



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 49

NEW YORK, WEDNESDAY, DECEMBER 14, 1949

TEN CENTS

## CBC ANNOUNCES CANADIAN TELE PLANS

### Pope Counsel Replies To 'Language' Charge

Washington Bureau of RADIO DAILY  
Washington—"The FCC has been asked to take on a new function," attorneys for publisher Generoso Pope said yesterday—that of guaranteeing the jobs of employes of WINS. Attorney Marcus Cohn also quoted at length from utterances of former FCC chairman, James Lawrence Fly, on the value and propriety of foreign-language broadcasting. Pope, present licensee of WHOM, seeks to buy WINS from Crosley Broadcasting Corp.

Fly, as counsel to the WINS em-  
(Continued on Page 6)

### Lee Bland Will Head WCCO Program Dept.

Lee Bland, now assistant director of special events for CBS, has been appointed program manager for WCCO, 50,000-watt CBS-owned Minneapolis-St. Paul station, it has been announced by Wendell B. Campbell, WCCO general manager. Bland's appointment is effective Jan. 3.

Gene Wilkey continues as assistant general manager and assumes new duties as WCCO general sales manager. Bland will assume many of his programming duties.

With CBS since 1941, Bland was  
(Continued on Page 2)

### Two Stations Off Air As Result Of Accident

Albany, N. Y.—The crashing of a trailer-truck into a power line pole at Glenmont knocked WXXW off the air for two hours and WROW for 40 minutes, at the start of their broadcast day. The two stations have transmitters in the suburb.

### May Ban Bingo

Montreal — Broadcasting of Bingo and similar games of chance may come under the ban of the Canadian Broadcasting Corporation. It was announced that the governors will consider a resolution against such games at their next meeting. It will hear representations, both oral and written, at this meeting from all parties concerned.

### For Men Only

Greensboro, N. C. — Demonstrating the effectiveness of radio advertising and the fact that mere man enjoys the distinction of having his own shopping night, Gilbert M. Hutchinson, general manager of WBIG, and the Greensboro Merchants Association, combined in staging a "Men's Night Only" for Christmas shoppers.

The idea originated with Bob Jones, who conducts an early morning program, "Groans by Jones." It received the quick okay of General Manager Hutchinson and the approval of the Merchants Association.

Men shoppers took over the Greensboro department stores last Friday night. Women shoppers were barred and the stores even put on male clerks in the lingerie department for convenience of the customers.

"It was a great success," Hutchinson said. The Merchants Association has asked us to repeat it again next year."

### 14-Million In Billings Signed Up By CBS

CBS will realize more than \$14,050,000 in year-end sponsorship renewals and new business starting immediately after the first of the year, the web announced yesterday. CBS has renewed eight different sponsors for fifteen different programs for a total billing of \$10,250,000. In addition, the  
(Continued on Page 5)

### \$350,000 Pillsbury Contest Pays Publicity Dividends

The \$350,000 investment by Pillsbury Mills in its nationwide Grand National Recipe and Baking Contest paid off in goodwill, sales of the company's products and publicity, according to Robert Keith, Pillsbury's director of advertising and public relations. Top prize of \$50,000 went to Mrs. Ralph E. Smafield of Detroit at yesterday's closing luncheon at the Starlight Roof of New York's Waldorf-Astoria.

### \$4,500,000 Loans To Government Web Providing For Three Stations—Two In Montreal And One In Toronto

### President To Speak On Xmas Eve Program

Washington Bureau of RADIO DAILY  
Washington — President Truman will speak over the four major networks and many independent stations from Independence, Mo. on Christmas Eve. The speech will be part of the ceremonies attendant to the lighting of the nation's Christmas tree on the White House lawn.

The half-hour broadcast from 5 to 5:30 p.m. (EST) will include carols sung by the National Press Club, the music of the United States Marine Band, and a talk by Secretary of Interior Oscar Chapman.

### Record Nov. Business Reported By WGAR

Cleveland — Carl E. George, WGAR, veepee and sales head announced yesterday that November was the all-time biggest month from point of business in the 19-year-old  
(Continued on Page 2)

### Disc Jockey To Interview Baseball Stars In Flight

Steve Ellis of WMCA will take to the air literally today when he records three broadcasts with a group of stars in a flight over New  
(Continued on Page 4)

Montreal — Plans being finalized by CBC call for construction of two TV stations in Montreal—one English and one French—and one outlet in Toronto. First test programs are expected to be on the air next autumn, with regular programming slated to get under way by September  
(Continued on Page 7)

### Philco Earnings Rise During Past 3 Months

Philadelphia — Philco earnings in the last three months of 1949 are expected to be greater than the total earnings for the first nine months of the year, William Balderston, president, has announced.

Sales of \$150 million brought earnings equal to \$1.32 on common stock in the nine months ending September 30, the report showed. Net earn-  
(Continued on Page 6)

### WLIB Making Strong Bid For Negro Market In N. Y.

WLIB will add a number of new programs of interest to the Negro market, Harry Novik, general manager of the station announced yesterday.

The first of the shows will be a three-hour salute to Harlem which will be run this Saturday, December 17 in cooperation with the Pittsburgh  
(Continued on Page 6)

### Lindbergh On ABC

Col. Charles A. Lindbergh will be heard on ABC Saturday from 9:15-9:30 p.m., when he delivers an address, his second since the end of the war, at the dinner of the Aero Club in Washington, D. C. He will receive the 2nd annual Wilbur Wright Award for "distinguished service to aviation." Date is the anniversary of the Kitty Hawk flight.

In addition to a free trip to New  
(Continued on Page 5)





Vol. 49, No. 49 Wed., Dec. 14, 1949 10 Cts.

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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.

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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 13)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Lists various stocks like ABC, Admiral Corp., Am. Tel. & Tel., etc.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Lists DuMont Lab., Stromberg-Carlson.

OVER THE COUNTER

Table with columns: Bid, Asked. Lists DuMont Lab., Stromberg-Carlson.

Insurance Co. Renews World News Roundup

"World News Round-Up," CBS co-op series, has been renewed for 52 weeks starting December 31 by the Metropolitan Life Insurance Co. over WCBS. Program is a Monday through Saturday early morning presentation with Ned Calmer reporting from New York and features round-the-world pickups. Young and Rubicam, Inc., is the agency.

KGW logo: THIS IS KGW'S BANNER YEAR. KGW-FM. PORTLAND, OREGON. AFFILIATED WITH NBC. REPRESENTED NATIONALLY BY EDWARD PETRY CO., INC.

COMING AND GOING

WENDELL CAMPBELL and TONY MOE have returned to WCCO, Minneapolis, following a short trip to New York for conferences with Columbia network executives.

KENDALL FOSTER, newly-elected vice-president in charge of television for the William Esty Co., has arrived by plane in Hollywood, where he will arrange the taking over of the Ed Wynn video show for Camels, client of the agency.

HARRY LA MERTHA, radio editor of the St. Louis Globe-Democrat, and JIM SPENCER, of the St. Louis Post-Dispatch, are en route back to Missouri none the worse for having exposed themselves to guest shots on the Arthur Godfrey show over CBS on Tuesday morning.

HILDA WATSON, office manager of the NBC public affairs and education department, on Dec. 22 will fly to England to spend 10 days of the Christmas season with her family.

WILLIAM THORPE, member of the sales department at WFBL, Syracuse, N. Y., and his bride are honeymooning in New York.

DAVE GARROWAY, comedian and master of ceremonies whose morning program is heard on NBC from Chicago, today will leave the Windy City for Philadelphia by way of New York. He'll broadcast today's program from Radio City and then will head for Philly, where he will receive an award from the Junior Advertising Club.

J. B. CONLEY, general manager of Westinghouse Radio Stations, Inc., who has been recuperating from a recent operation, is spending several weeks at Miami Beach with MRS. CONLEY and daughter, Nancy Jean.

CLIFFORD GOLDSMITH, writer of the "Aldrich Family" scripts for television, who spent the past few weeks in New York setting details for the program, has returned to Tucson, Ariz., from which point he will script the feature.

HARRY WISMER, American network sportscaster, on Sunday will be in Los Angeles, where he will broadcast the vital gridiron contest between the Los Angeles Rams and the Philadelphia Eagles for the National Professional Football Championship.

Lee Bland Will Head WCCO Program Dept.

(Continued from Page 1)

formerly associated with WCMI, Ashland, Ky.; WKRC and WCKY, Cincinnati; and WFMJ, Youngstown, Ohio. While at CBS, Bland worked closely with Norman Corwin and made a round-the-world trip with the writer-director-actor recording documentary material for use in the web series "One World." Bland edited more than 150 hours of broadcasts for this series.

In 1947, he became assistant director of the CBS documentary unit and was named to assist special events director later that year.

Burdick A. Testrail

Montreal—Burdick (Bert) A. Testrail, industrial and merchandising counsellor, died Saturday, December 10, at Toronto General Hospital after a prolonged illness.

Pioneer in radio in the early 1920's, Mr. Testrail became vice-president of the Rogers Majestic Corp., Ltd., in 1929, and at the same time president of the Canadian Radio Corporation, Ltd., distributing company for Rogers, DeForest, Majestic and Motorola radios and Norge and Apex electrical appliances.

A native of Kansas City, Mo., Mr. Testrail came to Canada in 1912 from the Babson Statistical Services in New York as advertising manager of the old R. S. Williams and Sons Co., Ltd., musical instrument distributors, in Toronto.

Enlisting in the first World War, he went overseas with the U. S. Army in 1917.

Stork News

Washington—Deborah Ann Brechner, born Friday, December 2, ought to be a star, if heredity has anything to do with it. Her father, Daniel, is an engineer at WWDC here; her uncle Joe is general manager of WGAY, Silver Spring, Md.; and another uncle Sidney Brechner, is an engineer at WJR, Detroit.

Record Nov. Business Reported By WGAR

(Continued from Page 1)

history of the station, one of the Richards group.

Included in new business for November was six-a-week ten-minute news broadcast for Shell Oil and heavy announcement schedule for Hudson Motors, Kaiser-Fraser, Dodge and P & G for Prell.

November renewals included six-a-week quarter-hour morning news for Metropolitan Life, six-a-week morning quarter-hour for Simonize and announcement schedule for following: Ajax Cleanser, Ward Baking, Halo Shampoo, Tenderleaf Tea, Blue Bonnet Margarine and Carr-Consolidated Biscuits.

George said the business outlook for 1950 is bright.

Station And Newspaper Raising Fund For Boy

Huntington, W. Va.—WHTN and the Huntington Publishing Co. have started a fund to provide a Merry Christmas for an 11-year-old youngster who is fighting a losing battle against incurable cancer.

With merchants, business men and other people of Huntington now offering their support for the boy, Frank Harris, and his widowed mother, the only question remaining is whether the boy will live until December 25.

The fund began on a broadcast of Lan Singer's Sport Round-up and reached \$200 within 15 minutes. More than \$1300 has now been raised. Other gifts include a free turkey and toys for the stricken youth.

Motorola Dividend

Motorola, Inc. will pay a 37 1/2 cent quarterly dividend on common stock on January 16. The directors of the company also declared a special of 37 1/2 cents payable on the same date. A 25 cent dividend was declared in previous quarters.



Fisherman's Luck

These twin beauties have just been hauled onto the dock after a big day of tuna fishing. Sometimes, when luck is running good, as many as fifty of these giant fish are captured in one day.

But time buyers don't have to depend on luck in picking radio stations—not in Baltimore, anyway. Here there is one big bargain buy. It's W-I-T-H, the BIG independent with the BIG audience.

W-I-T-H delivers more listeners-per-dollar than any other station in this rich city, the nation's sixth largest market. W-I-T-H covers 92.3% of all the radio homes in the Baltimore trading area.

So if you're looking for a station that produces low-cost sales in Baltimore, call in your Headley-Reed man and get the full W-I-T-H story today!

AM W-I-T-H FM logo with a stylized face. Text: WITH Baltimore 3, Maryland. TOM TINSLEY, President. Represented by Headley-Reed.



★ AGENCY NEWSCAST ★

**FRANK SMITH**, vice-president of Benton & Bowles, Inc., New York advertising agency, has been elected to the Board of Trustees of Packard Junior College. Packard is one of the oldest business schools in New York, having been founded in 1858. It became a junior college early this year. Smith is account executive on various Procter & Gamble brands handled by B. & B.

**DAVID T. SCHULTZ** has been elected a director of the Raytheon Manufacturing Co.

**WILLSTED & SCHACTER**, has been formed with offices at 280 Madison Ave. One of the partners, Fred Schacter, was formerly an account executive with Hirshon-Garfield, Inc. Martin Willsted was president of Ace Advertising Agency.

**ARTHUR C. NIELSEN**, president of A. C. Nielsen Company, has been elected a member of the Board of Trustees of the Wisconsin Alumni Research Foundation. The Foundation, founded in 1925, was formed primarily for the purpose of insuring soundness, in all respects, in the commercial development of a most important scientific discovery known as the Steenbock process—by which a great variety of products can be “charged” with Vitamin D by subjecting them to the rays of a certain type of lamp.

**FRANK DWYER**, general sales manager, Tennessee Valley Chemical Corp., has announced the appointment of Buchanan & Company advertising agency, New York, Chicago, Los Angeles and San Francisco, to handle the advertising for two new TEV products, TEV plastic starch and TEV Wick Deodorizer.

**Three Lever Programs Renewed On CBS Net**

Lever Brothers have renewed three CBS network programs for another 52-weeks, it has been announced.

Effective Jan 2, “Lux Radio Theater” has been renewed as have “My Friend Irma” and “Junior Miss.” Effective dates for the latter two shows are, respectively, January 2 and 7.

J. Walter Thompson is the agency for “Lux Radio Theater,” Foote, Cone, & Belding for “My Friend Irma,” and Needham, Louis & Brorby for “Junior Miss.”

**To Entertain Overseas**

American troops in Germany will be entertained during the holiday season by Jeanette MacDonald and Gene Raymond. The two have accepted Air Force invitations to fly to the continent on Sunday, December 18.

Raymond is recording his Amazing Mr. Malone program so that the ABC feature will continue during the three weeks he will be abroad.

**NATIONAL ANALYSTS, INC.**, Philadelphia marketing research firm, has added three research executives to its staff as part of a program to expand facilities for its clients.

They are: Cyril (Cy) Coggins, formerly vice president of Standard Outdoor Advertising, New York City, William H. Scott, 2nd, formerly assistant director of Market Research, Eastman Kodak Company, Rochester, N. Y., and Robert L. Taylor, formerly regional manager, Market Research Division, Dun & Bradstreet, Philadelphia.

**WALTER H. HAASE** has joined the executive staff of the American Association of Advertising Agencies in New York.

**EDWARD F. EVANS** has been named research director of J. D. Tarcher & Co., Inc. He was formerly director of research for ABC.

**THE BIB CORPORATION**, Lakeland, Florida, packers of Bib Orange Juice for Babies, has named Charles W. Hoyt Company, Inc. as their agency.

**NATE TUFTS** has joined the Hollywood office of BBD&O in an executive capacity. He was formerly a v-p of Ruthrauff & Ryan.

**EMILY ASHE BANKS** has resigned as publicity director of Town Hall and America's Town Meeting of the Air. She will announce her new plans later.

**CARL ERBE** and **CHARLES N. MAYBRUCK** have formed a public relations firm known as Erbe Maybruck Associates, Inc. at 595 Madison Ave., New York.

**KOA Silver Anniversary Planned For Tomorrow**

Denver—KOA will observe its silver anniversary tomorrow with special broadcasts throughout the day.

The station now owned and operated by NBC has two and one half hours of programs scheduled including a coast-to-coast NBC show. A morning broadcast of a birthday party in the studios will open the festivities.

A dedicatory broadcast from 9:30 to 10:30 p.m. (MST) will feature greetings from city, state and government officials, editors, NBC and RCA officials and others. The latter half of the show will be carried by the NBC network.

**Will Expand Production**

Seaboard Studios, Inc., producers of motion pictures, television commercials and photographic illustrations, will expand their facilities in the coming year. Orin Donaldson has joined the company as a photographic illustrator.



**Their Atomic Interview Was Radio-Active**

One of the biggest stories of the year broke Dec. 2 when Fulton Lewis, Jr. interviewed Major George R. Jordan, former air force Lease-Lend inspector at Great Falls, Mont. Major Jordan charged that Russia obtained atomic bomb secrets, plans and uranium from the U. S. in 1943 and 1944 through orders from high officials in the White House. Two investigations (by the House Committee on Un-American Activities, and the Joint Congressional Committee on Atomic Energy) were immediately started as a direct result of the broadcast.

Preceded by two months of checking of the story by Lewis and his staff (including prior reports to the FBI), the interview is one more example of the Fulton Lewis, Jr. role as a public servant, uncovering situations and getting them corrected. His program offers a ready-made audience, network prestige, local time cost with pro-rated talent cost. Though currently sponsored on more than 300 stations, there may be an opening in your locality.

Check your Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System**, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).



## SOUTHWEST

**TED NABORS**, program director of **KTHT**, **MBS** and **TSN** outlet in **Houston**, has again been appointed of radio publicity for the annual **Goodfellows Christmas Drive**. Feature of this year's radio campaign is a request for listeners to write a letter to Nabor's "Top-o-the-Morning" program on **KTHT**, telling their own opinion of "what it means to be a Goodfellow." Letters need not include donations, but past experience proves most will contain a contribution.

**Harold Hough**, director of **WBAP-TV**, **Fort Worth**, has announced the results of the latest tabulation of tee-vee sets in the **Fort Worth-Dallas** area, as a whopping **26,225** receivers. This figure is indicated by the number of names on the **WBAP-TV** free program mailing list to set owners and information from dealers and distributors in the area. Latest total is up **5,425** sets during the past month.

**WOIA-TV** program director, **Justin R. Duncan**, opened **San Antonio's** first live television program surprise package with the words "anything may happen tonight," and then proved his statement with the completely unrehearsed "Family Affair" which spotlighted **WOAI-TV** personnel. The informal **WOAI-TV** preview, which began regular programming on **December 11th**, drew a prompt telephone response that indicates an anxiously enthusiastic **TV** audience awaits the day when the regular schedule will get onto their screens.

**Dick Perry**, **WOAI-TV** production manager alternated with **Duncan** in the emcee post and all departments were represented in the "cast" that included **Dallas Wyant**, promotion manager, **Hull Youngblood**, film manager, **Bud Vinson**, ventriloquist, **Eddie Hyman**, sports director, **Margaret Weinheimer**, vocalist, **Eugene Jenkins**, engineering, and **Betty Cochran**, secretary to **WOAI-TV's** greatest booster, **Hugh A. L. Half**, sometimes referred to as **President of WOAI-TV**.

## Disc Jockey To Interview Baseball Stars In Flight

(Continued from Page 1)

**York City** in behalf of the **Christmas seal drive**. While the flight is in progress, **Ellis** will interview the celebrities for later broadcast.

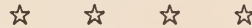
The show will be carried by **Ellis** on his **Giant Jottings** program over **WMCA** from **6:45 to 7:00 p.m.** between now and **Christmas**. The flight is being conducted in cooperation with the **New York Tuberculosis and Health Association**, **The New York Giants**, **The National Airlines** and **WMCA**.

To be heard on the programs are **Robert Merrill**, bandleader **Wingy Manone**, **Rex Barney** and **Ralph Branca** of the **Dodgers**, **Sid Gordon** of the **Giants**, **Primo Carnera**, **Carl Braun**, **Joe Falcara**, **Lee Omo**, and **Lee Savold**.



## Man About Manhattan. . . !

● ● ● **AROUND TOWN:** **Helbros Watch Co.** has picked up the tab on **NBC's** "Richard Diamond" series with **Dick Powell**. . . . **Local Ford dealers** have bought an hour on **ABC-TV** **Christmas Eve** plus an hour **Christmas Day** to present the **British film**, **Chas. Dickens' "Christmas Carol"**. . . . His intimates insist that **Fred Allen** is quietly readying a television series for next season. . . . **Xavier Cugat** due in town next week to hire some new musicians for his **March tour of Europe**. . . . **Look-alikes:** **Mel Allen** and the **Shah of Iran**. . . . **Jimmy Fidler** building a **TV show** with format slanted toward the kiddie trade. . . . **Roberta Quinlan** being set for a recording deal with **Decca**. . . . **Sir Stork** winging toward the **Chuck (WABD) Trannums**. . . . When **Gene Williams** was asked "what happened to vaudeville's comeback," he cracked: "It only came back for revenge, so it's killing television." . . . **Dorothy Lamour** opening her own dress manufacturing outlets which will be affiliated with **20th Century Frocks**, of **L. A.**. . . . **Jack Gilford's** description of a conservative: **A guy who can wait to see the film version of "So Pacific"** when it comes to television. . . . **Allen Funt's Candid Camera** gets a citation from the **U. S. Camera mag** for having been "the television show to make the most outstanding new contribution to photography in 1949."



● ● ● The alleged oracles with the muscular typewriters have been saying for a long time now that video will have to create its own talent. Maybe so, but from what we've observed, most of the really great work in **TV** is being done by lads who cut their eyeteeth on radio and took the newer medium in stride. **John Tillman**, **WIPX's** chief announcer and night program supervisor, is a case in point. This youthful **TV** pioneer, who's already got some **3000 TV** hours under his belt, can look back on some **15 years** in radio. In the course of his work now, **John** performs as an emcee, news commentator and straight spieler on some **25 stanzas** a week. He'd be the first to admit the value of his training garnered in radio. **Video** has its own special requirements, of course, but don't minimize the importance of radio background.



● ● ● **Roger Kay** just dropped in at our desk and made our eyes pop with the most impressive presentation for a **TV show** that we've yet glimpsed. (When we first broke into this business, our editor cautioned us against ever calling anything "the most"—but there's gotta be an exception sometime). At any rate, this presentation he whipped up for "The Cheater," starring **Paul Lukas** (whom he has under exclusive contract for radio and **TV**, incidentally) is the **MOST BEAUTIFUL** we've ever seen. The art work alone on its nine pages took **32 man-hours** per page, just to give you a slight idea. **Roger** also dropped the information that he's very close to a sale on the package for both radio and **TV**—but not a simulcast. This **Roger Kay** has cut himself quite a swath in the few years he's been in this country. Born in **Cairo** in **1920**, he lived most of his life in **Paris**. Arriving in this country in **1942**, he allowed himself a few months to learn the language and then entered network radio via a job as director at **ABC**. Leaving the web he served for a while with the **OWI** as a director of **French and Italian** shows and in **1946** trotted off to **H'wood** where he dashed off the screenplay for "Desperate Holiday." Back to **N. Y.** in '49, he created, perfected and produced "For Angels Only," a widely-publicized and imitated hour-long **TV show**. In **August** he formed **Roger Kay Enterprises** with six packages ready for action, including the aforementioned **Paul Lukas** starrer and "Everything for Angela," with **Mady Christians**. Quite a record for a lad who had to learn the language less than **10 years** ago—and we thought you'd be as impressed with it as we are.

## CHICAGO

By **HAL TATE**

**CLAUDE KIRSCHNER** will emcee the annual **Off-the-Street Club** party which will be televised by **WENR-TV** on **December 24th**. **Kirschner**, who is ring-master of **ABC-TV's** "Super Circus" show, will have among his guests **Peggy Lee**, **Hildegarde**, **Dean Martin** and **Jerry Lewis**, and a host of others. It will be a full hour show.

**Nelson Bros. Furniture stores**, one of **Chicago's** biggest radio advertisers, have extended the **Tony Weitzell** show into a nightly 10-minute series over **WBBM**. **Weitzell** is columnist for the **Chicago Daily News**. The **George Hartman** agency handles the **Nelson Bros.** account while **Herby Bailey Associates** handle the contract for **Weitzell**.

**Jack Brinkley**, head of the recording firm bearing his name, happy to see his youngster who is home from aviation school for the holidays.

**Lucky Strike** cigarettes reported just about ready to close a deal for **Dave Garraway's** **TV show** on **NBC**.

**Ethel Smith**, former "Hit Parader," and queen of the **Hammond organ**, opened her first cafe engagement at **Chicago's** **Blackstone Hotel** **Dec. 9** for four weeks. **Ethel** interrupted preparations of her own **TV show** to accept the engagement. Her **TV show** will originate in **New York** and present plans call for a daily show of music and comedy talk featuring herself and a "booking agent." The latter would be a puppet character.

**WBBM** announcer **Fahey Flynn** acted as emcee of "Bond's Children's Christmas Party" from the lobby of the **RKO-Palace Theater** on **December 10th**. **Santa Claus** was "guest star."

The annual **ABC-NBC Christmas party** will be held Saturday morning **December 17th** at **ABC's** **Civic Studio**. The entire cast of **ABC's** "Super Circus," plus several vaudeville acts, will furnish the entertainment.

"Movies for Kids," new Saturday morning feature over **WBKB**, proved to be one of the greatest audience draws in recent years, according to **John Mitchell**, manager. Show is aired from **10:00 to 11:00 a.m.** when no other **TV station** is on the air.

**Johnny Desmond** is starting a "G.I. Hit Parade" on the "Breakfast Club."

1906 1949

*Henri*  
CONFISEUR

**FRENCH RESTAURANT**  
**LUNCHEON from \$2.00**  
**DINNER from \$3.00**  
**COCKTAIL BAR**  
*Famous French Candies*  
**15 East 52nd St.**  
**AIR CONDITIONED**



## Pillsbury Contest Pays Dividends In Publicity

(Continued from Page 1)  
 York and a stay at the Waldorf, Pillsbury gave each finalist the GE stove they used on Monday.

Keith, who called the promotional contest a "resounding success," gave considerable credit to radio's promotion of the affair and his statement was underlined when, in the course of accepting their prizes, six of the

### Contest Veteran

*Mrs. Casimir F. Shubbie of Fort Worth, Texas, who was contestant No. 88 in the Pillsbury baking awards, is no newcomer in the field of radio contestants. Mrs. Shubbie won the "Miss Husb" award on the Ralph Edwards program in 1947 and collected \$22,700 in merchandise. Her baking entry yesterday was "Apple - Brittle Delight."*

nine top winners credited their entry in the contest to Galen Drake's plugs over his ABC show sponsored by Pillsbury.

Keith said that it has not yet been decided that the contest would be an annual affair but stated that it might be. He said that radio announcements of the competition brought on the greatest rush of grocery store tear-offs for contest rules in the history of the flour company.

Pillsbury sponsors, in addition to Galen Drake, the Art Linkletter show over ABC and Grand Central Station over CBS. Drake and Linkletter both move over to CBS under Pillsbury sponsorship shortly after the first of the year. The company has also signed Cedric Adams of WCCO for a five-minute five-a-week commentary over the full CBS web.

### Mrs. Roosevelt Participant

Participating in yesterday's luncheon were Eleanor Roosevelt, who presented the final winners with their prizes, Art Linkletter, Arthur Godfrey, John Gudel, Frank Stanton, Galen Drake, Mark Woods, Cedric Adams. Linkletter exceed the presentation of prizes which was carried over CBS-TV and Cedric Adams acted as toastmaster. Philip Pillsbury, president of Pillsbury Mills, was host.

Top prizes were: first place, \$50,000; second place, \$10,000; third place, \$4,000 and additional prizes of \$1,000 each to the five winners in separate baking fields.

Leo Burnett Co., Chicago, is Pillsbury's agency.

### Joins Press Department

Bob Thompson, formerly a member of the ABC press department, has been named assistant to WNEW's director of publicity and special events, Richard Pack. He served with the public relations section of the 7th Air Force in the Pacific during the war. Florence Eschmann, now secretary to Pack, is another new member of the WNEW department.

# XMAS PROMOTION

### Plan Xmas Party

Boston—A birthday party aboard the aircraft carrier Kearsarge in the Boston Navy Yard for the Hub's youngest disc jockey, Betsy King of WCOP, will help acquire toys for less fortunate children. The first 400 of Betsy's listeners who write in requesting tickets will be her guests when she celebrates her 9th birthday on December 17. In addition to the tickets, her guests are asked to bring a new toy, which the Navy will distribute to less fortunate youngsters at the Navy's annual Christmas party. The party to be held on the ship's hangar deck includes movies, music, and Christmas carols by the ship's band.

### Aiding TB Drive

In keeping with the tradition and spirit of Christmas giving, WWJ is "giving a day" to help prevent TB and Health Society Christmas Seal sale will be made on 24 shows and newscasts originating at WWJ on Wednesday, December 14th. Throughout the day, listeners will be reminded that they can show their Christmas spirit by buying Christmas Seals.

### Will Play Santa Claus

Carlton E. Morse, producer-author of Mutual's I Love a Mystery series, will be an international Santa Claus at a Christmas day party in Rome. Morse will carry a bag of toys for children at the Maria Beatrice Colony, an orphanage operated by the Foster Parents' Plan for War Children, Inc. The toys are only a token of a half-million gifts that listeners sent to his program and to Mutual's Bob Poole Show.

### Phoenix Businessmen Protest CBS Charge

Protesting against the dropping of KOY as a CBS affiliate in Phoenix for KOOL, owned by Gene Autry, civic leaders in Phoenix yesterday addressed an open letter to all CBS affiliates giving their version of the transaction. The letter bore several signatures including those of Nicholas Udall, mayor of Phoenix; L. C. Boies, sheriff of Maricopa County; Stephen C. Shadegg, president of S-K Research Laboratories and P. M. Roca, president of the Phoenix Community Council.

The letter reviewed the establishment of KOY twelve years ago by three Arizona men, Jack Williams, Al Johnson and John Hogg and commended them for their public service to the community. The station became a CBS outlet in 1937 and has remained as such until CBS "arbitrarily refused to renew its contract with KOY," the letter states.

It is charged that the network negotiated the transfer to KOOL

### Campaign For Record Players

WNEW's Martin Block is conducting a campaign on his Make Believe Ballroom for contributions to buy record players for the children's wards of 18 city hospitals. A total of 65 players will be needed to supply the hospitals. Record companies have donated over 1,100 record albums to be distributed to the hospitals with the players.

### Topeka Turnout

The arrival of Santa Claus in Topeka, Kansas this year attracted more than 6,000 people to the Union Pacific Railroad Depot through the efforts of WREN and the North Topeka Merchants' Association. Santa was publicised over WREN, by an airplane with loudspeakers and colorful signs. When he arrived on his North-Pole-Special train, Santa was greeted by the Mayor of Topeka and interviewed over WREN. A parade and another broadcast followed.

### Merchants Buy Time

A group of 28 independent merchants in Norfolk, Virginia are sponsoring a daily 30-minute program of Christmas music on WLOW. The merchants are featuring contests for best house Xmas decorations, best recipes, and best shopping hints.

### Xmas Sales On TV

Santa Claus is now selling cutlery and tableware via WFIL-TV on a Monday-through-Friday five-minute program in Philadelphia. Santa, who is WFIL's farm news commentator Howard Jones, also appears on other video shows for the station. Boys and girls who attend his weekly 5:15 p.m. show are given a stocking full of toys.

### Maloney Takes News Post With WCCO, Minneapolis

Minneapolis—WCCO, CBS outlet in Minneapolis-St. Paul, has named Wiley S. Maloney as director of news and special events, effective December 15. Sig Mickelson, director of public affairs and production manager for the station, has been in charge of news and special events for WCCO. He will become director of the division of discussion for CBS in New York on January 16.

Maloney was with UP for 13 years before joining the public relations department of Pillsbury Mills, Inc. in 1946.

through a "deal" with "a movie cowboy—radio entertainer who is not and never has been a resident of Phoenix or Arizona" and that "he has good friends who hold policy making positions with the Columbia network."

Officials of CBS in New York when advised of the letter had no comment to make. KOOL is owned by Gene Autry and is managed by Charles Garland.

## 14-Million In Billings Signed Up By CBS

(Continued from Page 1)

web has captured \$3,800,000 in new business.

CBS sponsorship renewals after the first of the year are: Procter & Gamble Co. for "Rosemary," "Big Sister," "Ma Perkins," "Young Dr. Malone," "Guiding Light" and "Brighter Day;" Lever Brothers Company for "Junior Miss," "Lux Radio Theater," and "My Friend Irma;" B. T. Babbitt, Inc. for its 3 p.m. daytime serial; Toni Co. for "Give and Take;" Metropolitan Life Insurance Co. for "Eric Sevareid and the News;" Pillsbury Mills, Inc. for "Grand Central Station;" Wm. Wrigley Jr. Company for "Gene Autry" and Continental Baking Co. for "Grand Slam."

New business starting immediately after the first of the year shows Pillsbury Mills, Inc. sponsoring Art Linkletter's "House Party" and Cedric Adams starting Jan. 3; Wm. Wrigley Jr. Company assuming sponsorship of "Life With Luigi" starting January 10. Gillette Safety Razor Company on Jan. 2 will sponsor special one-time broadcasts of the Orange Bowl and Rose Bowl football games. Increased billings also will come from expansion to full network facilities of "Gangbusters" sponsored by General Foods Corp. and the B. T. Babbitt, Inc. serial.

CBS adds 100 stations on the Babbitt show, taking them away from NBC's Babbitt show accounting for \$500,000 in extra billings.

### Will Carry Documentary

A special documentary program scripted by Robert E. Sherwood and Ernest Kinoy and starring Eddie Albert will be presented by NBC in cooperation with the American Civil Liberties Union, Thursday, Dec. 15, at 12:05 to 12:30 a.m. Entitled "The Battle for the Bill of Rights," the special program will commemorate the 158th anniversary of the ratification of the Bill of Rights." The full NBC web will carry the show.

### Anti-Histimine Discussion

Dr. Perrin H. Long, associate physician at Baltimore's Johns Hopkins Hospital, will explain and evaluate "New Treatments For Colds" on Dec. 17 on CBS' "Adventures in Science" program. Subject matter for the program is tied-in with the introduction of the anti-histimine drugs to drug store counters. The common cold, according to Dr. Perrin, is one of the most costly, dangerous and annoying ailments, and is the cause of the loss of millions of work hours yearly.

### On WNEW Program

Sir Laurence Olivier will broadcast on BBC's Pleasure Parade over WNEW on Sunday, December 18 from 10:15 to 10:30 p.m. Gracie Fields will provide the vocal entertainment and Jean Simmons will be interviewed.



# Philco Earnings Rise During Past 3 Months

(Continued from Page 1)  
ings in the same period last year equaled \$4.23 on the common stock.

Balderston reported in a letter to stockholders that "the 1950 Philco television receivers have received universal recognition, as evidenced by the tremendous demand from distributors, dealers and the public." He said radio and phonograph models "have also met with exceptionally fine public assistance."

New television plant facilities were financed out of earnings from other years, Balderston said. The plants are now operating at record levels, he added.

# WLIB Making Strong Bid For Negro Market In N. Y.

(Continued from Page 1)  
Courier. Channing Tobias, Earl Brown and other prominent Negro leaders will appear on this broadcast which will emanate from the Hotel Teresa in Harlem. This program will be a one-shot affair to be heard from 7 to 10 a.m.

The "Y Hour" which will be run during the salute from 9 to 9:30 on its first broadcast, will be a weekly feature thereafter. Ralph Bunche, UN mediator in Palestine, will be guest speaker on the opening program. The "Y Hour" is being run in cooperation with the YMCA and YWCA of Harlem and features a chorus of 40 voices in addition to outstanding classical and light classical talent.

A Sunday morning series will present the New York editor of the Pittsburgh Courier, George Schuyler, beginning this Sunday at 9:30 a.m. He will discuss Negro life throughout the world on the co-op with the Pittsburgh Courier.

The Amsterdam News in New York City has also arranged a tie-in with WLIB, Novik said. The station will put mikes into the news room of the paper where the editor, Julius Adams, will preside over a discussion of news as it affects Negroes. The premiere will be on Saturday, December 24 from 9:45 to 10 a.m.

A women's program with Betty Granger heard each Thursday from 9 to 9:15 a.m. run in conjunction with the New York Age, was announced previously by WLIB.

## Stork News

Mr. and Mrs. Bill Kalan are the parents of their first child, Jonathan Russell, 7 pounds, born Dec. 11 at Doctors Hospital. Father is sales manager of Schwerin Research Corp.

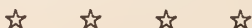
# California Commentary

By ALLEN KUSHNER

● ● ● "Name a Star" to start on KNBH, Hollywood, under Van De Kamp Bakeries Sponsorship. The program will fill the 7:55 to 8:00 p.m. time spot. The California Advertising Agency handled the deal.

## Hollywood

... Six participating sponsors already have signed contracts for "Chef Milani's Kitchen College" which is aired over KECA-TV on Fridays, from 6:45 to 7:30 p.m., PST for 13 weeks, it was announced by Bob Laws, ABC Western Division Sales Manager. Clients signed include: Western Stove Co., Culver City, Calif.; Thru the Brooks Advertising Agency; Freeman Certi-Fresh Foods, L. A., through the Bogerts, Hollywood; Hunts Foods, L. A., through Young & Rubicam, Hollywood; American Beauty Macaroni, L. A., through Dan B. Miner Agency, L. A.; Laura Scudder Monterey Park, Calif., through Davis Co., L. A. and The Wilson Packing Co., L. A., through Davis & Co. Agency, Los Angeles. . . . The Hancock Oil Co. of Calif., will sponsor "Strange Adventure" over KNBH for a period of 13 weeks beginning Sunday, January 1, 8:30 p.m. to 9:00 p.m. The program each week will consist of two 15-minute dramatic films. Ruthrauf and Ryan is the agency. . . . Mutual-Don Lee's "California Caravan" show (Sundays, 3:00-3:30 p.m.) will be entered for a possible award in the 14th American Exhibition of Educational Radio Programs to be held at Ohio State University, May 4-7, 1950. So high is listener acceptance of this program that it received the 1947 10th district P.T.A. award and producer Lou Holzer was invited by the L. A. Board of Education to lecture before numerous local high schools on the subject. . . . "Radio Techniques in the Advancement of History and Cultural Subjects." The broadcast series is based on authentic happenings in early California history. . . . The Whiz Vacuum Cleaner Company, L. A., will sponsor Tuesday, Wednesday and Thursday participations on KNX "George Fisher programs" for 13 weeks beginning Dec. 6th. Dick Donald Adv. Agency placed the order and Joe Marshall is the KNX account executive.



● ● ● Cinch Products, Inc., through the Elwood J. Robinson Adv. Agency, will sponsor two and half hours of the annual Tournament of Roses parade in Pasadena over KNBH Jan. 2. The TV cameras will go into operation at 9:15 a.m. Bud Cole will handle directorial chores for KNBH. . . . An energetic all-radio campaign has been launched on KFSD, San Diego, by the Hudson-Severin Co., San Diego, promoting Hudson Pacemaker and used cars; using spots and weekly half-hour musical show, sponsor is awarding free use of a new Hudson for a week-end, plus free accommodations at famous guest ranches, in listener-participation angle. Account was placed direct for 13 weeks. . . . Standard Brands, for Chase and Sanborn Coffee, will sponsor three weekly spot announcements on KNX for 52 weeks beginning Jan. 9th. Compton Advertising, N. Y. is the agency. . . . KDON, Monterey, California, has renewed and extended their contract for the continued use of the World Broadcasting System's Transcribed Library service. . . . Jack H. Little has joined the Don Lee network as news and special events man under Lee Mawhinney, chief of the Don Lee News Bureau. Little is moving from the Armed Forces Radio Service where as a civil service employee he produced the Hollywood Bowl series on platters for overseas use for the past two years.



● ● ● Newest addition to the announcing staff of KFSD, San Diego, NBC affiliate is Ed Baltimore, formerly of KOA, Denver. Baltimore assumes duties of Alvin Yantiss, now producer-writer assigned to direct "The World in Song," with KFSD's ten-piece studio orchestra, and also Produce station's Farm Bulletin Board. . . . KECA-TV's Richard J. Goggin, senior director, has been appointed technical adviser of TV and radio sequences in the 20th Century-Fox motion picture, "My Blue Heaven," now in production and co-starring Betty Grable and Dan Dailey.

# Pope Counsel Replies To 'Language' Charge

(Continued from Page 1)

ploye group, told the FCC last week that foreign language broadcasting is of "questionable" value from the public interest standpoint.

Cohn said the petition filed by Fly for the committee of employees of WINS does not call for any action in terms of normal Commission procedure because it does not complain "of anything done, or omitted to be done, in contravention of provisions of law or of the Commission's rules and regulations."

## "These Particular Employees"

In essence, he said, the committee "requests the Commission to guarantee these particular employees—and not to others—their jobs . . . the objection ignores the fact that with the consummation of the assignment of license and the subsequent sale of WHOM, the total number of employees in the radio broadcasting business in New York will probably remain about the same."

He charged that "instead of frankly stating to the Commission that the only thing that concerns the committee is the fact that perhaps some of its—and only its—members might lose their jobs, there is an attempt made in the objection to castigate and ridicule the concept of foreign language programming. . . ."

"The committee attempts to abuse the Commission's processes, it attempts to use an inappropriate forum to accomplish self-serving results which are completely unrelated to the public interest," it was argued.

Pointing out that only a minority of the jobs of the members of the committee would be affected at all whether the station programmed entirely in English or entirely in other languages, Cohn submitted an affidavit from Pope that he had never discussed the matter of employment with any representative of the committee — although the committee statement said Pope had informed it the jobs would be gone.

## Quotes From WHOM Case

On the matter of foreign language broadcasting, Cohn quoted from the examiner's decision in the recent WHOM case, that "foreign language broadcasting is an important and effective means of promoting mutual understanding among the foreign-born and between them and the more firmly established American groups; thus Americanization of the foreign-born is greatly facilitated through foreign language broadcasting."

In addition, he quoted from several statements by Fly affirming his belief in the importance of foreign language broadcasting as an aid in the Americanization process. From an official statement by Fly in 1941 he quoted the following:

"It seems clear to me that any persons who are bringing pressure on stations to discontinue our foreign language programs are pursuing a short-sighted policy and should not be encouraged."

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# TELEVISION DAILY

Section of RADIO DAILY, Wednesday, December 14, 1949—TELEVISION DAILY is fully protected by register and copyright

## VIDEO SETUP OF CBC COMPLETED

### TELE TOPICS

"SHOPPERS' MATINEE," the much-heralded DuMont web daytimer, is a potpourri of brief, inexpensive programs which remind us of the shows aired by WABD when the station tried all-day programming last year. Shows are set in various departments of a department store and tied together by Minnie Jo Curtis as an elevator operator who takes viewers from one floor to another. This gimmick probably looked swell on paper, but there is just too much of it; after a while those elevator rides seem interminable. During the first 75 minutes of the two-hour stanza, there was only one service seg that offered any information. This was a cooking lesson by Fannie Engel, who is undoubtedly competent, but devoid of personality. Muky's photography portion could be good but yesterday showed only a remarkably dead-panned boy blowing giant spheres with bubble gum. The photog's attire and the talking camera gimmick were just too, too precious. A "Swap Shop" conducted by Don Russell was merely talk.

THE REMAINDER of that part of the lineup we had time to see was comprised of musical segs featuring Susan Raye, Cass Franklin, Monica Moore and Gordon Dillworth. Of the four, only Miss Raye projected the necessary warmth. . . . Every so often the program is interrupted by chimes heralding a "store bulletin"—one minute of news fed to the web for airing by those outlets that have not sold the bulletin for a local commercial. (None of the spots we saw on WABD had been sold.) Copy on these spots should be improved to avoid repetition of one that ran something like this: "While Fannie Engel considers recipes for the kitchen, the United Nations continued. . ." Program is supervised by Duncan McDonald, written by Alvin Boretz and directed by Dick Sandwick, Jim Saunders and Pat Fay.

CHEVROLET REPORTED dropping "Inside USA" because of the show's heavy budget. . . . NBC building a new half hour show around Henry Morgan for debut around the first of the year. . . . Gainsborough Associates has one of the webs interested in "Maggi Goes To A Party," half hour stanza with Maggi McNellis. Show would originate each week from a party at the homes of various celebs to tie in with Maggi's new party games book. Remote costs said to be about \$800. . . . "A Couple Of Joes" returns to ABC Dec. 21, 8-8:30, and will be extended to a full hour soon after, with "Look Photocrime" probably being axed. Wendy Barrie will be moved to Thursday, 9 p.m., to replace the departing Boris Karloff stanza.

Plans Include One All-French Station In Montreal; Test Programs Expected On Air By Next Autumn; Predict Ten-Fold Jump In Receivers In One Year

(Continued from Page 1)

ber, 1951. As soon as the \$4,500,000 loan to the CBC passed by the House of Commons for the establishment of stations in Montreal and Toronto has received full approval, an RCA transmitter will be bought for Montreal at a cost of approximately \$204,000. A General Electric transmitter will be bought for Toronto at an installed price of \$184,000, J. J. McCann, Minister of National Revenues, stated in the House of Commons.

In a long statement on the government's policy, Dr. McCann said that negotiations were now being conducted with the City of Montreal officials for approval of a plan to build a transmitter atop Mount Royal. Final approval, he said, would have to be obtained from Quebec Government.

Plans are under way for the construction of studios on the site of the Radio-Canada Building in Montreal, with an extension on the sixth floor of the building for TV staff and services. Training of personnel and construction would start in the spring. After the transmitters were installed, there would be some test programs on a regular schedule.

The Minister warned that the initial loan of \$4,500,000 was only a beginning and that over the years tele was going to cost a lot of money, running as high as \$14,000,000.

"We believe that in Canada in the

first year there might be 2,250 receiving sets," he said. "In the next year we expect that will go 10 times as high, or 22,000 sets. By 1952-53 it will be probably 56,000 sets, by 1953-54, 111,000 and by 1954-55, 168,000.

"If we count on the revenue from those sources, they should bring in a revenue of \$3,600,000 and from commercial operation revenue, \$1,817,000. So that the total revenue in that period we estimate would be in the neighborhood of \$5,420,000. Our total expenditures would run as high as \$14,000,000 over the years. . . leaving a net capital cost in the neighborhood of \$10,000,000," Dr. McCann said.

#### Gains By U. S. Experience

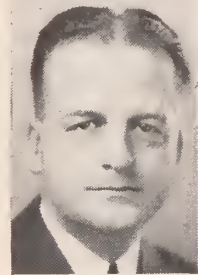
Earlier, the Minister said that by waiting until this time to embark in the field of television, Canada was able to take advantage of the costly experience gained by the United States.

"In view of the high cost of television operations," said the Minister, it is felt that individuals or groups interested in establishing private stations in any city may wish to form an association for the purpose of applying for a license."

In Montreal, Dr. McCann reported, there were five television channels, of which two had been reserved for CBC. In Toronto there were three.

### TV's 'Greatest Need' New Bands: Poppele

The industry's "greatest need to-day is more channels to permit its expansion into a nation-wide competitive service," J. R. Poppele-



POPPELE

vice-president of WOR-TV and president of TBA, said yesterday in an address before the New York Chapter of the American Institute of Architects.

The 40 UHF channels proposed by the FCC, Poppele said, "are as yet unexplored from the standpoint of usefulness as a commercial service, and extensive field-testing must be done before we can have the answer to their practicality."

Turning to color, he said that none of the proposed systems can match the high quality of brilliance and clarity of today's monochrome and that it would be probably five years or more before color is introduced commercially.

Poppele urged the architects to plan now for video facilities "for multiple dwellings with the same careful consideration as that given to plumbing, heating, ventilation and other tenant services." These should include conduits for wiring and outlets for plug-in on a master antenna system. He added that the architect should also consider TV from the viewpoint of location in a living room or den.

### NBC Covers Plane Crash

NBC reopened its network one hour after regular sign-off Monday night to carry WNBW's (Washington) coverage of the Potomac crash of a commercial DC-3. Web went on the air at 12:30 a.m., EST, with on-the-spot pickup of rescue operations off Bolling Field.

The telecast, under the supervision of WNBW's Charles Colledge, included interviews with members of the Air Rescue Squad stationed at Bolling Field, airline officials and first-hand observers of the crash.

### Cleve. Set Sales Record

Cleveland—New monthly sales record—17,745 receivers—was set here last month, the Bureau of Business Research reported yesterday.

## Press-Time Paragraphs

### SAG Talks Begin; Will Resume In January

Having for its purpose the improving of working conditions and wages of actors in motion pictures produced for television exhibition, a meeting was held in New York yesterday by a Screen Actors Guild negotiating committee and representatives of the principal film producers in this area. Minimum wages were discussed, also payment for re-use of TV films, after which negotiations were adjourned until after the Christmas holidays.

### Premier Foods Buys Olsen Program

Premier Food Products Co., has signed with DuMont for cross-the-board sponsorship of "Johnny Olsen's Rumpus Room" over WABD beginning Jan. 2. Audience participation daytimer features Johnny and Penny Olsen. Contract was placed through Peck agency.

### ITPA Meet To Dismiss Merger With Coast

Membership meeting of Independent Television Producers Association will be held tonight, 8 p.m. at the Hotel Plaza to discuss merger with TPA, of Hollywood, which will be represented by prexy Mal Boyd. Meeting will feature addresses by ITPA president Irvin Paul Suids and Chris Witting, executive assistant to DuMont web chief Mortimer Loewi. There will also be a legal seminar conducted by James Lawrence Fly and William Durka.



## NEW BUSINESS

**WMAQ, Chicago:** The Shell Oil Co. ordered a 52-week renewal of John Holtman's news show, Mondays through Fridays. J. Walter Thompson Co. is the agency. Turner Bros. Clothing Co., Chicago, (men's retail clothing), renewed "Kup's Column of the Air" for an additional 13 weeks. Also announced was the sale of the five-minute six-a-week Clifton Utley newscast for 52 weeks to the Household Finance Corp., Chicago. Show is broadcast 7:55 a.m. daily except Sunday. LaVally, Inc., Chicago, is the agency, and the renewal by Armour & Co., Chicago, (meat products) of three days weekly of the Town and Farm program broadcast daily except Sunday at 6:15 a.m. Armour will sponsor the show Tuesdays, Thursdays and Saturdays. Foote, Cone and Belding, Chicago, is the agency.

New spot business includes: Procter and Gamble Company (Tide), through Benton & Bowles Inc., N. Y., 52-week renewal of four station breaks weekly; Chrysler Corp. (Dodge Division), through Ruthrauff & Ryan, Inc., four station breaks and five one-minute announcements weekly for eight weeks.

**WNBQ, Chicago:** The 13-week renewal of the five-a-week Weatherman TV show by the Standard Milling Co. for Ceresota Flour has been announced. The 10-minute program is seen Mondays through Thursdays at 10:00 p.m. and Fridays at 10:35 p.m. John W. Shaw, Advertising, Inc., Chicago, is the ad agency. WNBQ new spot business includes one station break weekly for 52 weeks for Pioneer Scientific Corporation (polaroid TV filters), through Cayton, Inc.; Flex-Let Corp. (watchbands) four station breaks, through Edwin L. Frankenstein; Ford Motor Co., five station breaks weekly for two weeks, through J. Walter Thompson Co., and Roberts, Johnson and Rand, division of International Shoe Co., St. Louis, one station break weekly for 13 weeks.

**WBAL, Baltimore:** Metropolitan Life Insurance Company, through Young and Rubicam, begins second year of news sponsorship with renewal of contract covering 8:00 to 8:10 a.m., Monday, Wednesday and Friday newscast. New contract runs for another 52 weeks. Consolidated Gas, Electric Light & Power Company, Baltimore, begins second year sponsorship of "Industry Looks at Baltimore Opportunity" Wednesday 7:30 to 7:40 p.m. The company has also renewed contract on "Weather Reports" Monday through Friday 7:05 to 7:10 a.m. Sherwood Brothers, Inc., Baltimore Fuel Oil Distributors, begin second year "On Wings of Song," Wednesdays, 7:45 to 8:00 p.m. Business placed through VanSant, Dugdale & Company, Baltimore. Hudson Motors, through Brooke, Smith, French & Dorrance, Inc., using spot campaign.

## COAST-TO-COAST

### "Know Your Schools"

**Worcester, Mass.—Station WTAG,** in cooperation with the State Employment Service, is presenting a program titled "Know Your Schools" to assist graduates entering the labor market in finding jobs for which they are best qualified. "Know Your Schools" explains steps taken to aid employers in hiring young men and women who have benefited by their school guidance and employment counseling programs.

### Promotion Campaign

**Trenton, N. J.—WTTM-NBC** has begun a series of promotional "courtesy" announcements in rhyme, with an eye to catching stronger listener-impressions of upcoming national and local shows. Averaging from four to eight lines in poem and jingle form, the rhymes are tagged with time and date of program being featured.

### Taking New Post

**Seattle, Wash.—Bob Rutter,** account executive at station KJR, has left the station to take over the management of the Northwest Chemical Co., located in Yakima, Washington.

### WLLH Broadcasting From Fla.

**Lowell, Mass. —** For the second consecutive year, the Lowell High School Football Team (state champions) has been invited to play down south at the "Gator" Bowl. Also for the second year, WLLH, Lowell and Lawrence, and WLLH-FM will broadcast the game with lines directly from Jacksonville, Fla.

### Child Problem Series

**Des Moines, Ia.—KRNT** has inaugurated an effective series of child guidance broadcasts, "Greater Horizons," airing every Monday night for 13 weeks. First quarter-hour is devoted to dramatizing an actual juvenile case taken from the files of the Child Guidance Department. The last half of the program is a discussion period, featuring college and university guidance experts and state authorities. Moderator is a well-known school official, and the program is directed and produced by Charles Miller.

### P. & G. To Sponsor Lorenzo Jones Program

Procter and Gamble will sponsor the Lorenzo Jones program over NBC beginning today. The daytime serial which is heard at 4:30 p.m. Monday-through-Friday, has been on the air for almost 13 years. It is produced by Frank and Anne Hummert and is administered by Air Features, Inc. Dancer-Fitzgerald-Sample, Inc., is the agency.

### Joins WSTV

**Steubenville, O. — John Warren** Hallam, a graduate of Capitol Radio Engineering Institute of Washington, D. C., has joined the engineering staff of WSTV. Warren is a native of McDonald, Pa.

### "Needle Club" Sister

**Hartford, Conn.—**A group of women are organizing a club to be known as the "Hypo Club," which would be the female counterpart of the "Needle Club" heard over WDRG. The "Needle Club" is limited to male members of leading state and city public and political organizations. The organizers of the "Hypo Club" are now interviewing possible members to challenge the "Needle Club" in a radio debate.

### Nussbaum On WIRE

**Indianapolis, Ind.—WIRE** is airing a new five-minute program, Monday through Friday at 6:30 to 6:35 p.m., titled "The Things I Hear" with Lowell Nussbaum. Nussbaum is a Star columnist who writes about people, places and events in and around the Hoosier capital. He will use the same intimate style on the air that has made him a popular columnist here.

## PROMOTION

### Will Entertain Vets

**Walter Kiernan, WJZ** early morning and noontime gabber and newsmen, dons a Santa Claus suit Dec. 20 when he, leading an array of WJZ talent, plays host to a group of between 250 and 300 disabled veterans at a pre-Christmas Dinner at the Tavern On The Green. A half-hour portion of the proceedings will be broadcast, emceed by Herb Sheldon. Kiernan will distribute gifts among the ex-servicemen who will be brought to the party by the Fifty-Two Club, an organization of prominent businessmen who administer a special fund they have saved up for the ex-GIs. Additional feature of the party will be a floor show with music and group singing being led by Johnny Thompson.

### Spots On Cook Book

Spot announcements by movie stars are being offered to stations by the Disabled American Veterans Service Foundation to push the sale of the cook book, What Cooks in Hollywood. All profits from the sale of the book will go to the veterans organization and stations are being asked for their help. The book contains the favorite recipes of 106 stars. Jack Egan of New York is handling the promo.

# Solid!

It's a brand-new program.. but audience reservations are booked *solid* for the next six weeks! That's the story of "Cinderella Weekend," KDKA's immensely popular participation program at 9:00 each morning. To reach home-makers in the big, rich Pittsburgh market-area (117 BMB daytime counties), use this new and amazingly successful vehicle! For details, check KDKA or Free & Peters.

**PITTSBURGH**  
50,000 WATTS  
NBC AFFILIATE

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