



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 50

NEW YORK, THURSDAY, DECEMBER 15, 1949

TEN CENTS

BASEBALL BROADCASTING HELD SECURE

WWDC In Washington Sold To WOL Owners

Washington Bureau of RADIO DAILY
Washington—Sale of the facilities of WWDC and WWDC-FM for \$125,000 by the Capital Broadcasting Company to the Peoples Broadcasting Corporation of Columbus, Ohio, has just been announced. Head of the latter company is Murray D. Lincoln, Ohio Farm Bureau head and possible Democratic opponent of Ohio's Senator Robert Taft next year.

Capital Broadcasting Co. recently purchased stations WOL and WOL-FM from the Cowles Broadcasting Co. This transaction has already received FCC approval.

If FCC approval is obtained for
(Continued on Page 3)

Two Football Classics Signed By Gillette On MBS

Gillette has been signed by Mutual to sponsor the annual East-West gridiron clash Dec. 31 over the full web facilities. East-West sponsorship by Gillette gives the razor company the full afternoon's programming starting at 2:30 p.m., EST, with back-to-back presentation of the Blue-Grey football game to be immediately followed by the East-West airing.

Spot Campaign Planned For Eagle-Lion Movie

Spot campaigns in key center cities are planned by Eagle-Lion Pictures for their new production, "Guilty of Treason," produced by Edward Golden. First campaign will be on the Yankee Network in the Boston area beginning February 18th. Another is scheduled for Feb. 15 over WLW in the Cincinnati area.

WNEW Gets OK For 50,000 Watts

Washington—The FCC yesterday okayed a boost to 50 kilowatts power for WNEW, New York, thereby giving New York City seven top-powered stations. The application has been pending for more than three years.

Sale of WNEW by the greater New York Broadcasting Corp. to a combination including the Providence, R. I., businessman, Ralph Cherry, is currently before the FCC for approval.

Several engineering conditions were attached to the grant.

Mutual Web Board Meeting In Chicago

Formation of a Mutual TV network will be among the topics to be discussed at the MBS board of directors meeting which will be held today and tomorrow at the Ambassador Hotel in Chicago.

Highlighting the meeting will be President Frank White's report on the reorganization of the web's operations, new programming plans
(Continued on Page 2)

FCC Denies WJZ Request To Take KOB Off 770 Kc.

Washington Bureau of RADIO DAILY
Washington—Because the status of KOB, Albuquerque, cannot be determined until the final disposition of the 770 and 1030 channels is worked out, the FCC yesterday denied the petition by WJZ, New
(Continued on Page 2)

TV Manufacturers Meet To Plan Service Schools

Chicago — Seventeen manufacturers of television sets, including both members of the Radio Manufacturers Association and non-members, met at the Palmer House here Tuesday to outline a series of meetings which the manufacturers would sponsor in TV cities throughout the country for stimulation of TV dealers so that they could do a more effective selling job and increase TV set sales. Twenty-one persons attended the

Maj. League Leaders Express Opinions On Broadcasting At Conference Held In New York

Public Hearing Set On Wired Radio Issue

The New York State Public Service Commission yesterday ordered hearings on complaints received about the daily broadcasts of advertising, news and music over the loudspeaker system in Grand Central Terminal. The Commission in a closed session said the first hearing will be held on Wednesday, December 21 at 10:30 a.m. at the New York offices located in the Woolworth Building.

The chairman of the Commission.
(Continued on Page 3)

Seeking Historical Data For Radio Pioneers Club

Following a meeting yesterday of the executive committee of the Radio Pioneers, president William S. Hedges announced that questionnaires would be put in the mail this week for the purpose of gathering
(Continued on Page 3)

Sales Factors Emphasized By RCA Victor Speaker

Buffalo—Four factors which may prove decisive in the business re-evaluations of 1950 were cited yesterday by Carl V. Haecker, mer-
(Continued on Page 2)

Major league baseball's realignment of its radio-broadcast policy is not expected to effect the number of programming hours devoted to play-by-play game description over the airwaves, it was revealed yesterday at the major league's winter meeting now in progress at New York's
(Continued on Page 3)

Avery Named Prexy Of Radio Reps Group

Lewis H. Avery of Avery-Knodel, Inc. yesterday was elected president of the National Association of Radio Station Representatives at the organizations annual meeting in New York, according to T. F. Flannigan, managing director who was elected to succeed himself in that position. Avery had been treasurer for the past year.

Other officers elected include:
(Continued on Page 2)

Church-Station Operation May Get FCC Scrutiny

Washington Bureau of RADIO DAILY
Washington—Raising a question as to the continued licensing of such stations as WWL, New Orleans, FCC hearing examiner J. D. Bond has proposed to deny the application of fundamentalist preacher.
(Continued on Page 2)

Water Is Topical

ABC affiliate WMPS, Memphis, called on many times to report local news over ABC's web-wide "Headline Edition," last Tuesday turned the tables when WMPS newscaster Larry Trexler interviewed, by beep-telephone, ABC newsmen Taylor Grant, John Dunn, Gordon Fraser and Jean Mason on how New Yorkers react to the current shortage.

Demonstration

TV's power of demonstration, often pointed out as a boon to advertisers, was put to work for the Red Cross yesterday by George F. Putnam on his "Headline Clues" show over Du Mont. Putnam, while on the air, donated a pint of blood to the Red Cross Christmas Gift Of Life Campaign to demonstrate ease and painlessness of procedure,

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Vol. 49, No. 50 Thur., Dec. 15, 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 14)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	83 ³ / ₈	83 ³ / ₈	83 ³ / ₈	+ 1/2
Admiral Corp.	18 ³ / ₄	18 ¹ / ₄	18 ³ / ₄	+ 1/4
Am. Tel. & Tel.	146 ³ / ₄	146 ³ / ₄	146 ³ / ₄	+ 1/4
CBS A	28 ¹ / ₈	27 ³ / ₄	27 ³ / ₄	- 1/4
CBS B	28	28	28
Philco	33 ³ / ₈	33	33
Philco pfd.	82	82	82	- 1/2
RCA Common	13	12 ³ / ₄	12 ⁷ / ₈	+ 1/8
RCA 1st pfd.	73 ³ / ₈	73 ³ / ₈	73 ³ / ₈	+ 1/4
Stewart-Warner	12 ³ / ₈	12 ¹ / ₈	12 ³ / ₈	+ 1/8
Westinghouse	32	31 ⁵ / ₈	32	+ 1/4
Westinghouse pfd.	102	102	102
Zenith Radio	32 ³ / ₄	32 ¹ / ₄	32 ¹ / ₄	- 3/4

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	14 ⁵ / ₈	15 ⁵ / ₈
Stromberg-Carlson	10 ³ / ₄	12
WCAO (Baltimore)	17	20
WJR (Detroit)	7 ³ / ₄	8

Wedding Bells

Ann Cornish, director of recorded music for WQXR, was married on December 10 to Richard Weingart, chairman of the board of the General Register Corp. The couple will spend two months in London, Paris, Rome and Sicily. Mrs. Weingart is on a leave of absence from the station.



RCA INSTITUTES, INC.

A Service of Radio Corporation of America

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

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Church-Station Operation May Get FCC Scrutiny

(Continued from Page 1)

Wendell Zimmerman, for a new station in Kansas City, Mo., but deferred approval of the competing application of the reorganized Church of Jesus Christ of Latter Day Saints. He explained that the operation of a broadcast station by a church is a matter the Commission will explore early next year in connection with Baptist church efforts to win authorization for a network of low-powered FM stations in the 88-92 m.c. band.

WWL is licensed to Loyola University, a Catholic institution. Bond said the Constitutional question involved in such grants will be explored by the Commission, with the import of the eventual decision to extend beyond the mere question of grants of FM stations to the Baptist applicants.

The facilities sought are the 1380 band, with five kilowatts. The reorganized church would operate in Independence, Mo.

In the case of Zimmerman, a former associate of the hate-preacher, Gerald L. K. Smith, Bond found the applicant of dubious financial stability.

The application was the subject of bitter controversy in the Kansas City area, with representatives of responsible Negro and Jewish groups and other Protestant churchmen opposed to a grant to Zimmerman. There was considerable support for Zimmerman also, with the Commission assured that Zimmerman has recanted and should not be considered to share the racial and religious views of Smith.

Bond appeared to accept the recantation, and found that Zimmerman should not be disqualified on the ground of his racial or religious views, relying largely upon the fact that many of his accusers have not personally heard him voice such views and were not willing to hear him now or read from his writings.

Mutual Web Board Meeting In Chicago

(Continued from Page 1)

and new billings in prospect for the web for next year. The board will also discuss TV matters particularly the advisability of forming a Mutual web at this time.

In Chicago to attend the meeting are: President White, Theodore Streibert and Jack Poppele from New York; E. K. Antrim and Frank Schreiber from WGN, Chicago; Lewis Allen Weiss and Willet Brown from Don Lee, Los Angeles; Linus Travers and Tom O'Neill from Yankee Network, Boston; H. K. Carpenter, WHK, Cleveland and Ted Campeau, CKLW, Detroit.

Williams Joins WVNJ

Newark—Bill Williams, formerly a WOV and WNEW disc jockey, has been signed by WVNJ in Newark to conduct a daily three-hour record program.

FCC Denies WJZ Request To Take KOB Off 770 Kc.

(Continued from Page 1)

York, that the New Mexico station be removed from the 770 band. The question of a channel for KOB has been the subject of continued difficulty for a decade, but as the FCC pointed out yesterday, WJZ has itself recognized the impossibility of settling it satisfactorily without regard to the overall clear channel problem.

The Commission observed that under its rules the KOB special service authorization cannot be extended beyond March 1 of next year, so that the only matter decided yesterday was how KOB should operate until then.

No compelling reason was found for a temporary shift in the KOB channel.

Sales Factors Emphasized By RCA Victor Speaker

(Continued from Page 1)

chandise display manager of RCA Victor, before the Adcraft Forum of the Greater Buffalo Advertising Clubs.

Aggressive sales planning, aggressive advertising, aggressive window displays, and aggressive point-of-sale display were given as the ingredients for success by Haecker. Retailers who have adopted these

Avery Named Prexy Of Radio Reps Group

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vice-president, Richard Buckley of John Blair Co.; secretary, James Le Baron of Ra-Tel Representatives Inc.; and treasurer, Joseph Timlin of the Branham Co.

Frank Headley of Headley-Reed, last year's president was automatically elevated to the Board of Directors, and Joseph Weed of Weed Co. was newly elected to the board. Joseph Katz of Katz Agency, is serving third term as director.

Flannigan said that the group unananimously accepted the former treasurer's projected budget for 1950 and pointed out that this budget called for increased expenditures in promoting radio spot sales.

To Continue Adaptations

Hallmark Players will continue to use adaptations in addition to original scripts by well known writers. The use of the original scripts does not alter programming policy.

practices "will almost invariably emerge ahead of those who do not," he said.

Haecker presented each member of the audience with a capsule containing a summary of his talk to dramatize the four factors.

New Gnu



Mother Gnu poses for her first picture with her brand new baby girl. It was a big event in the Washington Zoo.

There's something new in the Baltimore radio market, too. It's about the big *plus* audience that W-I-T-H delivers.

You probably know that W-I-T-H produces more regular home listeners-per-dollar than any other station in town. Now a recent survey made under the supervision of the Johns Hopkins University shows that, in addition, 34.6% of all the radios playing in *drug stores* were tuned to W-I-T-H!

This means that a *little* money goes a long way on W-I-T-H. It means that from W-I-T-H you get real low-cost results. So call in your Headley-Reed man and get the whole story today.



W I T H

BALTIMORE, MARYLAND

Tom Tinsley, President - Represented by Headley-Reed

Public Hearing Set On Wired Radio Issue

(Continued from Page 1)

Benjamin Feinberg, said "The Commission has received many complaints that the New York Central Railroad is compelling passengers waiting in its station to listen to certain commercial and other broadcasts. Passengers of course, have no choice in the use of a railroad terminal. They are forced to use it in order to get to their destination. They pay for the right to use the terminal. They are not there at the sufferance of the railroad."

"Full Consideration" To Be Given

Feinberg continued "The suggestion that the railroad can take advantage of the enforced presence of its passengers to compel them against their will to listen to points of view which its management or lessee selects, whether regarding commercial products, political matters or current events, is one which the Commission feels should be most carefully studied and explored."

He added that "full consideration will be given to these questions and any others which relate to this practice."

The broadcasts which emanate from the north balcony of the terminal were begun on October 1. They are heard 17 hours a day from 7 a.m. to midnight.

The railroad has said that the money received through the broadcasts is helpful in carrying on station services. An estimated \$1,800 weekly is received from the lessee of the public address system, The Terminal Broadcasting Company. The company says organ selections and classical music occupy about 80 per cent of the broadcast time.

Covers Hotel Opening

Miami—Scott Bishop, WIOD program director, was in Captain Eddie Rickenbacker's party which flew to San Juan, Puerto Rico December 9 for the opening of the new Caribe-Hilton Hotel. Bishop had tape recorder aboard the Eastern Air Lines Constellation which carried such notables as hotel owner Conrad Hilton, Gloria Swanson and her daughter Michelle Farmer, Alexis Smith, Craig Stevens, Robert Preston, Janis Carter, Leo Carrillo, Jon Hall and others. Bishop rounded out a half-hour of interviews and description of the three-day trip for play-back on his station Monday, December 12.

Magnavox Sales Up

Fort Wayne, Ind. — Magnavox Company sales topped \$3 million during November, Richard A. O'Connor, president, told stockholders at a meeting on Tuesday. Sales in October were \$2.7 million and \$3,150,000 in November, he reported.

O'Connor said sales in the quarter ending on September 30 were \$4.3 million and he indicated that December sales would equal those in November.

Baseball Broadcasting Skeds Discussed At N. Y. Meeting

(Continued from Page 1)

Commodore Hotel. Ford Frick, president of the National League says that he understands the thinking of National League clubs on the policy realignment but does not expect to make an announcement regarding radio until later today or, possibly, tomorrow.

The American League's radio director, Al C. McEvoy, said yesterday that no announcements affecting his league would be made until after the first of the year since whatever is decided at the meeting must first be ratified by the league's eight clubs.

Several Proposals Made

Discussing Tuesday's premature leak of Mutual's proposal to broadcast the "game of the day" to web affiliates in non baseball cities, league and club officials said that several such proposals had been advanced by networks but that no decision could be made without full agreement from all 16 clubs concerned and pointed out that "it will take some time to reach an agreement acceptable to all clubs." This opinion was concurred in by Abe Schechter, Mutual vee-pee in charge of news and special events. He said that the proposal was an involved one and that he regretted the premature disclosure of negotiations.

Attendance Decline Explained

Questioned by RADIO DAILY, club owners and officials were unanimous in attributing the fall in last year's attendance to "normal business trends," and none would say that radio and TV baseball coverage had adversely affected baseball's box offices.

Most were emphatic in expressing the belief that radio had "played a considerable part" in building game attendance over recent years and said that television coverage "should further stimulate box office action." A few officials stated that it was really too soon to tell what effect video would have on the box offices.

Frick Expresses Opinion

Ford Frick, expressing a "personal opinion," said that radio has, and TV should, stimulate interest in the game. Branch Rickey, Brooklyn Dodgers chief, said he believed that "TV can't hurt us and most probably will help us." Brooklyn was one of the few clubs which showed an increase in attendance last year.

The realignment of broadcast policy was brought on by a Justice Department ruling that no major league broadcast may be carried in a minor league town where a ball game actually is in progress. Other than this stipulation, the effect of the government agency ruling should be to lift all other bars on radio broadcasting of ball games.

In the past, no major league game could be aired in a minor league town without consent of the major and minor league clubs concerned. This was done to prevent broadcasts from hurting minor league game at-

tendance, but has been changed to prevent, through technicalities, charges that radio made the national game subject to anti-trust laws.

The reason for delay in announcing the new broadcast alignment is, by admission of both leagues, the fact that the subject is so involved that to date no one has known exactly how to solve the problem. The major leagues, of course, are anxious to protect the interests of their minor league properties.

Simply stated, the Justice Department ruling provides that a broadcast may be made from any ball game to any city in the nation, provided there is not a professional ball game in progress in that city at the time of the broadcast. A three and one half hour prohibited broadcast period was set in the case of single games and a five and one half hour period for double headers.

In other words, according to Frick, there is nothing to prevent the broadcast of a major league afternoon game if the local club is playing that night.

To further complicate matters for the leagues, the Washington ruling applies only to AM and FM transmission and not to video.

Robinson Gets Award

Jackie Robinson, the Brooklyn second baseman who was recently signed by ABC for a sports program, yesterday received the George Washington Carver Memorial Award from Frank Gannett of the Gannett Newspapers and baseball Commissioner Happy Chandler. Following the ceremonies, which were televised last night on NBC's "Camel News Caravan," Robinson told RADIO DAILY that he "would like very much to make a permanent career of broadcasting provided I could tie it in with my boy's club activities." He pointed out that his years as a player were limited, and, seconded by Mrs. Robinson, said that he was "thrilled" with the ABC program which starts Jan. 22, 1950.

Watch Company Buys NBC 'Detective' Series

"Richard Diamond, Private Detective," the sixth NBC-built program to be sold in recent months, has been purchased by the Helbros Watch Company for sponsorship in early March, 1950, it was revealed yesterday. Dick Powell is starred and, according to an NBC spokesman, will participate in one commercial each week.

Other NBC packages which have found sponsors recently include: "Dragnet" (Liggett & Meyers for Fatima), "Baby Snooks" (for Tums by Lewis-Howe Co.), "The Halls of Ivy" (Schlitz Brewing Co.), "Screen Directors Playhouse" (RCA-Victor), and "One Man's Family" (Miles Laboratories). Dorland Co. is the agency for Helbros.

WWDC In Washington Sold To WOL Owners

(Continued from Page 1)

today's sale, the Peoples Broadcasting Corp., will operate on 1450 kilocycles using the call letters WOL with the total power of 250 watts and a 250 watt booster. Capital Broadcasting will retain its WWDC call letters and operate on 1260 kilocycles with 5,000 watts of power. Both FM stations will remain at their present dial positions.

Also Owns WRFD

The Peoples Broadcasting Corp. also owns station WRFD in Worthington, Ohio, a suburb of Columbus.

Negotiations were conducted on behalf of the Peoples Broadcasting Corp. by James R. Moore, general manager.

Capital was represented by Ben Strouse, vice-president and general manager, and Thomas N. Dowd of the law firm of Pierson and Ball, Washington. Howard Stark, New York, was the broker.

The sale raises a question about the future of WCFM, local cooperatively-owned FM station. WCFM is heavily in debt to the Ohio group, and it is not unlikely that with the shift of support to the newly-purchased outlet WCFM may turn in its license.

Seeking Historical Data For Radio Pioneers Club

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authentic data on the early days of broadcasting. Questionnaires will go to some 400 members including 110 new members who have joined the past month, and they will be asked to set down "firsts" with which they were actually connected, also additional interesting and exact experiences during their pioneer radio days. Work will be headed by Charles Hodges, chairman of the Historical Recording Committee. Historical data will be printed in the membership roster book.

Woods, Kaltenborn, Kobak Named

Hedges also announced that he had appointed H. V. Kaltenborn, Mark Woods and Edgar Kobak as nominating committee for the election of officers to be held in the spring at the annual banquet. Joseph Barnett was appointed chairman of the banquet committee.

Those present at the executive committee meeting were: Mr. Hedges, H. V. Kaltenborn, O. B. Hanson, Charles Hodges, Jos. Barnett, Charles Keller, A. L. Alexander, Dorothy Gordon and M. H. Shapiro (for Carl Haverlin).

Will Cover Testimonial Dinner

WMGM will broadcast a part of a testimonial dinner in honor of Walter P. Reuther, president of the UAW and v-p of the CIO, on Friday, December 16 from 10 to 11 p.m. The chairman of the affair being held in the Grand Ballroom of the Hotel Astor will be Gov. Chester Bowles of Connecticut.



JUNE CHRISTY

... joins the Thesaurus family!
Featured with the Johnny Guarneri Quintet,
a new idea in sophisticated rhythm.

SAMMY KAYE

Showmanship and styling in the
famed "Swing and Sway" manner
With The Kaydets, the Kaye Glee
Club, and other top vocalists

TEX BENEKE

The Tex Beneke Show presents all the
Glenn Miller favorites plus all the top tunes ...
is not available through any other source.



EARL WILD

... featured soloist with the
Salon Concert Players. Rich
interpretations of popular classics
and standard favorites ... a
perfect prestige show!



ALLEN ROTH

and his Symphony of Melody
... with new 16-voice chorus!
Everything from boogie to
opera. Thrilling, dynamic
arrangements!

FRAN WARREN

"FRAN WARREN SINGS". dramatic
voice and warm, intimate vocal style
with matchless orchestral accompaniment.

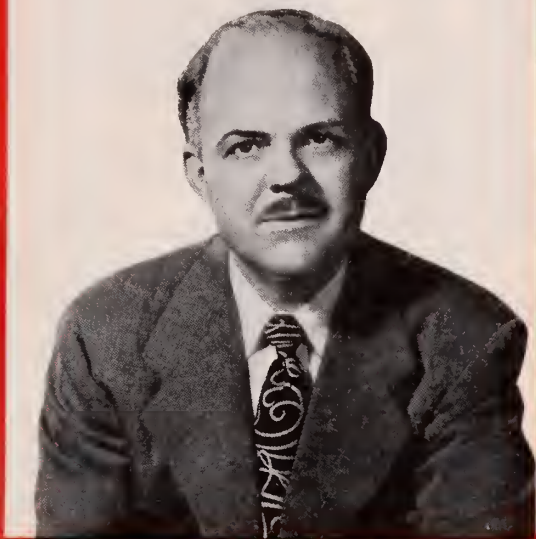


These stars and shows too!

The Music of Manhattan
Norman Cloutier
and his Memorable Music
Slim Bryant
and his Wildcats
Listen To Leibert

The Church in the Wildwood
Festival of Waltzes
Edwin Franko Goldman Band
Golden Gate Quartet
Jimmie Wakely:
Ridin' the Range

... and many, many others!



A Christmas visit with

TED MALONE

An inspiring special new production with orchestra and choir.

"CLAUDE THORNHILL

PRESENTS WIN A HOLIDAY...
Claude's great music plus a new local-national contest idea! Your listeners name untitled melodies, win weekend in New York!

**YOURS for easier,
more saleable
programming...**



IT'S BIG NEWS for every local broadcaster!
More big names, *more* big shows than ever before are coming your way in the *new* Thesaurus. We're drawing upon the whole glittering array of RCA Victor recording talent... plus other big name stars... building commercial radio programs, *designed to sell!* More economically, more effectively, more profitably!

Look at the advantages that *only* the new Thesaurus brings you:

1. Comprehensive programming... broader variety of artists and groups with continuing flow of fresh selections—all the top tunes!
2. Greater number of broadcast hours... features to fill your needs for every time segment, with sure sales appeal for local sponsors.
3. Steady supply of weekly continuity, special holiday and seasonal shows. Your scripting problems are taken over by our network-experienced writers.
4. Promotion that ensures commercial sales... sponsor-selling brochures and audience-building promotion kits with locally slanted advertising and publicity material.

If you want easier programming, more sponsors, bigger profits—RCA's *new era* in Thesaurus has what it takes! Inquire now!

a new era in

Thesaurus



recorded
program
services

Radio Corporation of America · RCA Victor Division
120 E. 23rd St., New York 10, N. Y. · Chicago · Hollywood

AGENCIES

THE ADVERTISING COUNCIL has issued 1950 campaign guide for advertisers and media in advance of next year's Stop Accidents Campaign. The booklet contains examples of how radio and television stations and others can help to reduce accidents. Young & Rubicam's Chicago office prepared the guide for the council.

TOM MALONEY, partner of Newell-Emmett Company, will become an executive officer of Cecil & Presbrey, Inc., on January 3. Newell-Emmett is dissolving its partnership on December 31, and a new corporation, Cunningham & Walsh, Inc., will take over. Some of Maloney's associates at Newell-Emmett will join him in his new post.

JOHN de BEVEO has been named media director for the Ward Wheelock Company. He was formerly with BBD&O.

QUENTIN I. SMITH has been elected a v-p of Albert Frank-Guenter Law, Inc.

G. HAROLD JOHANSON has been appointed assistant production manager of Lynn Baker. He was formerly with Young & Rubicam.

GREENMAN-SHERRILL FURNITURE CORPORATION has appointed Victor A. Bennett Company.

WADSWORTH H. MULLEN, director of the Magazine Advertising Bureau, will speak before the Advertising and Selling Course conducted by the Advertising Club of New York, December 15. He will speak on the place of magazines in advertising.

GEORGE AKINS, president of Walsh Advertising Company, Limited, Montreal, announces a program of expansion in the agency's Toronto radio department, including plans for provision of complete television services immediately upon the advent of visual broadcasting in Canada. J. Everett Palmer has been appointed radio director for the Toronto office, bringing to the agency a 10-year background to the agency's radio experience, principally in the Maritime Provinces. He will also serve as co-director of the television department, in association with Charles D. Truman, who joined Walsh earlier this year, after more than 20 years' experience in agency, newspaper and show business, in Canada and the United States.

WANTED

Active Investor with \$20,000.00 for half interest in Plastic Lipstick Stamp with Lipstick. Details for Business and immediate Sales plans completed. Tremendous potential. Principals only. Box 292, RADIO DAILY, 1501 Broadway, N. Y. C.



Man About Manhattan. . . !

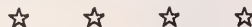
● ● ● **THE MORNING MAIL:** Alan Courtney, WGBS' (Miami) alert disc jock, takes his pen in hand today to applaud our recent stand on all this television hysteria and the foolishness of selling radio short. Alan, who's celebrating his 21st year in radio and who has introduced more ideas and innovations to the industry than you can shake a microphone at, delivers himself of this tirade: "Let me tell you something, kiddo. Radio hasn't even scratched the surface of its tremendous potential—especially in the vast numberless towns and cities of this country. Even New York can stand many 'hypos' in radio but the 'status quo' of frightened and showmanless 'showmen' dominate the scene. If radio dies, it won't be a 'natural' death. As Jack Gould so aptly put it in the Sunday Times, it'll be a spectacular case of committing hari kiri. Now's the time for all good radio men to get together and promote radio on an adult scale. Otherwise radio may have the unique distinction in history of having 'died of old age' before reaching maturity. Brother, what I wouldn't give to prove my beliefs with some progressive station. Who knows, maybe 1950 will find me running my own station."



● ● ● **Joe Franklin's WJZ 11:30 Sat ayem stanza**, "Joe Franklin's Record Shop," is being expanded to five nights a week from 11:35 to midnight starting Dec. 19th. And as a prelude to a pretty ambitious vaudeville show that he's planning to run as a two-a-day attraction in a legit house during 1950, Joe is readying his annual New Year's Eve Comedy Frolics skedded for Carnegie Hall. He's already lined up such attractions as Morey Amsterdam, Jack Carter, Myron Cohen, Diosa Costello, etc., for the holiday bill.



● ● ● **AROUND TOWN:** Wayne Coy, Chairman of the FCC, is slated to make an important pronouncement on TV at the annual Television Institute which will be held at the New Yorker Hotel Feb. 6-8. He'll speak on "Is the FCC Delaying Television Progress?". . . An ambitious press agent tried to plant a story that electronic waves were the cause of the water shortage in N'Yawk. He recommended that radio and TV suspend for two weeks in order to increase the rainfall. . . New Yorker mag credited with stirring up the resentment of New York Central commuters regarding the commercial sound systems in Grand Central station. . . In case you're wondering why Arturo Godfrey sometimes kiddingly refers to the Mariners Quartet as 3 Pops and a Poop—it's because while all four lads are married, Big Jim Lewis is the only one without child.



● ● ● **Aside to Allen Funt:** While we love Henny Youngman dearly, we'd like your show even more if you didn't go in for gueststars but stuck to your original format of pouncing on the unwary. In our book, your show is not only one of the most original ideas on the nets—it's also one of the best. If your agency or sponsors insist upon using gueststars—why it's simple. Just go out and get yourself a new bankroller, thass all.



● ● ● "Judging from reports reaching us here in the Midwest," wires WJW's Walter Kay, "you folks in New York must be spending water like it was money!". . . Walter Kiernan, one of our favorite guys in the wit dep't, sez that a N. J. saloon keeper has a sign in his window advertising water as \$3.75 a fifth. "Prob'ly bottled in pond," observes Mr. K. . . And Cyril Armbrister (producer of 'Chandu the Magician') sez that New Yorkers who used to go to Niagara Falls for their honeymoon will now be going there for their water.

NEW BUSINESS

WNBC, New York: The Loft Candy Corporation has signed a 52-week renewal for participations in the Mary Margaret McBride program on a Monday thru Friday basis. The order was placed through the Lawrence C. Gumbinner Advertising Agency, Inc. A 52-week contract for announcements in the Norman Brokenshire afternoon program has been signed by Standard Brands, Inc. The order, calling for announcements on Tuesdays, Wednesdays and Fridays, was placed through Compton Advertising, Inc. Colgate Palmolive Peet Company have signed for one-minute announcements on Norman Brokenshire's morning program to advertise Fab. The 52-week contract, calling for sponsorship on Mondays, Wednesdays and Fridays, was placed through William Esty Company. Procter & Gamble Co. has signed a 52-week contract renewing their sponsorship of a six-days-a-week station break schedule on WNBC. Benton & Bowles, Inc. is the agency. Arnold Bakers, Inc. has renewed sponsorship of the 5.00 p.m. station break on Mondays, Wednesdays and Fridays. The 13-week contract was placed through Benton & Bowles, Inc.

WBAL-TV, Baltimore: Consolidated Gas, Electric Light & Power Company, Baltimore, begins second year sponsorship of "Industry Looks at Baltimore Opportunity" Wednesday 7:00 to 7:10 p.m. SOS, through McCann-Erickson, has renewed 13-week, twice weekly spots, using "In the Kitchen With Mary Landis" as sales medium. Schindler Peanut Products, through Courtland D. Ferguson, Inc., Washington, buys Monday, Tuesday, Thursday, Friday spot campaign. Contract runs through June 2nd, 1950. General Automatic oil burners signed for an extensive spot campaign.

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TELEVISION DAILY

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N. Y. BASEBALL TEAMS SET FOR TV

TELE TOPICS

HANK LADD didn't have very much to do Tuesday nite when he subbed for the vacationing Milton Berle on the Texaco show, but most of what he did offer was done well. Ladd's dead-panned resemblance to Gov. Dewey was a striking contrast to Berle's frantic antics and he was backed by a solid entertainment lineup that made the stanza top vaudeo. . . . Highlight of the show was a skit starring Bert Lahr as a mustached, bespectacled Viennese doctor. It was burlesque at its hilarious best and by far one of the funniest bits TV has shown. Opening spot was filled by the sensational Acromaniacs, one of the best acrobatic acts around. The charming Mary Hatcher, of "Texas, L'il Darlin'" sang a number from the show, closing with a brief duet with Ladd. The Ink Spots, Gil Maison's amusing animal act and juggler Stan Cavanaugh were all good. Only real letdown in the show was the closing skit with Connie Sawyer and Ladd, which was weak script-wise. Entire production, however, was most pleasant and producer Ed Cashman rates a bow for this one.

WE'VE RAVED before about "Actors Studio," and now we'd like to register a wholehearted rave for Ann Shepherd, who starred in "The Midway" on the CBS stanza Tuesday nite. Her performance was wonderfully exciting and completely credible all the way through. . . . Alvin Boretz, listed here yesterday as scripter of DuMont's "Shoppers Matinee," actually writes only the dramatic portion of the show. . . . Alan Handley, NBC producer, is trying to find a way to get a pygmy elephant to climb three flights of stairs. Handley is doing the A&S Christmas shindig on WNBT from St. Nicholas arena and the beast will be one of the acts. . . . Weekly 20-minute participating disc jockey show bows on WGN-TV, Chicago, Friday, featuring Rey Blanco and Ruthie Brand. Two bankrollers have already signed for time. . . . Tom Harmon will call the plays on KTTV's coverage of the UCLA home basketball schedule.

DICK KROLIK, publicist for Schwerin Research Corp., has been named TV service exec. for the firm and Bill Snyder has been named to a similar post for AM. They'll work to improve liaison and coordination between research, programming and sales. . . . Kingman T. Moore, NBC director, lectures at Town Hall today. His topic: "The Director Is An Artist." . . . New York's water shortage will be the theme of "Hands of Murder" on DuMont tomorrow nite. Set in the year 1952, play will involve black marketeers and bootleggers in H₂O.

Tele Mfrs. Planning To Hypo TV Dealers

(Continued from Page 1)

town meetings of radio technicians which were held under the auspices of the RMA in New York, Philadelphia, Chicago, Boston, Atlanta, Los Angeles and Washington. Meetings would be held where stations are now or where planned.

Sprague, who has served as chairman of the town meetings committee for the RMA, while absent at yesterday's meeting will probably be one of the key men in the committee set up comprising some fifteen set manufacturers who are both RMA members and non-members.

While this is not strictly an RMA group it is expected that Bond Geddes, executive vice-president of RMA, who was here for the Palmer House session, will have an active voice in the pattern for the proposed TV dealer confabs. R. C. Cosgrove, RMA president, was not here for the session, Browning Howard, head of the Philadelphia public relations firms bearing his name, was here as professional consultant to the group and will undoubtedly be active in the organizing of the dealer meetings. Included among the firms who were represented here at the meeting were: DuMont, RCA-Victor, Motorola, Stromberg-Carlson, Capehart, Zenith, Westinghouse, Philco, Admiral, Hallicrafters, Crosley and Wells-Gardner.

New British Station Claimed To Be World's 'Most Powerful'

London—The world's most powerful video transmitter—that's what BBC calls its new station at Sutton Coldfield, near Birmingham, which begins regular program service Saturday.

Films aired during test operations by England's second station have been seen 150 miles away at Ripon, in Yorkshire. Images strong enough to be photographed off the tube are being received in Leeds—93 miles away—and in Liverpool, nearly 80 miles distant, engineers for the BBC said.

Wakefield, Yorks and Bristol, nearly 80 miles from the transmitter, all report good results, and BBC claims that the new outlet will eventually set a world record for long-distance transmission. London newspapers are playing up the tests, pointing out that no known station

Grave Problem

George Lefferts, director of NBC's "Kraft Television Theater," recently encountered a unique casting problem when five character actors refused to play the lead in the show's "Nantucket Legend" aired last night. Role called for lead to deliver greater portion of his lines while standing in a grave he had dug for himself.

WENR-TV Skeds Ad Men's Kids Party

Chicago — Second annual Christmas Party for The Off-The-Street Club, an organization for underprivileged youngsters subsidized by the American Federation of Advertising Men, will be aired by WENR-TV Dec. 24, 4:30 p.m., CST.

Show Toppers To Participate

Top names of show business will take part in the program for the youngsters, the majority of whom have never seen a motion picture, according to club director Col. Auguste Mathieu.

Last year's party, aired by WBKB, brought donations for the club from viewers all over the Chicago area. One viewer, who refused to publicize his gift, sent in a check for \$1,000 "to be spent as the club sees best."

Sponsors Signed On DuM, WPIX And WOR-TV

Despite rumors of a major baseball league ban on television circulated at the end of last season, the three New York teams have already signed for video coverage of the 1950 schedules.

The Brooklyn Dodgers, National League pennant winners, reflecting president Rickey's feelings that TV cannot hurt gate receipts, have signed a three year pact for scanning of all home games, night and day, over WOR-TV under sponsorship of F. & M. Schaefer Brewing Co. through BBD & O.

Night Games Important

Schaefer bankrolled the Dodgers over WCBS-TV last season but moved to WOR-TV because the CBS flagship could not carry all night games in their entirety last season because of network commercial commitments. Advent of the baseball season in April will mark the beginning of seven-day-a-week programming for WOR-TV, which will air the games via a special coaxial cable to be installed from Ebets Field to the station's transmitter in North Bergen, N. J.

Red Barber and Connie Desmond will describe the games.

Chesterfield cigarettes will again bankroll the New York Giants games and is negotiating with WPIX, which carried the schedule last season. Ernie Harwell and Russ Hodges will be behind the mike. Newell-Emmet is the agency.

For the third successive year, Ballantine beer and ale will bankroll the champion New York Yankees home schedule over WABD, through J. Walter Thompson. Mel Allen probably will return as sportscaster.

WABD is the only station to control TV rights to the games it will carry. In the case of the Giants and Dodgers, the teams signed directly with the sponsors who in turn placed the games with the stations.

Harding To Radio Sales; Had Been With WCCO

Alfred J. Harding, formerly sales manager of WCCO, Minneapolis-St. Paul station, has been appointed to the New York television sales staff of radio sales, radio and television stations representative as an account executive effective Jan. 3, it has been announced by George R. Dunham Jr., eastern sales manager of radio sales-television.

PROMOTION

WEEI Veterans Dine

Harold E. Fellows, general manager of WEEI, CBS owned-and-operated station in Boston, recently was host to the 15-Year Club at its Fourth Annual Dinner. Eighteen of the station's staff now constitute the membership of this group of radio veterans, and these eighteen lay claim to 367 years of service in an industry itself but 27 years old.

Two high-notes sparked the evening: the crowning of Ralph J. Mathewson, transmitter engineer, with the 25-year insignia (navy Blue Beret with numerals in white); and the presentation of a gold watch to Miss Florence Mitchell, Fellows' secretary, in honor of the 20 years service she now has completed.

Mathewson threw the switch that put WEEI on the air Sept. 29, 1924.

KYW Coverage Brochure

KYW in Philadelphia has sent a unique promotional brochure to "time-buying gals and guys" and has even included a useful red bandana. A map shows the coverage provided with the station's new antenna system while a cardboard wrench urges sponsors to tighten their grip on the nation's third market. The promo item also points up KYW tie-ups with the Reading, Pa., fair and the Sesqui-Centennial Celebration of nearby Chester.

Stars Going To Texas For Shamrock Bowl Game

Radio personalities Jack Benny, Phil Harris, Artie Auerbach, and Dinah Shore are slated to headline a giant entertainment program at the Shamrock Charity Bowl in Houston, Tex., prior to the Dec. 17 football game between the All American conference pro champions and an all star team made up of players from other teams in the conference. Proceeds will go to the Damon Runyon Cancer Fund, the National Kids Foundation and the Holly Hall of Houston.

High School Series On WHLI

A new musical program, High Schools on Parade, will be broadcast on WHLI in Hempstead, Long Island, beginning next month as a series of all-student productions. Bands, orchestras and glee clubs from twelve public and parochial high schools on the Island will be heard on the Saturday afternoon programs. A student-announcer will handle the introductions and the president of the student body will speak.

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WINDY CITY WORDAGE

By HAL TATE

● ● ● One of the early arrivals here for Mutual's quarterly board of directors meeting at the Ambassador was WIP's Ben Gimbel who visited his sister here before the meeting got under way today. . . . NBC singer

Jack Haskell will appear at the Marbro Theater Chicago Dec. 29 for a Decca recording party. . . . Art Jarret, formerly of Cincinnati, has joined the WGN-TV staff . . . Holland Jewelers will sponsor "The Barber of Seville," over WKBK Sunday afternoon. Malcolm-Howard is the agency. . . . John Morrell & Co. opens up their big Los Angeles quarter-million dollar branch today. . . . The Chicago Television Council held its annual Xmas party at the Tavern Club yesterday. Heading the list of entertainers were Burr Tillstrom and Fran Allison representing "Kukla, Fran and Ollie," Ernie Simon, Russ Wilt, Cliff Norton and Nancy Wright.

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● ● ● ABC will devote its entire half-hour "Junior Junction" program December 24th to a special Christmas program given by the Chicago Public Schools. . . . Harry A. Bullis, chairman of the board of General Mills and Chester C. Davis, president of the Federal Reserve Bank of St. Louis, will be featured speakers at The Advertising Council's Directors meeting at the Blackstone Hotel today. First time it's being held in Chicago. . . . L. Martin Krautter, a vice president and director of Henri, Hurst & McDonald, Inc. since 1944, has resigned to open his own business as advertising and merchandising counsel. He'll call his firm L. Martin & Associates and will open offices at 134 N. La Salle St. on Jan. 3.

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● ● ● WWCA, new Gary, Indiana station held a formal opening of their studios and executive offices Monday night. There were cocktails, dinner and a special dedicatory program. Dee A. Coe, manager, and Todd Branson, program director, were chief hosts. . . . Henri, Hurst & McDonald will move their offices to the La Salle-Wacker Building on January 3rd. . . . You see it in movies but it actually happened. Bill Woodsmall, page boy at WBBM, so impressed station execs with his voice that he's been given his own show on the local CBS outlet. Program is called "The Singing Page Boy." . . . Congrats to WGN production manager Ed Kahn. His latest production is a baby girl, Sandra Lynn, who weighed in at 7½ pounds. Ed has two other youngsters—Denis, 9 and Judith, 5.

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● ● ● The National Video Corp. of Chicago used the films of the Notre Dame-Southern Methodist game, to demonstrate their new TV tube and to celebrate their 1st anniversary in business. . . . Libby Furniture and Safty-Gard Vaporizer have signed for commercial time on the new "Rey Blanco Show" on WGN-TV. Herb Lyon and Clayton Bergmann are producing the show together with WGN-TV personnel. . . . John Dolce, Square Dance Caller on the WLS National Barn Dance, had a new Capitol record released this week. "Red River Valley" and "Darling Nellie Gray" are the numbers. . . . "Shopping with the Missus" celebrates its 1000th broadcast on WBBM today. Emcee John Conway figures he's interviewed more housewives than any other announcer in town. . . . Don McNeill and his 16-year-old "Breakfast Club" are featured with a cover picture and illustrated article in the January issue of "Radio Mirror."

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COAST-TO-COAST

Starts 17th Year

Des Moines, Ia.—One of the oldest single-sponsored local radio shows in the Middlewest, "The Sunday Funnies," recently celebrated its 16th anniversary on KRNT. The hour long Sunday morning broadcast has been sponsored the entire time by the Colonial Baking Company. KRNT program director Charles Miller produces and directs the show, assisted by announcer Larr Davis, and both of them also are on the acting staff.

Planning Entertainment

Denver, Col. — KLZ artists and staff members are planning entertainment for Longmont, Colorado Rotary Club, on Tuesday, December 27. KLZ public service director Mack Switzer; music director, Arthur Gow; promotion manager, John Connors; and KLZ artist Peter Smythe are planning to make the trip.

Music Of Today

Hollywood, Calif.—The composer Virgil Thomson, was the guest speaker on "Music of Today," December 11th at 3 p.m. over KFWB. The concert was devoted to music by Thomson and included Stabat Mater, for Soprano Solo, Helen Spann, soprano, and the Hollywood String Quartet; and Sonata Da Chiesa. Ingolf Dahl was conductor.

Blood For Xmas

Stamford, Conn.—WSTC is urging gifts of a pint of blood for Christmas. Program director Ernest Hartman showed the way by giving blood to the local Red Cross blood bank and described the procedure for a special broadcast from St. Joseph Hospital.

Teen-Age Program

Milwaukee, Wis. — Students of Washington will comprise the panel on Saturday, December 17th when WISN's program "Your Question, Please" is aired at 3:30 p.m. Gertrude Puelicher will be the moderator. Teen-age problems dealing with the use of the family car, dating, advice on radio careers and school athletics will be discussed. Aptitude tests and part-time work will also be included as subjects.

WINX Fire Coverage

Washington, D. C.—WINX broadcast unique on-the-spot coverage of a fire in which one person was burned to death and another critically injured. Announcer Milton Grant spotted the fire in a house directly across the street from the WINX studios. He relayed the description of the fire to disc jockey Sam Brown, who aired the bulletins on his "Music Hall" while firemen were arriving. Morning man Jerry Strong assisted announcer Jack Rowzie in interviewing on the scene, and relaying information to Milton Grant through the window.