1950, was tentatively set for reconvening. While the locale was not announced, it has been agreed that the United States will be the country.

Main objective of the conference (Continued on Page 8)

Four Women Veeps Appointed By Agency

Four women vice-presidents have been appointed by McCann-Erickson, Inc., the agency has announced. The four are the first women vice-presidents in the agency's 46-year history.

The new officers are: Mrs. Dorothy B. McCann, an executive producer in the radio-television department; Miss Florence Richards, an account executive; and Miss Alberta Hays and Miss Margot Sherman, copy group heads.

Hudson Buying Spots On 800 Radio Stations

Detroit—The Hudson Motor Car Co. will use spot announcements on some 800 radio stations throughout the country to publicize the new Hudson Pacemaker. The company will also place ads in 2300 newspapers this week. Brooke, Smith, French & Dorrance, Inc. is the agency.

Adams' Assist

Cedric Adams, WCCO commentator in New York for a visit with his sponsors wanted his commercials done right when he piped a program back to Minneapolis from the New Weston Hotel yesterday. The commercials were read by C. James Fleming, Jr., of Compton agency, for Crisco, and G. H. Johnson of Dancer-Fitzgerald-Sample for Dret.

Chuting Santa Signs Off During Mishap

Fort Lauderdale, Fla.—Santa Claus had lunch yesterday with staffers of WFTL and WGOR-FM while he explained the extenuating circumstances which threw the two stations off the air Saturday afternoon.

Santa was making a parachute jump from a plane over Stranahan Field as a part of Fort Lauderdale's Christmas merrymaking. He made the jump but a high wind altered his course. When he descended the parachute caught in high tension wires and held him dangling in mid-air until rescuers arrived.

Old Nick's accident knocked out the special events lines of both WFTL and WGOR. The last words heard during the broadcast was "he's near the ground now—wait, wait, he's tangling up in the wires."

Robert (Jumping Jack) Niles, 22-year-old parachute jumper, will leave Kris Kringle's role to another next year. In the meantime he's a heroic figure in the eyes of the Fort Lauderdale children.

Eldon Park, 40, Dies; Crosley-WINS Official

Eldon Arthur Park, 40, vice-president of Crosley Broadcasting Corp. and general manager of WINS, died at 3:30 p.m. yesterday following a long illness. He is survived by his

(Continued on Page 2)

Wants To Charge Off Equipment Costs More Quickly Than Now Allowed; Insists Expansion Necessary

FCC Holds Hearing On Multiple Fax

A hearing on a petition by Hogan Laboratories, Inc. to amend FCC rules governing facsimile transmission was held before Commissioner Robert Jones in New York City yesterday.

The company requested that the regulations provide "that the transmission of facsimile does not impair the quality of the aural program be" (Continued on Page 8)

V.I.P. Operators Plan Radio Script Exchange

The V.I.P. Trading Post, a new clearing house for local station programs and sales promotion ideas was established in New York this week as a division of V.I.P. Service, Inc., it was announced yesterday by Bill

(Continued on Page 2)

Byron Price Declines State Department Post

Byron Price, who last Friday was offered the position as Assistant Secretary of State for Public Affairs, has refused the job for financial reasons, it has been learned. Price is currently assistant Secretary Gen-

(Continued on Page 6)

AMA Mulling Radio Drive On Health Insurance Issues

The American Medical Association, which last week voted to establish annual dues of \$25 for its 142,000 active members, is expected to launch an educational campaign in radio next year as a method of counteracting the government movement toward a health insurance program. RADIO DAILY learned yesterday.

Just what form the AMA broadcasts will take remains to be established. However, consideration is

being given to both the purchase of national radio network time and use of regional webs. These programs may be supplemented by localized broadcasts in key center cities.

The question of "ethical" use of commercial radio time has also been the subject of AMA committee discussions, it was reported. General feeling seems to be that whatever

(Continued on Page 6)

Washington Bureau of RADIO DAILY

Washington—Repeating his contention that color video is still well into the future, Dr. Allen B. DuMont yesterday told the Joint Committee on the Economic Report that business needs a better break from the tax collectors. He urged that businessmen be permitted to charge off their

(Continued on Page 7)

Baseball's Attitude On Radio Discussed

Representatives of the major leagues and baseball high Commissioner Happy Chandler, now meeting in New York for the annual winter baseball conference, are expected to revise major league baseball's policies with regard to radio broadcasting, it was learned yesterday. The baseball magnates decision was in line with demands made last

(Continued on Page 6)

Roosevelt Forms Agency As AM-TV Package Firm

Hyde Park, N. Y.—Elliott Roosevelt in association with Morgan Jones, New York City radio and television man, are forming a radio and television production firm. The business to be known as Roosevelt &

(Continued on Page 6)

Commendation

The City Council of Philadelphia last week adopted a resolution commending the Philadelphia Inquirer stations, WFIL, WFIL-FM and WFIL-TV for their safety campaign. Titled "Silly Willie Safety Campaign" the reruns of radio and TV programs were designed to educate the people in the best habits of traffic safety.



Vol. 49, No. 48 Tues., Dec. 13, 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 Dahlonga 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 12)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8 1/4	8	8 1/8	- 1/8
Admiral Corp.	19 1/4	18 3/8	18 5/8	+ 5/8
Am. Tel. & Tel.	148 5/8	148 3/8	148 5/8	+ 1/4
CBS A	27 7/8	27 3/4	27 7/8	+ 1/8
CBS B	27 3/4	27 3/4	27 3/4	0
Philco	32 1/2	31	32 1/8	+ 1 5/8
RCA Common	13 1/4	13	13 1/8	+ 1/8
RCA 1st pfd.	74	73 1/2	73 5/8	+ 1/4
Stewart-Warner	12 1/4	12 1/8	12 1/8	- 1/8
Westinghouse	31 1/2	31	31 3/8	+ 1/8
Westinghouse pfd.	103	103	103	0
Zenith Radio	32 3/4	31 3/8	32 3/4	+ 1 1/2

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 3/4	16 1/2	16 1/2	- 1/4
Nat. Union Radio	2 5/8	2 1/2	2 5/8	0

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	14 3/8	15 3/8
Stromberg-Carlson	10 3/4	12
WCAO (Baltimore)	17	20
WJR (Detroit)	7 3/4	8

Newscasting Innovation Planned In Miami

Miami — An innovation in TV newscasting will be established this Sunday when the Miami Herald and its radio affiliate, WQAM, sponsors a newscast over Florida's first television station.

Lee Ruwitch, WTVJ general manager, says the telecast will mark the first time that a radio station owned by a newspaper presents a news program over a competing TV station. It is also the first time in Florida, he said, that a newspaper and a radio station collaborated in presenting a video show.

The newscast, Televiews of the News, will be a weekly feature, he added.

V.I.P. Operators Plan Radio Script Exchange

(Continued from Page 1)

Murphy, head of V.I.P. Service, Inc. Purpose of the Trading Post, according to Murphy, is to act as an exchange for local station managers requesting specific shows for a client. The idea, he said, stemmed from the organization's gift supplying service to give-away shows which resulted in numerous inquiries from the station managers for specific program and sales promotional ideas that had proven successful on other stations.

Murphy said that nearly all programs which V.I.P. will supply to stations are the brain children of local producers and writers. He said they would receive royalties on any shows sold through his service, such royalty to be based on a percentage of the weekly price of the show.

Now Serving 100 Stations

V.I.P. is currently providing prizes to about one hundred stations for use on give-aways and Murphy says he has at least 200 other stations waiting for merchandise. Murphy stated that, contrary to the trend throughout the rest of the industry, his organization is finding it difficult to supply all stations requesting the merchandise service.

V.I.P. has also packaged five shows which are now being used on stations throughout the country. These include "Cinderella Holiday," "Cross Questions," "Country Store Quiz," "Cut and Take" and "Manhattan Holiday."

According to V.I.P., the "crying need" now is for good teen-age programs and a good early evening quarter or half-hour program appealing to men.

The V.I.P. package ideas will be mostly live and not transcribed. All programs will be exchanged on a non-talent basis with the exception of those angled for network sale.

RCA Develops Kit To Alter Turntable

Camden—A kit of parts for radio stations to convert RCA model 70-C or 70-D turntables to play 45 rpm records will be available in January, RCA announced yesterday. The cost of the conversion parts will be about \$70. A special pick-up for the new records will also be in production by that time.

Will Discuss TV Programs

A panel discussion of "Television Programming and Production" will feature Thursday night's meeting of the American Television Society at the Park Sheraton Hotel, E. P. H. James, chairman of the program committee, said yesterday. Jerry Danzig, director of television scripts at CBS, will act as moderator. Participating in the panel will be Henry White, president of World Video, Inc.; Worthington Minor, CBS producer; Burke Crotty, executive producer of ABC; James Caddigan, program director DuMont, and Charles B. Brown, of Masterson, Reddy and Nelson.

All Star Cast Set For CBS Xmas Program

Jack Benny will head an all-star cast in an hour-long Mel Ferrer production of "The Man Who Came To Dinner" to be presented over CBS at 5 p.m., (EST) on Christmas Day sponsored by Hotpoint, Inc.

Benny, who will portray Sheridan Whiteside, will be assisted by John Garfield, Henry Fonda, Gregory Peck, Charles Boyer, Gene Kelly and Rosiland Russel.

The show is a holiday one-shot.

Advertise Capehart Line

At Home with Lionel Barrymore, heard over WMGM each Tuesday, Thursday and Saturday from 7:15 to 7:30 p.m., will be sponsored by Frost Refrigerators, Inc. to advertise Capehart Television. The MGM transcribed program brings Lionel Barrymore to the mike with philosophical observations and reminiscences about famous people. Getschal & Richards, Inc. is the agency.

Lamb Named Veep

Anthony H. Lamb has been appointed vice-president of the Weston Electrical Instrument Corporation of Newark, N. J., Earl R. Mellen, president, has announced. Lamb has been with Weston since 1934 and will assume responsibility for the operation of the Tagliabue Division.

Eldon Park, 40, Dies; Crosley-WINS Official

(Continued from Page 1)

wife and two children; Richard 9, and Roger 2.

The deceased, a resident of Roslyn, L. I., will repose at Fairchild Funeral Home, Northern Blvd., Manhasset, L. I., tonight and until 2 p.m. tomorrow. Interment will take place Friday morning in Cincinnati.

Born In Indiana

Park, a native of Bluffton, Ind., had been associated with the Crosley organization for 20 years, his entire business life. While still a student at the University of Cincinnati he accepted a position as assistant traffic manager for Crosley, and following graduation in 1933 he was successively program co-ordinator, network program supervisor, assistant sales manager, assistant general manager, program director, vice-president in charge of Crosley programs and general manager of WINS.

Shopping Program On TV

Shop by Television, a weekly program with tips to shoppers and housewives over WMAL-TV in Baltimore, will become a half-hour feature today, Tuesday, December 13.

Wrong bailiwick



Somehow this duck is all balled up. She shouldn't be messing around with those baby cockers—she's got herself in the wrong place.

How about your radio advertising in Baltimore? Is it placed right? If it's on W-I-T-H, you're all set for profitable sales!

Because W-I-T-H is the big bargain buy in this rich town. W-I-T-H delivers its big audience to you at the lowest cost-per-listener on any station in town. It covers 92.3% of all the radio homes in the Baltimore trading area.

So make sure your radio advertising is in the right bailiwick. Call in your Headley-Reed man and get the full W-I-T-H story today.



W-I-T-H

BALTIMORE, MARYLAND

Tom Tinsley, President • Represented by Headley-Reed

Mr. Agency Executive:

Can you afford **NOT** to buy a radio show

1. which coast to coast **LISTENERS** received so enthusiastically that **THEY** offered to pay the talents costs of the entire program to continue enjoying it, and
2. which Schwerin says is the **BEST-LIKED** show of its type yet tested by his system (over 3000 shows)—even topping, among many others, one of the highest-rated commercial shows on the air ("People Are Funny"*)??

WE HAVE IT!!!

phone

MUrray Hill 9-6199

or write

Jack Barry Productions, Inc.

104 EAST 40th STREET

NEW YORK 16, N. Y.

Currently Producing

"JUVENILE JURY"

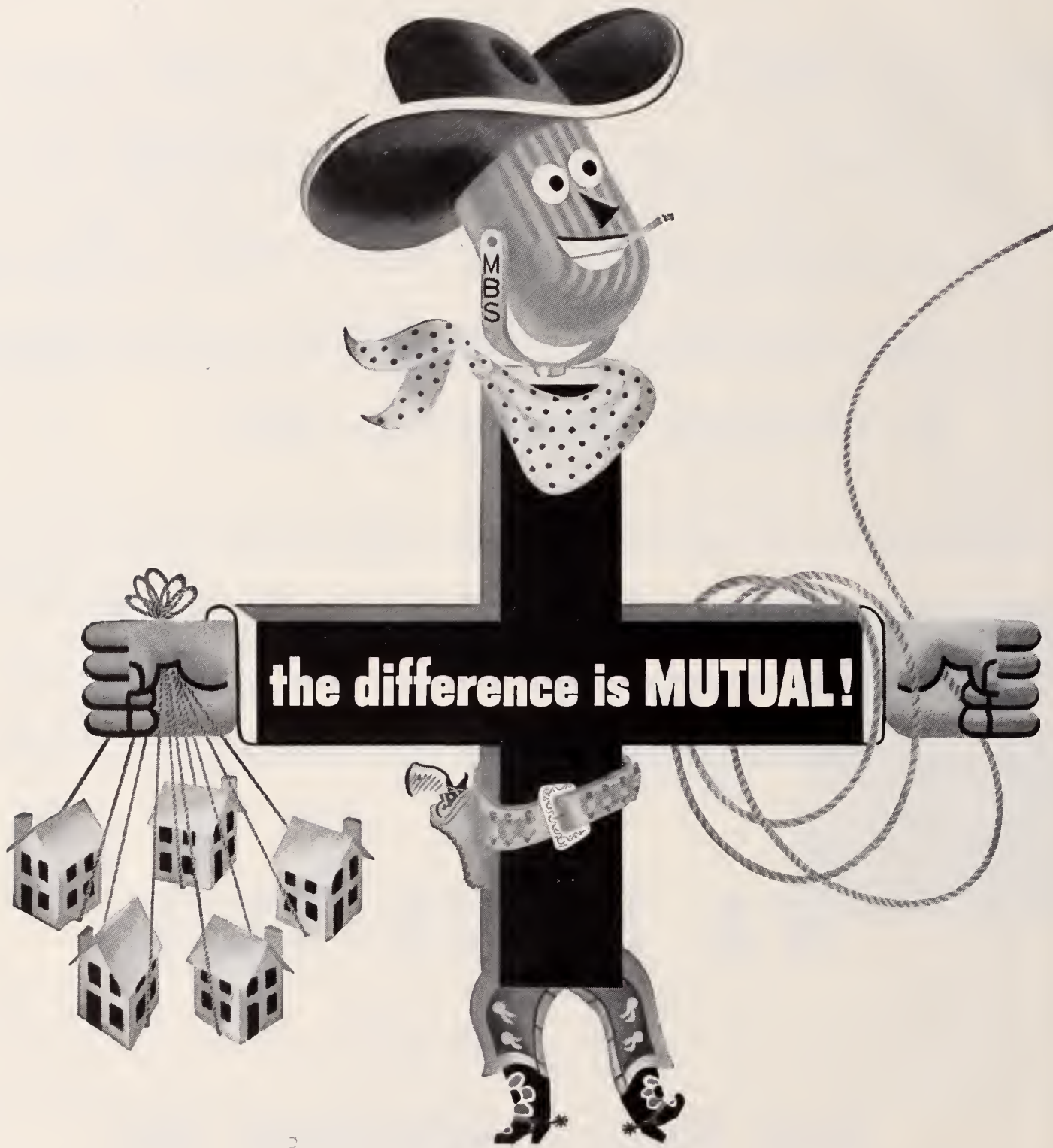
(General Foods)

"THE JOE DiMAGGIO SHOW"

(M & M Limited)

(*Sorry, John)

How to Get



Every Sixth Radio Home . . . FREE



After serving as the "different" network for nearly 15 years, we now find that difference *branded*—in earthy, fiscal terms—by the authoritative Mr. A. C. Nielsen. His studies reveal that the price of five radio homes on other networks will get you six on Mutual. In terms of actual audience *millions*, this plus can shape a Rainier-size peak on your sales horizon.

One thing we like about the Nielsen "Homes per Dollar" Index is that it reports just that. It takes full note of ratings, but it keeps an equally clear eye on the *cost* of each rating. By dividing net time *and* talent costs into homes actually delivered, it comes up with data to warm the heart of any comptroller.

Another thing we like about the Index is the way it weighs all four networks — strictly by homes-per-dollar — during the latest winter-peak period of January-April, 1949:

Average Once-A-Week Commercial Program on	Radio Homes Delivered per Dollar of Actual Cost
All 4 Networks	336
Other 3 Networks	328
MUTUAL	398

Based on Total Audience data. Programs sponsored by religious organizations omitted.

Here is dollars-and-sensible proof of the matchless economy of network radio...the nation's only true mass medium. Here, too, is challenging evidence of how much more *your* radio program can accomplish on this "different" network.

The Difference is MUTUAL!



REMEMBER THESE OTHER MUTUAL PLUS-DIFFERENCES:

- Lowest Costs, Hookup by Hookup, of All Networks
- 500 Stations; 300 the Only Network Voice in Town
- Maximum Flexibility for Custom-Tailored Hookups
- 'Where-To-Buy-It' Cut-Ins Available at No Extra Cost

the **mutual** broadcasting system

Baseball's Attitude On Radio Discussed

(Continued from Page 1)

year by the U. S. Department of Justice that certain aspects of the league's broadcast policy made them liable to litigation on the grounds that organized baseball was an interstate commerce.

A recent settlement between the Justice Department and Commissioner Chandler clarified what was, and what was not, interstate commerce insofar as baseball was concerned. Now, according to a spokesman for the Commissioner's office, it would be Chandler's difficult job to work out a realignment with the various clubs in both leagues.

In addition to the Justice Department's demands, there are territorial conflicts involved.

Commissioner Chandler lunched yesterday with league presidents' Harrige and Frick and the matter was discussed informally, however, it will probably not be until today or tomorrow that the problem is resolved in the closed meetings between league representatives at the Hotel Commodore.

Byron Price Declines State Department Post

(Continued from Page 1)

eral of the United Nations at a reported \$20,000 per year base salary which is tax exempt plus additional allowances.

The State Department's New York publicity office said yesterday that they "had no idea" as to who would now be offered the post and stated that any forthcoming announcement would emanate from Washington headquarters. George V. Allen held the position prior to his appointment by President Truman as American Ambassador to Yugoslavia.

Among other things, the Assistant Secretary of State for Public Affairs is responsible for complete supervision of Voice of America operations.

Roosevelt Forms Agency As AM-TV Package Firm

(Continued from Page 1)

Jones, Inc., will deal with plays, productions, scripts, transcriptions and other interests for radio, television and theaters.

The firm is also authorized in its certificate of incorporation to acquire, use and sell radio and TV stations and theaters. Ruth E. Hayes of New York City is listed as a director of the firm.

Poppele To Speak

J. R. Poppele, v-p and chief engineer of WOR, will address the American Institute of Architects on Tuesday, December 13 at a luncheon held at 140 East 40th Street. Poppele's topic will be "Television and the Architect."



Man About Manhattan...!

● ● ● Some TV dealers who can't fill orders for Christmas delivery are telling their customers to withhold buying a set until after the holidays. They forecast price reductions and the advent of color. . . . Maurice Mitchell, director of Broadcast Advertising Bureau, denying rumors that he's had any job offers and says he's perfectly happy with his present chores. . . . Watch for a battle royal between Nielsen and Hooper for the radio-TV rating biz during 1950. . . . Is "The Clock" headed for the coast for celluloid treatment? . . . Starting Jan. 2nd, Mildred Fenton's "Look Photo-Crime" half-hour series will be heard over ABC five days a week. No cast set as yet. . . . Bob Tucker, of J. Walter Thompson, will add to his chores of casting the Kraft show with the new "Believe-it-or-Not" TV'er which comes back Jan. 4th to NBC. . . . Johnny Desmond's Ronson show switches from Mutual to ABC on Jan. 11th. Jean Carroll, rated by the Berle world as the best of the femme comics around, is due for her own teevee stanza in Jan. Tommy Rockwell is readying a variety package to headline her. . . . Jerry Wayne into the Baltimore Hippodrome on the 29th. . . . Lanny Ross appointed a delegate of AGMA for Television Authority.

★ ★ ★ ★

● ● ● Cedric Adams reports that a television actor was booked the other day to play the part of a convict and part of the show had to be photographed near a prison outside of New York City. The actor donned his convict suit (the striped variety), traveled clear across Manhattan and then took a ferry to the prison site. Nobody halted his car. Nobody tried to stop him. Pedestrians didn't even show any amazement when he stopped to ask directions. En route he waved to two cops. The cops waved back!

★ ★ ★ ★

● ● ● THAWTS WHILE THINKING: Can't think of a more consistent singer than the boy with the smile style—Jack Smith. . . . In contrast is Dick Haymes, who follows immediately on the same web. Once a great singer, Dick now runs the vocal gamut from excellent to mediocre and on the same stanza, too. . . . Ken Carpenter, a top announcer always, should be slowed down on the opening of the Amos 'n Andy stanza. With music behind him and his rapid delivery, you can't grasp all the cast names. . . . Hope Miller, a newcomer to "Leave It To The Girls" Sunday, proved as articulate as she is lovely and was a welcome addition to the regular panel.

★ ★ ★ ★

● ● ● Gene King, WCOP's program director, is doing a slow burn up in Boston over the current gag to introduce him as "Betsy King's father." However, his 'burn' is probly a gag too, as Gene is plenty proud of the little Princess. She's developed into a top air favorite in Beantown and the Navy is throwing her a 9th birthday party aboard an aircraft carrier on the 17th. So you can't blame the old man if he's in the market for new vest buttons from time to time.

★ ★ ★ ★

● ● ● SMALL TALK: That sweet Macy advertising tie-up with Dennis James was knocked off by Willard Keefe and Dave Tobet who're doing his press. . . . Carl Erbe and Chas. N. Maybruck have teamed up with a new public relations firm. . . . Jo Lyons off for a Puerto Rico vacation and the opening of the Hilton Hotel down there. . . . WHOM readying a series of transcriptions plugging safety in Italian, Polish and Spanish for the Nat'l Safety Council for free distribution throughout the country. . . . Bob Thompson now assistant to Dick Pack. WNEW publicity chief. . . . Irving Fields broadcasting with his trio over Mutual from the Weylin four times weekly.

AMA Mulling Drive On Health Insurance

(Continued from Page 1)

is done must be on a level that will get public acceptance and above criticism. It has been known that the AMA has been sampling radio commentator references to their activities for sometime. The organization has obtained transcriptions of comments in a number of cities and through network news broadcasts.

Mutual Web Plans Pension Documentaries

Mutual will present a special series of four radio documentaries concerned with pensions and their cost. Slated for presentation in January, the documentaries have been prepared by MBS' newsmen in key cities throughout the country in collaboration with executives of insurance companies, federal security officials and noted economists. No specific dates or time slots have yet been announced.

'Veep' To Be Guest

Alben W. Barkley, the "Veep," is scheduled to guest star on the Horace Heidt show Dec. 18, when Heidt's outstanding discoveries of the year compete over the CBS web for \$5,000 in prizes.

Available!

Rhymaline Time, featuring emcee David Andrews, pianist Harry Jenks and KMBC-KFRM's celebrated Tune Chasers, is one of the Heart of America's favorite



morning broadcasts. Heard each weekday morning from 7:30 to 8:15, Rhymaline Time is a musical-comedy program that pulls more mail than any other current "Team" feature.

Satisfied sponsors have included, among others, Katz Drug Company, Land-Sharp Motors, Jones Store, and Continental Pharmaceutical Corp.

Contact us, or any Free & Peters "Colonel" for availabilities!

KMBC
of Kansas City
KFRM
for Rural Kansas

TELEVISION DAILY

Section of RADIO DAILY, Tuesday, December 13, 1949—TELEVISION DAILY is fully protected by register and copyright

DuMONT ASKS TAX AID FOR COLOR

TELE TOPICS

FOLLOWING THE DELIGHTFUL Paul Whiteman show on ABC Sunday nites is an opus called "Hollywood House," which does nothing to hold the audience attracted by Pops. Sub-title for the Coast origination might well be "Never give the audience an even break." Most of the gags were antediluvian and the few switches were telegraphed from 'way back, while the two-fold piece de resistance was a squirting Coke machine and a seltzer bottle fight. These and other antics seemed to be material that even Berle has discarded. . . . Regulars involved in the stanza, which followed the delightful Paul Whiteman show, are Jim Backus, as the manager of the hostelry of the title; Dick Wesson, as a bellboy therein, and the Page Cavanaugh Trio. Guests this week were the singularly unappealing Joe Besser, Florence Bates, as a high society-type con gal, and Connie Haines, who happily was allowed to sing without taking part in the other activities. Of the lot, Wesson tried hardest and with the most success, but he too was defeated by the script. . . . Program is produced by Joe Bigelow and directed by George Cahan.

THE TV UNIT of New York City's WNYC is looking for a motion-picture director and a film-tele writer. Letters of application, giving experience, should be sent to unit chief Cliff Evans at 500 Park avenue. . . . It had to happen sooner or later dept.: During a closeup of singer Evelyn Lynn on WKY-TV, Oklahoma City, recently, a fly chose her nose for a landing strip and came in on the beam. Evelyn brushed it away, but the insect returned again and again. For several minutes poise and charm battled against the determined pest until a cameraman walked onto the set with a flyspray and ended the battle. . . . Detroit distributors polled by WXYZ-TV report a continuing shortage of receivers—9,243 were sold there last month to bring the Motor City's total to 137,765. . . . Carlton Morse has signed stylist Frances Hodges to an exclusive pact to design wardrobes for femme cast members of "One Man's Family."

ONE OF THE MOST EXTENSIVE spot campaigns on the air has been developed by Ruthrauff & Ryan for Dodge autos. Their talking animal films produced by Jerry Fairbanks are now regularly aired by 56 stations. . . . Bob Stevens, of CBS, is taking a breather from his chores as a director to devote more time to producing his two shows, "Suspense," and "Romance." One of Stevens' stories, "Bomber Command," is being adapted for "Suspense" by Halsted Welles.

WXEL, 3rd In Cleve., To Debut Saturday

Cleveland — WXEL, this city's third station, will begin commercial operations Saturday with top officials of DuMont, RCA, Capehart-Farnsworth participating in dedication ceremonies and dinner along with local and state political leaders. Station has signed a primary affiliation contract with the DuMont web and will carry also ABC, Paramount and WPIX programming. Basic evening hourly rate will be \$500 and spot rate \$60.

Owned By Herbert Mayer

Owner Herbert Mayer, president of Empire Coil Co., will serve as president of the outlet. Franklin Snyder is commercial manager; Russell Speirs, program director; Thomas Friedman, chief engineer, and Barbara Snyder, publicity.

Station has installed GE transmitter and film equipment and RCA studio cameras. Six-bay superturbo-stile antenna is atop a 437-foot tower adjacent to the transmitter building in Cuyahoga County, ten miles south of downtown Cleveland.

Digges Takes CBS TV Post

Sam Cook Digges has been appointed manager of television for the Chicago office of CBS Radio Sales effective Jan. 3, Carl J. Burkland, general manager of CBS Radio Sales announced yesterday. Digges has been with the CBS sales organization since April, '49 and previously was associated with WMAL-WMAL-TV. He was active in a number of Washington advertising and philanthropic organizations before coming to New York last April.

Telenews-INS Near Black Ink In Three-Way Newsreel Service

With new clients being added almost daily, the Telenews-INS three-way newsreel service is nearing the break-even point, a spokesman for the combined operation revealed yesterday.

The daily newsreel, the combine's most popular TV feature, is currently being aired by 37 stations in all parts of the country and is sponsored on 27 of these outlets. The weekly news roundup, using footage "salvaged" from the daily operation, is now on 23 stations, of which 13 have landed sponsors.

"This Week In Sports," a weekly

Tibbett Opera Group Signs For CBS Series

CBS has signed with Lawrence Tibbett and Henry Souvaine for a program series by the Opera Television Theater, of which Tibbett is artistic director and Souvaine managing director.

Initial production, Bizet's "Carmen," will be aired Jan. 1, 5-6 p.m., EST, with Gladys Swarthout, Robert Merrill and Robert Rounseville in the lead roles and Tibbett serving as narrator.

Future plans call for presentation of operas in 60 to 90 minute periods with a repertory company of guest conductors and singers. Programs will originate from the CBS studios.

Boris Goldovsky, operatic director of the Berkshire Festival, will stage the group's preëm. Walter Ducloux will be musical director and CBS designer Richard Rychtarik, formerly with the Metropolitan Opera, will do the sets.

Dorland Ups Barnes

Howard G. Barnes, director of Dorland, Inc.'s radio and TV division and member of the Plans Board since he joined the agency in 1948, has been upped to vice-president in charge of radio and TV. New post is part of Dorland's expanded radio and TV activities.

For the past 10 months Barnes and other agency toppers have been carefully testing out degree of interest in "video" on part of their accounts and conclusion was such that agency is pulling out all stops on behalf of the medium. Some of Dorland's video-active clients include A. S. Beck, Helbros Watches, Ameritex Fabrics.

Sees 'Break' Vital To Advance Of Polychrome

(Continued from Page 1)

equipment costs more rapidly than is now permitted, and suggested other tax changes. Some companies, Dr. DuMont told the Congressmen,

"are experimenting along the line of how bad a color picture they can get away with. But we don't go that far."



DuMONT

He said there should be no FCC authority for color TV until the picture is as clear and as well defined as the best black and white pic-

ture of today. He traced rise of the Allan B. DuMont Laboratories, from the start in 1931 with \$1,000, until today, when capitalization is about \$22 million. Sales this year are estimated to go to \$45,000,000, with \$80,000,000 predicted for next year, he said.

Sees Expansion Needed

Dr. DuMont made it plain that he did not see how such phenomenal growth would have been possible as the tax laws stand today. Observing that the plant expansion accomplished since the war is already outmoded, he said new expansion is already needed. He hopes to be able to finance it out of profits.

Dep't Store Signs WNBT For Two-Hour Xmas Show

Largest department store venture into TV to date was claimed by WNBT yesterday when it announced that Abraham & Straus, Brooklyn store, had signed for a special two-hour program on Christmas Day.

Originating from St. Nicholas arena at a cost said to be in excess of \$10,000, program will feature a carnival format with animal, wild west, trapeze and trampoline acts, children's entertainers, sports celebs and St. Nick.

Pact was placed through Kicswetter, Wettcrau & Baker, with Joseph Goodfellow representing the station.

Milwaukee Tops 60,000

Milwaukee—Set sales again set a new record in the Milwaukee area during November with a 60,000 total, according to latest monthly survey of dealers and distributors.

FCC Holds Hearing On Multiple Fax

(Continued from Page 1)

low 15,000 cycles per second," that "the facsimile subcarrier used to modulate the radio carrier shall be 25,000 cycles per second," and that facsimile stations be allowed to operate on unlimited time.

The standards now set up by the FCC requires that a facsimile does not degrade the sound below 10,000 cycles and limits broadcasts to one hour daily for facsimile stations and three hours for multiplex or systems sending facsimile and sound simultaneously.

John V. L. Hogan testified that his company now has a system available meeting these higher standards. He also said that it was now possible to broadcast T-V, A-M, and facsimile simultaneously. Commissioner Jones asked about the cost of converting present receivers to the new multiplex system and Hogan replied that it would cost about four or five dollars to convert existing sets and less for new ones.

No other petitions for an appearance were presented to the FCC, but William Halstead, an independent consulting engineer, was allowed to testify. He explained experiments conducted for the Rural Radio Network on a system involving the use of FM for both the facsimile and aural broadcasts. The Hogan system uses FM and AM.

Jones held the record open for ten days to allow both Hogan and Halstead to present further exhibits.

A series of experiments were conducted by the laboratories to display their system. The first involved sending facsimile within the room at the laboratories headquarters. The second test was sent from Columbia University through Major Armstrong's Alpine station, KE2XCC. One of the items was a congratulatory message from Columbia's Dean Ackerman.

Harry Plotkin, FCC counsel, John Willoughby, chief engineer for the Commission, and Cyril M. Braum, chief of the FM broadcast division for the FCC were also present.

Elliott Crooks, v-p in charge of broadcast facsimile for Hogan Laboratories, said after the hearing that the multiplex system has been tested and found successful. He added that one program of facsimile in New York would "break the dam" and start widespread use of facsimile in public places. The new system which does not require FM broadcasters to stop aural programs when sending facsimile, make it practical, Crooks said.

Will Aid Foundation

Robert Q. Lewis, Abe Burrows, Herb Shriner, Janette Davis, and Art Waner's Orchestra will be featured in a special comedy, song and variety half-hour program over CBS Dec. 18, to aid the Arthritis and Rheumatism Foundation. Program will be directed by Norman Winter.

NETWORK SONG FAVORITES

The top 30 songs of the week (more in case of ties), based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast over Radio Networks. Published by the Office of Research, Inc., Dr. John Peatman, Director. Survey Week of December 2-8, 1949

TITLE	PUBLISHER
A Dream Is A Wish Your Heart Makes.....	Walt Disney
A Dreamer's Holiday.....	Shapiro-Bernstein
A Thousand Violins.....	Paramount
Ain't She Sweet.....	Advanced
Bibbidi Bobbidi Boo.....	Walt Disney
Bye Bye Baby.....	J. J. Robbins & Sons
Crocodile Tears.....	Johnston-Monte
Dear Hearts And Gentle People.....	E. H. Morris
Don't Cry Joe.....	Harms
Envy.....	Encore
Happy Times.....	Harms
Hop Scotch Polka.....	Cromwell
Hush Little Darlin'.....	Michael
I Can Dream Can't I.....	Chappell
I Never See Maggie Alone.....	Bourne
I've Got A Lovely Bunch Of Cocomnuts.....	Cornell
Jealous Heart.....	Acuff & Rose
Last Mile Home.....	Leeds
Merry Christmas Polka.....	Alamo
Mule Train.....	Walt Disney
Old Master Painter.....	Robbins
River Seine.....	Remick
Room Full Of Roses.....	Hill & Range
Rudolph The Red-Nosed Reindeer.....	St. Nicholas
She Wore A Yellow Ribbon.....	Regent
Slipping Around.....	Peer
Stay Well.....	Chappell
That Lucky Old Sun.....	Robbins
You Told A Lie.....	Bourne
Younger Than Springtime.....	Chappell
You're Breaking My Heart.....	Mellin
Christmas Song.....	Burke & Van Heusen
Here Comes Santa Claus.....	Western Music
Let It Snow, Let It Snow, Let It Snow.....	E. H. Morris
Santa Is Comin' To Town.....	Feist
White Christmas.....	Berlin
Winter Wonderland.....	Bregman-Vocco-Conn
You're All I Want For Christmas.....	Porgie

Be The Good Lord Willing.....	Blossom
Charlie My Boy.....	Bourne
Daddy's Little Girl.....	Beacon
Enjoy Yourself.....	E. H. Morris
Farewell Amanda.....	Chappell
Festival Of Roses.....	Witmark
I Want To Wish You A Merry Christmas.....	Republic
If I Ever Love Again.....	Paxton
I'm In Love.....	United
In Santiago By The Sea.....	Life Music
Johnson Rag.....	Miller
Just For Fun.....	Paramount
Let's Harmonize.....	Santly-Joy
Merry Christmass Waltz.....	Advanced
My Street.....	Campbell
Someday You'll Want Me To Want You.....	Duchess
Souvenir.....	Beacon
Sweetest Words I Know.....	Life Music
Too Toot Tootsie Goodbye.....	Feist
'Way Back Home.....	Bregman-Vocco-Conn
You're Always There.....	Bregman-Vocco-Conn

Copyright, 1949 by Office of Research, Inc.

NARBA Conference Adjourns For 4-Mos.

(Continued from Page 1)

was to draft a new treaty to replace the Havana (1937) Agreement which expired in March, 1949. At the time of the 1937 agreement, the conference had to concern itself with the allocation of frequencies for a little more than 2,000 broadcasting stations. At the time of the Washington Conference in 1946, which extended the original Havana Agreement for a three-year period under an interim agreement, the number of broadcasting stations had risen considerably and today they total 2,964.

The countries concerned with the 107 frequencies are Canada, United States, Cuba, Mexico, Dominican Republic, Haiti, The Bahamas and Jamaica.

The recess will give the United States and Cuban delegations a chance to discuss the channel differences between the two countries and these discussions will get under way in Havana early in February. It is hoped that these meetings will produce a basis for final negotiations when the NARBA meeting is resumed in April.

Motor Boat Show Plans N. Y. Spot Campaign

An extensive advertising campaign including radio has been mapped out to publicize the 40th National Motor Boat Show, H. A. Bruno & Associates announce. The show will be held at New York's Grand Central Palace from January 6 to 14.

Publicity will begin on Wednesday, December 14 and continue until the end of the show. Radio spots will be placed by the A. Lewis King Radio Advertising on approximately six New York stations beginning on January 2. A tentative list includes WNEW, WMCA, WBNX, WMGM, WINS, and WOV.

WEVD

~ 5000 WATTS 1330 K.C.

PROGRAMS OF
DISTINGUISHED FEATURES in

- ENGLISH
- JEWISH
- ITALIAN

3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
**THE NEW YORK
METROPOLITAN AREA**

Send for WHO'S WHO
Among Advertisers on WEVD

WEVD
117-119 W. 46 St.
HENRY GREENFIELD, Mg. Director N.Y. 19