



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 51

NEW YORK, FRIDAY, DECEMBER 16, 1949

TEN CENTS

ADVERTISING LEADERS EXPRESS VIEWS

New Radio Lab. Will Locate In Colo.

Washington Bureau of *RADIO DAILY*
Washington—The National Bureau of Standards' \$4,500,000 new radio propagation laboratory will be located on a 210-acre tract just south of Boulder, Colorado, it was announced yesterday. The site has been approved by Secretary of Commerce Charles Sawyer, and it will become the new headquarters for the NBS work in radio propagation.

Construction of the new laboratory was okayed by Congress this year, and the actual building will probably get started in 1951. It is anticipated that from 200 to 300 technicians will be permanently stationed there—most of them probably being transferred from Washington.

FMA Sees 'Dire Results' From Cuban Interference

Washington Bureau of *RADIO DAILY*
Washington — Predicting dire results from Cuba's troublesome frequency demands, FMA said yesterday that—"vast segments of the American radio audience face perilous interference with its listening habits unless FM facilities are expanded in certain areas of the United States." Referring to Cuban de-

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Premiere Of Picture Gets Full MBS Network

The two-theater world premiere of the movie Samson and Delilah will be broadcast by WOR-Mutual on Wednesday, December 21, from 8:00 to 8:30 p.m. (EST). Bill Slater will be stationed in the lobby of New York's Paramount Theater

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Guest-Star

Mary Garden, operatic diva of yesteryear, best known for her roles with the Chicago Opera Company, predecessor of the present Chicago Civic Opera, will make one of her rare public appearances Dec. 24 when she is interviewed by Deems Taylor during second intermission of American network's broadcast of *Elisir d'Amore*.

Bargain Buy

Fort Worth—259 berries and 50 cents paid off recently to Gerald Aldridge of Fort Worth when he received a television set for that "price" from Johnny Johnson Tire Company, Ft. Worth. The announcer reading the tire company's commercial over KFJZ, Ft. Worth, referred to a TV set that could be purchased for only 259 berries and 50 cents. Hearing the announcement, Aldridge swung into action. . . . having been waiting patiently for a Fort Worth announcer to make the same miscue ever since he heard about the lady paying 400 "potatoes" for a fur coat. Result: after station and sponsor huddle—one TV set for Gerald Aldridge of Ft. Worth.

Baseball Broadcast Gets Okay Of Frick

Radio broadcasting of National League baseball games will be wide open during the 1950 season, it was revealed exclusively yesterday to *RADIO DAILY* by Ford Frick, president of the National Baseball League.

Frick said that the National

(Continued on Page 3)

51 Students Entered In 'Democracy' Contest

Washington — Fifty - one high school students who won state contests in 48 states, the District of Columbia, Alaska and Puerto Rico,

(Continued on Page 5)

ILGWU Would Buy WINS For 'Better Public Service'

Washington Bureau of *RADIO DAILY*
Washington — Claiming that the public will be better served by a grant of the WINS facilities to the AFL's International Ladies Garment Workers Union, former FCC Chairman, James Lawrence Fly, yesterday asked the Commission to order an Avco-like procedure in connection with the proposed sale of the station by Crosley Radio to Gen-eroso Pope. ILGWU currently is li-

Directors Of Council Hear Speakers Stress Responsibilities Of Medium On Issues Of Public Service

Don Lee Expanding Arizona Coverage

West Coast Bureau of *RADIO DAILY*
Hollywood—In a planned move to improve its facilities and coverage in Arizona, Don Lee Broadcasting System announced affiliation with radio station KOY, Phoenix; KTUC, Tucson, and KSUN, Bisbee. These stations comprise Arizona Network and effective January 1 1950, will be full Mutual and Don Lee affiliates.

Change from present Don Lee

(Continued on Page 5)

Godfrey Sweeps 1949 Poll Of Cleveland Plain Dealer

Cleveland—Arthur Godfrey won a clean sweep in Cleveland in three popularity fields, it was revealed in the release of the 1949 Cleveland Plain Dealer Radio Poll, the nation's oldest continuous consensus of fan

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Two Networks Announce Christmas Bonus Plans

CBS and NBC have announced plans to Christmas gift all employees with bonuses this year. CBS will award each employee of a year or more's standing a bonus of one

(Continued on Page 3)

Chicago — A stepped-up program of public enlightenment by business in its advertising was urged yesterday by two business leaders speaking before a meeting of the Advertising Council's Board of Directors at the Blackstone Hotel. More than 250 mid-western industrialists attend-

(Continued on Page 3)

Radio Receiver Sales Increase In Canada

Montreal — October radio sales held to the pattern of increases set earlier this year and for the ten months ending October 30 Canadians purchased 30 per cent more radios of all types and 70 per cent more record players than during the corresponding period of 1948.

These figures were revealed in statistical summaries of sales and inventories published by the Radio Manufacturers' Association of Can-

(Continued on Page 5)

Radio Theater Leads In Two Nielsen Reports

National Nielsen-Ratings for the period Nov. 6-12, just released, show "Radio Theater," "Talent Scouts," and Jack Benny in positions 1-2-3 with respective ratings of 26.9 22.2 and 21.1. Other programs listed in

(Continued on Page 2)

Distinction

Mrs. Wilson Stuhlman of Brooklyn received a surprise when she walked into the RCA Exhibition Hall in Radio City this week and was greeted by Perry Como. She was presented with a 45 rpm record player for being the three millionth person to visit the hall since it was opened in May, 1947. The hall is now a top Radio City attraction.

Offering to match the \$512,000

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FINANCIAL

(December 15)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	9 1/8	8 5/8	8 7/8	+ 1/8
Admiral Corp.	18	17 3/8	17 3/4	+ 3/8
Am. Tel. & Tel.	146 1/2	146 1/4	146 1/2	+ 1/4
CBS A	28 1/8	27 5/8	28 1/8	+ 3/8
CBS B	28	27 3/4	28	—
Philco	32 5/8	32 1/4	32 5/8	+ 3/8
RCA Common	12 3/4	12 1/2	12 5/8	+ 1/4
RCA 1st pfd.	72 1/2	72 1/2	72 1/2	—
Stewart-Warner	12 3/8	12 1/4	12 1/4	+ 1/8
Westinghouse	32	31 3/4	31 7/8	+ 1/8
Westinghouse pfd.	102	102	102	—
Zenith Radio	32 5/8	32	32	- 1/4

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	14 5/8	15 5/8
Stromberg-Carlson	10 1/2	11 3/4

Godfrey Sweeps 1949 Poll Of Cleveland Plain Dealer

(Continued from Page 1)

opinion. Clevelanders selected Godfrey for most popular program, most popular personality and most popular variety show.

The three category sweep is the first such event in the twenty year history of the poll.

CBS, for whom Godfrey broadcasts, also placed a number of other "most populars" including: Lowell Thomas, most popular network newscaster; Eve Arden ("Our Miss Brooks"), most popular comedienne; Bing Crosby, most popular male singer; Dinah Shore, most popular female singer; "Lux Radio Theater," best dramatic show, and Symphonette, which was heard on CBS, best semi-classical music series.

★ COMING AND GOING ★

D. W. THORNBURGH, president and general manager of WCAU, Philadelphia, in town yesterday for conferences with officials of the Columbia network.

MICHAEL FONDE, engineer at WTTM, Trenton, N. J., is back on the job following a 14-day visit to his birthplace, the island of Malta in the Mediterranean.

MICHAEL HANNA, general manager of WHCU, Ithaca, N. Y., paid a call yesterday at the headquarters of CBS, with which the station is affiliated.

J. L. VAN VOLKENBURG, Columbia network vice-president and director of television operations, has arrived in Hollywood. He'll spend the next ten days in the film capital.

TED OBERFELDER, American network director of advertising and promotion, has returned from an extensive trip to Dallas, Houston and Miami.

MIKE DANN, trade editor at NBC, and his bride, have returned from their honeymoon in Nassau, Bahamas. Mrs. Dann is the former Joanne Himmel, of the network's "Tex and Jinx" program.

RAMON BONACHEA, Cuban government delegate to the NARBA conference in Montreal, stopped off in New York Wednesday en route to Havana. Senor Bonachea is also counsel for Goar Mestre's CMQ in Havana.

RAYMOND F. GUY, manager of radio and allocations in the engineering department of NBC, has returned from Montreal, scene of the recent NARBA conference.

HERMAN FAST, general manager of WKRC, Columbia network outlet in Cincinnati, a visitor yesterday at the offices of the web.

ROBERT QUINLAN, singing star of the Mohawk Knitting Mills video show on NBC-TV, is in town from Amsterdam, N. Y., with the Mohawk Mixed Choir. They'll be seen and heard tonight.

CHARLES COLLINGWOOD, Columbia network commentator, today will fly in from Key West, Fla., in time for the "People's Platform" television show.

GUIDO CANTELLI, guest conductor on the NBC Symphony program following the current Toscanini series, has arrived from Italy. He will be on the podium for four successive concerts starting Dec. 24.

FRANK MULLEN, television consultant, left for the West Coast Wednesday following conferences with executives of the Daily News, operators of WPIX.

JOHN GUEDEL, producer of "People Are Funny" on NBC; ART LINKLETTER, emcee, and IRVIN ATKINS, production manager, leave today for the West Coast following a week in New York.

Radio Theater Leads In Two Nielsen Reports

(Continued from Page 1)

the "Top Twenty" include: "My Friend Irma," 19.5; "Amos 'n Andy," 17.5; Charlie McCarthy, 17.5; Bob Hope, 17.4; "FBI in Peace and War," 17.1; "Mr. Keen," 16.8; Walter Winchell, 16.5.

Also: "Fibber McGee and Molly," 16.4; "Mr. Chameleon," 16.0; "Crime Photographer," 15.9; Bob Hawk, 15.9; "Mystery Theater," 15.8; "Inner Sanctum," 15.5; "Suspense," 15.4; Red Skelton, 15.4; "Day in the Life of Dennis Day," 15.2; and "Dr. Christian," 14.5.

West Coast Ratings Listed

Nielsen West Coast ratings for the October period showed "Radio Theater" first with 23.4; "People Are Funny" second with 23.3; Charlie McCarthy third with 21.5. Others in the Pacific Coast "Top Twenty" for the same period are: "Fibber McGee and Molly," 21.0; Red Skelton, 21.0; Judy Canova, 20.2; "Grand Ole Opry," 19.1; "The Whistler," 19.0; Bob Hope, 18.9; "Our Miss Brooks," 18.7; "Mr. District Attorney," 18.2; Dennis Day, 18.1; "Let George Do It," 17.6; Jack Benny, 17.5; Horace Heidt Show, 17.2; "Mystery Theater," 16.9; "My Friend Irma," 16.3; "Great Gildersleeve," 16.2; Bing Crosby, 16.2; Jimmy Durante, 15.6.

Premiere Of Picture Gets Full MBS Network

(Continued from Page 1)

while Arthur Van Horn will be at the Rivoli in Hollywood.

Cecil B. deMille, producer of the epic, will speak from Hollywood in addition to Gary Cooper, Bing Crosby, Alan Ladd, Angela Lansbury, Ray Milland, George Sanders and Barbara Stanwyck. Victor Mature, Samson in the film, will speak from the West Coast while Delilah of the

FMA Sees 'Dire Results' From Cuban Interference

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mands for dual use of hitherto protested frequencies, FMA said it may become "impossible for listeners to tune in one station without simultaneously picking up an interfering program broadcast by a Cuban station at the same place on the dial."

FMA said "the battle of the airwaves now poses a virtual life-or-death threat to the markets of hundreds of small AM stations in such states as Florida, Louisiana, Mississippi, Alabama, Georgia, South and North Carolina."

FMA urged AM broadcasters in these states—particularly in Florida because of its geographic proximity to Cuba—to plan now for one hundred per cent transition to FM, terming FM "the only means left to American broadcasters to recapture audiences that will be lost to them because of Cuban interference."

FMA further said the basis for the transition to FM in Florida is already established because although AM stations outnumber FM three to one in Florida, the FM stations already serve areas larger than those served by AM. AM coverage in Florida will continue to shrink, FMA asserted, as Cuba expands its AM outlets both in power as well as number. The degree of ease in which the transition can be made will depend largely on the extent of co-operation the broadcasters get from the set manufacturers, FMA added.

Broadcasters were warned that before they can effect such a transition, they must first obtain an iron-clad guarantee from the set manufacturers that they will produce reasonably priced, high quality FM receivers in sufficient numbers to meet public demand.

movie, Hedy Lamarr, will be heard from New York.



Goodbye, Mr. Chip

Chipmunks are not usually trained animals. But this one's owner built him a little house. When Mr. Chip gets through his day's foraging, he says goodbye and goes "home." Pretty unusual, eh?

There's something unusual, too, in the Baltimore radio market—a BIG independent station that delivers a BIG audience at amazingly low cost.

The station is W-I-T-H, and it regularly delivers more listeners-per-dollar than any other station in town. That means you can accomplish BIG results from very SMALL appropriations.

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



W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

Public Enlightenment Vital, Adv. Men Told

(Continued from Page 1)

ed the all-day session at which Harry A. Bullis, chairman of the board of General Mills, Inc. and Chester C. Davis, president of the Federal Reserve Bank of St. Louis spoke. The meeting of the Council's board was the first ever held outside of New York.

Bullis, who is a member of the council's industries advisory committee, told the group that "the new vital task of advertising today is to help educate our people as to the ways in which we can maintain a strong and free United States of America." He said it was the obligation of the council to direct the energies of the country along "constructive channels."

"Miracle Lubricant"

"Advertising is the miracle lubricant," he continued, "that has kept the wheels of our economy spinning free, opening new markets for goods, creating new production." The General Mills chairman said "that advertising has made great progress in winning the minds and hearts of men to a conception of what freedom means." Bullis cited this as the goal of business through the Advertising Council.

"Let us give the public facts and a proper program, and urge the people to use their freedom of choice in shaping our national policy," Bullis added.

Davis, a member of the council's public policy committee, observed that "our principal weakness today is not economic or military but ideological—not a matter of goods or guns, but of ideas." War bond sales promotion, the famine emergency drives, the task of explaining The American Heritage, spreading understanding of ERP and other matters of vital concern were given as examples by Davis, of the assistance which American Industry gave through the Advertising Council.

Among other speakers at the session was Robert R. Mathews, v-p in charge of advertising for the American Express Company. He described the 1950 census as "the biggest research project in history," and he described the council's part in educating the public for the project.

Stuart Peabody, ass't. v-p of the Borden Company, gave a report of the American Economic System campaign. Roy Larsen, president of Time, Inc. spoke on the council's Better Schools Campaign.

Transatlantic Discussion

British and American youth will talk things over in a transatlantic broadcast of The Youth Forum over WQXR on Saturday, December 24, from 10:15 to 11 a.m. Two high school students from England and two from New York will discuss "Is Youth Preparing for World Citizenship?" The same topic will be debated by French and American students on Saturday, December 31.

★ AGENCY NEWSCAST ★

FRED FEAR & CO., Brooklyn, has named Peter Hilton, Inc. for Burton's pure vanilla extract, New England syrup, Chick-Chick and Presto easter egg dyes, and Doxsee clam products, effective January 1. Account executive is Harry R. Schreier. Radio, television, newspapers and trade papers will be used.

RICHARD D. PALLIN has been appointed director of advertising for the Gray Manufacturing Company in Hartford. Gray is now making projectors for television commercials and playback arms for radio transcriptions.

TOPSIN ADVERTISING, INC. has opened in Garden City, L. I. as an advertising agency and public relations service. Martin Forman, one-time OWI editor, is president.

C. WYLIE CALDER joins the Frederic W. Ziv Co. as an account executive, covering South Carolina and eastern Georgia, effective January 1, 1950. Calder will headquarter in Charleston, S. C. He has been manager of WHAN, Charleston, S. C.

JAMES CHIRURG COMPANY has been named by The Borden Company's chemical division effective January 2, 1950. The division manufactures Durite plastic molding compounds and resins; Casco, caeein and resin adhesives.

L. MARTIN KRAUTTER has formed his own agency, L. Martin Krautter & Associates in Chicago. He was v-p of Henri, Hurst & McDonald, Inc. previously.

H. S. COLE has been appointed manager of the drug products division of Procter & Gamble. He succeeds H. R. Hall, who has accepted a faculty post at Harvard.

CHARLES STRAUSS has joined the copy department of Federal Advertising Agency, Inc. He formerly was with Newell-Emmett.

STANLEY H. TALBOTT has been named v-p in charge of advertising and promotion of Joyce, Inc. in Pasadena, California. He was previously with N. W. Ayer & Son.

Two Networks Announce Christmas Bonus Plans

(Continued from Page 1)

week's salary while NBC will give employees of the same time standing one-quarter of one month's salary.

ABC has not yet announced Christmas bonus plans, nor has Mutual. CBS has always given bonuses at Christmas-tide but last year by-passed employees who were working for the web under a union contract.

THE ROBERTS TECHNICAL & TRADE SCHOOLS of Manhattan and Brooklyn have appointed William Warren, Jackson & Delaney to handle its radio advertising. WJZ and WMGM are now being used.

MARION HARPER, JR., president of McCann-Erickson, Inc., addressed the annual meeting of Esso Standard Oil Company's merchandising managers on Monday in the Hotel Statler. He discussed misconceptions of the functions of capitalism and profits and the opportunities open to creative American salesmen.

LEWIS LARSON, general manager of the Lloyd Manufacturing Company of Menominee, Michigan, announces the appointment of the Charles W. Hoyt Company, Inc., of New York, as its advertising agency. The appointment is effective immediately.

NORMAN MALONE & ASSOCIATES, of Akron, Ohio, has resigned the account of Milton Bradley Co., toy and game manufacturer, effective December 31.

MRS. ETTA L. WANGER has been appointed v-p of Spadea, Inc.

Baseball Broadcast Gets Okay Of Frick

(Continued from Page 1)

League will permit all eight of its member clubs to make separate deals with radio broadcasting stations on a non-exclusive basis for airing their games to non-major league or non-baseball towns. Exclusive deals, he continued, were still possible for broadcasts in major league towns having teams affiliated with the National League.

Pointing out that there would be no other formal announcement of this policy, Frick said that National League Clubs would observe the last year's decision by the U. S. Department of Justice when entering into broadcast negotiations.

Department's Decision

The Justice Department's decision states that no major league ball club may air its games in a minor league town while a professional ball game is being played there. It set an arbitrary prohibited broadcast period in the town where the game is being played of three and one-half hours in the case of a single game and five and one-half hours on double header days.


The Washington agency's decision will not affect video but applies to both AM and FM broadcasting.

• faces • facts • figures • wins •

faces • facts • figures • wins •

AMERICANS, SPEAK UP!

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



wins • faces • facts • figures • wins •

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

WINS
50KW NEW YORK

CROSBY BROADCASTING CORPORATION

CHICAGO

By HAL TATE

NEW WORLD DISTRIBUTORS INC. distributors for DuM sets in this area, are sponsoring "Stop the Record," new daily TV show on WGN-TV. Frann Weigle, local disc jockey conducts the program which is a giveaway show. The program is a package produced by Rose Dunn and Stan Joel. Petesch, Hecht & O'Conner, Inc., handle the account.

Wilson Sporting Goods Co. and General Mills for 3rd consecutive year will co-sponsor the National Professional Football title game over ABC on Sunday, December 18. Harry Wismer will handle the play-by-play while "Red" Grange will do the color. Ewell Thurber, Inc., Chicago, handles the Wilson account while Knox-Reeves, Minneapolis, handles the General Mills account.

Ell Henry, ABC press chieftain, and Jim Duffy, of the network's press staff, huddling with Bob Froman all week. Latter is here from New York to do a piece on Don McNeill's "Breakfast Club" for Collier's Magazine.

It's all boys at NBC! Leonard O'Conner, Reinald Werrenrath and Ed Morrell all recently became the proud fathers of sons. O'Conner conducts the "News on the Spot" program over WMAQ, Werrenrath is NBC-TV field director, and Morrell is assistant engineer for WNBQ.

Hollywood's New

COUNTRY CLUB
HOTEL

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

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

COUNTRY CLUB
HOTEL

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



Man About Manhattan. . . !

● ● ● FRIDAYDREAMING: Active trading in American Broadcasting Company stock has revived the rumor that 20th Century-Fox is acquiring large blocks of the stock. Some months ago the movie outfit made a bid for the network and at that time it was said they were desirous of getting into television. . . . Rayve Shampoo account switching from Needham, Lewis & Brorby agency in Chi to J. Walter Thompson here. Switchover cued by Lever Bros. shift to N. Y. . . . Hildegard signed to record on the Capitol label. . . . Aside to Everett Crosby: Has Chesterfield granted you permission for Bing to make L.P. records yet? . . . Philip Morris is calling for a big budget TV'er. . . . Ralph Edwards took the 'consequences' when he almost collapsed from poisoning recently which just about ruined his N. Y. vacation. . . . Lanny Ross slated to sing at the Sales Execs luncheon today—which is pretty good casting since Lanny has always been quite a guy in the sales dep't for any sponsor that latched onto him. . . . Elaine Williams, the talented and lovely television star, is up for a mistress of ceremonies role in a new puppet show, "Eski Mo and Eski Joe," being readied by CBS. . . . Add eternal pessimists: The guy who spreads the rumor around that Guy Lombardo can't last.

★ ★ ★ ★

Pome: "Mule Train" with its consistence,
Is the bane
Of my existence.

—Harold Stein

★ ★ ★ ★

● ● ● Herb Polesie, who oughta know, was telling us the other noontime that it's much tougher to garner laughs in television than in radio. In radio, he points out, there's nothing between the comic and the studio audience, except maybe the script. However, in TV, the audience's attention is diverted by a number of things. First of all there are the three comedians, temporarily known as cameramen, whose slightest move captures the attention of the entire audience. (One cameraman Herb knows once took a great shot and then turned around for a bow). Then there's a new twist with the audience itself—people trying to exert influence to get seated somewhere near the cameras so they can be sure and wave to their pals at every opportunity. Someday, Herb hopes, television will build theatres exclusively for its own medium with camera placement such as to prevent audience interference or distraction. Herb may have something there at that. The Bennys; Allens, etc., are holding back from TV because they're afraid they won't get the same laughs that they're used to in radio.

★ ★ ★ ★

● ● ● The Arthrities and Rheumatism Foundation puts its current fund drive into high gear this Sunday with a star-studded variety show via CBS. Featured will be Robert Q. Lewis, Peter Donald, Abe Burrows, Art Waner's orchestra, Jeannette Davis and veteran actor Bramwell Fletcher.

★ ★ ★ ★

● ● ● Y & R have renewed the contract for scripter Priscilla Kent's "The Second Mrs. Burton," the CBS soap. Incidentally, Priscilla is debunking the popular (and well-founded) theory that soap operas aren't realistic. She just returned from a 3-month tour of Europe gathering material. In January, the setting for her radio serial will take place in the countries she visited.

★ ★ ★ ★

● ● ● OUR HATS OFF DEPT: Hank Ladd's high grade subbing for M. Berle Tues. nite, which netted him a return shot next week. . . . The new "Easy Aces" video show via WABD Wed. at 7:45—another Ziv hit.

SAN FRANCISCO

By NOEL CORBETT

GEORGE VOIGT is conducting a G TV poll through his Chronicle radio column. Two pitches drew 214 letters. Voigt got several surprises, one of which was that every letter contained intelligent criticisms, proving TV listeners take their TV seriously. Berle was in front four to one; Godfrey second and Philco Television Playhouse and Ed Wynn tied for fourth. Of the local shows, Ruby Hunter's "Tell the Admiral" was away out in front with Dude Martin second and sports in general third.

There are now over 20,000 TV sets in the Bay Area.

Marje King goes under the sponsorship of Folger's Coffee beginning February 13. Raymond Morgan agency handled the deal. Show is heard Monday through Friday 12:45 to 1 with guests and Lyle Bardo's orchestra. Miss King selects typical San Francisco personalities for her guests. One, this week, was Charles W. Friedrichs, Secretary-Manager of the SPCA, who urged people to adopt a pet from the Animal Shelter for Christmas.

Friedrichs, who was on NBC and KYA for several years with his "Uncle Charley's Pet Club," is auditioning a similar show for Grant Holcomb at KCBS.

J. G. (Gil) Paltridge is the new manager of KYA. Paltridge started here then moved South with KFI, later opening his own station, KGIL, at Sherman Oaks in the San Fernando Valley.

Send Birthday
Greetings To—

December 16

Jessie Block Lucille Lortell
Dick Krane Arthur Padgett

December 17

Dick Gilbert House Jameson
Howard A. Miller Ray Noble
Herbert Nelson Stella Unger
Calvin J. Simth Harriet Hess

December 18

Sam Berger Lud Gluskin
Ernie Jacobson Harry Kagen
Jocko Maxwell Donald Stuart
Jerry Lawrence Hal Kanter

December 19

Clark Dennis David Niles
Charles Norwood Jack Rubin

Tom Shirley

December 20

Harold Anderson Carol Bowers
Ted Fiorito Jeanne Harrison

Hal Gordon Joseph Littau
Bob Prescott

December 21

Bea Churchill Xavier Cugat
Andre Kostelanetz Bob Strong

December 22

Bob Guilbert Eunice Howard
Deems Taylor Dorothy Lewis

Radio Receiver Sales Increase In Canada

(Continued from Page 1)

ada. Some totals in the report, with comparative 1948 figures in brackets, follow:

October sales of radio receivers of all types, 78,680 (74,213); radio sales for ten months ending October 30, 539,693 (414,739); total record player sales for October, 3,394 (2,404); record player sales for ten months, 24,449 (14,686); October inventory of radios of all types, 133,190 (139,351); October inventory of radios priced at \$30 or less, 43,648 (16,947).

Lower-Priced Most Popular

The big increase in radio sales was in the cheapest price bracket, below \$30, of which 128,786 were sold compared with 44,558 in the same period of 1948.

It is also noted that the big increase in record players was in the lower priced models without amplifiers, of which 17,251 were sold, compared with 9,094 in the same period of 1948.

Ontario province continues the big market for radio receivers of all types. More than half (287,682 out of a country-wide total of 539,693) were marketed in Ontario, and the dollar value of Ontario sales in the 10-month period this year was \$21,803,973 out of a total of \$39,455,168 for the whole country.

51 Students Entered In 'Democracy' Contest

(Continued from Page 1)

were entered yesterday in the national finals of the Voice of Democracy Contest. The youngsters, victorious over 1,000,000 contestants in school, community and state judgments with their five-minute broadcast scripts on the subject, "I Speak for Democracy," will compete by transcription and recordings next week for the four national awards, \$500 college scholarships and trips to Washington to receive their awards.

Names of the 51 state winners have been announced by Robert K. Richards, chairman of the Voice of Democracy Committee, which is made up of representatives of three sponsors, NAB, RMA and the U. S. Junior Chamber of Commerce.

The U. S. Office of Education, Federal Security Agency, which endorse the contest, is also represented on the committee.

The 51 transcriptions selected will now be judged by the panel of distinguished Americans who make up the national board of judges. They are: Tom C. Clark, Associate Justice of the U. S. Supreme Court; Douglas Southall Freeman, noted southern editor and author; Andrew D. Holt, president of National Education Association; J. Edgar Hoover, director of the FBI; Edward R. Murrow, news commentator for CBS, and James Stewart, motion picture star, also chairman of the board of judges.

ILGWU Would Buy WINS For 'Better Public Service'

(Continued from Page 1)

price for which Pope has contracted to buy the station, ILGWU promises the same type of programming now aired by WFDR, which has been a voice for the union's adult education and cultural activities.

The issue now presented is of supreme importance, Fly said—it is "whether the public interest will be better served by devoting this important facility to foreign language broadcasts directed to a particular segment of the listening public or by having a facility of this character continue to be utilized to render a very meritorious general service of all the public."

Even if ILGWU did not seek the station, Fly wrote, the FCC would have before it "a serious question as to whether such limited use of this particular powerful and important facility (as foreign-language broadcasting) is in the public interest."

Lawyers here were skeptical that once having abandoned the Avco procedure, whereby a comparative hearing on the merits of the two applicants would be required, the FCC will now invoke such procedure in this case.

Cottone Also Files

Yesterday, too, general counsel Benedict P. Cottone of the FCC filed exceptions to an initial decision last month by examiner Hugh Hutcheson in the Pilgrim Broadcasting case, in Boston. Hutcheson had delivered a sharp attack on the principle of foreign-language broadcasting in his decision.

Cottone wrote that, "The structure of our society is not so insecure that we must stamp out all adherence to foreign traditions or customs. Nor, it is hoped, are we so provincial as not to recognize that there may be much in the native culture of Americans of foreign extraction that de-

"Holy Year" Program On ABC Web Sunday

The American network's "Hour of Faith," 11:30-noon on Sunday, Dec. 18, will be given over to a special program dramatizing the establishment of 1950 as "Holy Year" by Pope Pius. Victor recordings made in Rome will be aired. They will include the proclamation made by Pope Pius, rehearsals for the attendant ceremonies and a dramatization of the "Opening of the Door," which will take place on Christmas Day.

Coast Guard Anniversary

Commemorating the 20th anniversary of the founding of the Coast Guard Academy in New London, Conn., CBS will present a special half-hour show emceed by Robert Q. Lewis on Dec. 20. Titled "Cadet Holiday" the program features Peggy Ann Garner, Earl Wrightson and Francey Lane, and the U. S. Coast Guard Band and Glee Club.

serves to be kept alive and from which our own culture might borrow with profit."

He said a knowledge of English is "virtually essential to normal active life in the United States, and it is hardly likely that a few hours of foreign language programs would have any substantial tendency to destroy the incentive to learn English. He added:

"Our American ideal, to which the examiner refers, envisages a land where all persons of whatever religion, race or national origin are free, so long as they do not harm others, to live as they see fit, maintaining the customs, traditions, interests and beliefs they think best. The suggestion in this initial decision that groups of foreign extraction should be denied access to their native language is clearly repugnant to that ideal."

At the same time Cottone found no reason to alter Hutcheson's conclusion that the program plans of Joseph A. Slimeme, the applicant with the plans for extensive foreign language operation, were not of sufficient merit to win him the construction permit in competition with other applicants.

Don Lee Expanding Arizona Coverage

(Continued from Page 1)

Arizona outlets, KOOL, Phoenix; KCKY, Coolidge, KCNA, Tucson, will give Don Lee and Mutual considerably greater coverage and vastly improved facilities in Arizona, according to Pat Campbell, v-p in charge of station relations for Don Lee. Of special note is extension to Bissbee. This addition affords Don Lee a powerful front running virtual length of state and assures best possible coverage by any state grouping of stations. Station KOY has power of 5,000 watts days and 1,000 watts nights and operates on 550 kilocycles. Stations KTUC and KSUN, 250 watters, respectively, operate on 1400 and 1230 kilocycles.

Barnes Making Speeches

Pat Barnes, WJZ, New York, gabber, plans to spend some time on the road during the next few weeks. He has been scheduled to represent WJZ at the Bronxville, N. Y. Civic Forum where he will discuss "What We Can Do To Help Peace" on Dec. 19. On Dec. 21, he does a guest speaker shot before the N. Y. Kiwanis Club luncheon where we will talk about "Twenty Years In Radio" and on Jan. 18, he goes to Chicago to address station managers.

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AM TV EQUIPMENT FM FAX

Section of RADIO DAILY, Friday, Dec. 16, 1949

GI's May Buy Million TV Sets—Raytheon

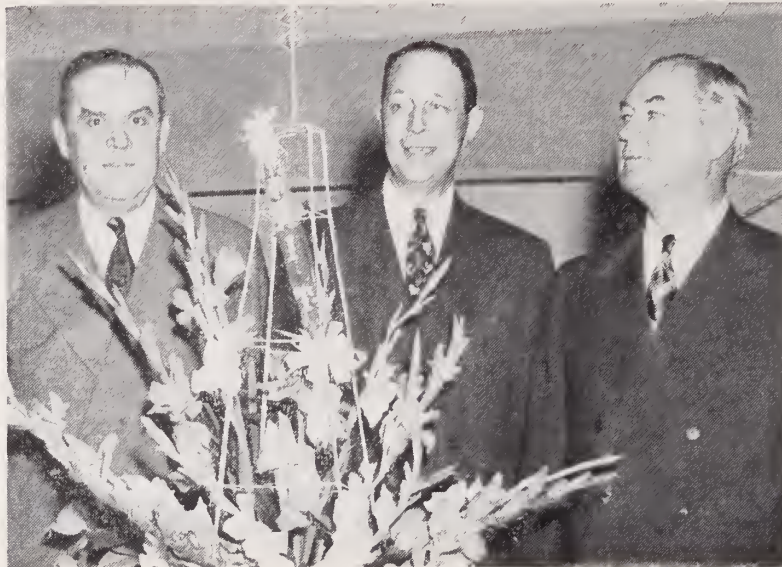
Provided a survey recently conducted by Raytheon Manufacturing Company is indicative of the entire country, approximately 1,100,000 TV sets will be purchased by World War II veterans alone during the first three months of 1950.

Raytheon, according to Charles Francis Adams, Jr., the company's president, polled 1,000 veterans in its plants in Waltham and Newton, Mass., to find out how many now own TV receivers and how many plan to buy sets with their G. I. insurance refunds during the first part of 1950.

Results of the poll showed that 27 per cent of the company's ex-G. I.'s now own TV sets and 14 per cent of the total plan to purchase sets with their insurance refunds. Thus, of the 73 per cent who do not own TV sets, approximately one-fifth plan to buy them with their insurance money. If like results hold true for all veterans of World War II in areas now served by television, it would indicate that an appreciable part of the TV manufacturing industry would be busy from Jan. 15 to April 15.

Assuming that some 16 million ex-G. I.'s will receive refunds from the Government and that half of them are within range of TV stations, and if Raytheon's poll applied to these 8 million veterans, it would indicate that they would buy 1,100,000 sets in the three-month period.

Tele View of the Week



Hugh A. L. Half, president and general manager of WOAI-TV, first television outlet in San Antonio, Tex., is shown with (left) Congressman Paul J. Kilday of Texas and (right) Mayor Jack White at formal inauguration of the new station on T-Day, Dec. 11.

Philco Appoints Three To New Exec. Posts

Larry F. Hardy has been appointed president of the television and radio division of Philco Corp., it was announced this week by William Balderston, president of the corporation. Hardy will be in charge of all phases of Philco's TV and radio business. He first joined Philco in 1932, representing the corporation in Chicago and the Northwest Division, and then was made v-p and general manager of Simplex Radio Co., a Philco subsidiary.

Joseph H. Gilles, vice-president and a member of the board of directors of Philco, will assume full responsibility for all operations of the division and has been appointed vice-chairman of the division's executive committee. Gilles has served with Philco since 1929.

Frederick D. Ogilby, who previously served as manager of TV sales, has been appointed vice-president—sales of the TV and radio division of Philco. Ogilby will be responsible for the development of the new product lines, as well as head of the sales activities of the division. He has been with the corporation since 1931.

'Ruggedized' Radio Tubes Announced By Sylvania

Radio tubes which will withstand severe vibration and shock, have been specially designed to provide dependable communications service by Sylvania Electric Products, Inc., according to C. W. Shaw, general sales manager of the radio tube division. The "ruggedized" tubes, five of which have already been manufactured, are the first of approximately twenty types being designed. Electrical characteristics and circuit applications of these tubes are similar to corresponding standard types but physical design of tube structures has been modified to assure maximum dependable service life.

To Manage Marketing Service Div. Of GE

L. K. Alexander has been appointed manager of the marketing services division in the General Electric Company's electronics department at Syracuse. Announcement of Alexander's appointment was made by E. H. Vogel, manager of marketing for the department. Alexander will have responsibility for market research activities of the department, will advise on distribution, production and inventory control, and will represent the manager of marketing in coordinating programs for product planning and service. He has been with GE since 1933.

Circle-X Switches To Steatite

The Circle "X" Antenna Corp. announced that it has revised its center block construction by switching from a plastic center to a high frequency steatite center.

ENGINEERS—CONSULTANTS

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PRODUCTION PARADE

TV Table Holds Record Player

A table model TV set and a 45-rpm record-playing attachment may be combined on the same table through the styling of a new television receiver base announced by RCA Victor. The table comes with opposite sides in different finishes to match either RCA's gold-trimmed maroon TV table model (T-121) or the company's 10-inch special anniversary model with simulated wood grain finish, or Model 9-T-256. The record player is accommodated in the center of a shelf divided into three segments which makes room for twelve of the 45-rpm albums at either end.

Burlingame Associates Expands

Burlingame Associates and its affiliate, Brujac Electronic Corp. have moved to larger modern quarters at 103 Lafayette St., New York. New facilities include private and semi-private offices for executives and salesmen, complete accounting department, technical sales and customers service departments, conference and show room, stock and shipping room, and a fully equipped repair and service department, as well as a highly specialized mailing department. Burlingame Associates is one of the country's largest representatives for the distribution of electronics instruments.

L. W. ANDREWS, INC. RADIO CONSULTANTS

219 WHITAKER BLDG.
DAVENPORT, IOWA
Phone 2-7824

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Radio Engineering Consultants

EXecutive 1230
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TELEVISION DAILY

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VIDEO DIRECTORS NAMED BY CBC

TELE TOPICS

AT LEAST ONE NET has established the practice of refunding 75 per cent of rate in case of video failure and 25 per cent if only audio goes out, thus indicating that TV is 75 per cent visual. If more producers would recognize this fact, programming would be immeasurably improved. A case in point is "Easy Aces," which bowed on DuMont Wednesday nite. Format of the show is so restrictive that it provides nothing to attract the eye even though it is on film and thus can embrace a much wider scope than live production. Briefly, it runs something like this: Jane and Goodman Ace are seen seated in a living room watching their TV receiver. Some old films which they are watching are inserted and they talk about them. The talk is very amusing, indeed, but all that is seen for most of the show are tired, dull film clips. Had a video failure occurred at any point during the show, or for the entire quarter-hour for that matter, viewers would have lost nothing whatsoever. As we said before, the Aces' conversation is very funny, but there's really no need to use tele to broadcast conversation. Ace is too good to be bound by such a narrow format; we'd like to see him do a situation-comedy show for TV along the lines of "Mr. Ace & Jane," one of the best AM series ever aired. . . . Produced by Ziv Television Programs, Inc., show is directed by Jeanne Harrison and written by Ace, George Foster, Mort Green and Jack Raymond.

IN AN INDUSTRY that abounds with complications, the station affiliation situation has never been known as a shining example of clarity. Multiple affiliation is the rule rather than the exception, and in virtually every one-station city, the outlet takes programs from all four webs. This has been especially grievous to everyone who has tried to clear station time for a network show. Now, however, ABC has come up with a switch that has brightened an otherwise dull day. The web announced yesterday that as of Dec. 17 it will have two-count 'em—two affiliates in Cleveland. The new affiliate will be WXEL which will carry those ABC shows that WEWS, the web's primary outlet, will be unable to air because of prior commitments. WXEL will be a primary DuMont outlet, while WEWS also has multiple affiliation.

COOPERATING WITH New York's water conservation drive, DuM production chief Frank Bunetta yesterday armed two stage hands with buckets and sent them to the Hudson River to do out enough water for use on tonite's "Hands Of Murder" stanza. Script for this week's edition of the mystery series is built around a murder committed as a result of bootlegging in water.

Rates Still Going Up, Three Stas. Set Boost

Three more stations have issued new rate cards, revised upward, as part of the general industry rate increase prompted by the rapidly growing circulation. Latest to announce rate boosts are KTLA, Los Angeles; WTMJ-TV, Milwaukee, and WWJ-TV, Detroit.

The Detroit News outlet, managed by Harry Bannister, has increased its basic hourly rate from \$500 to \$600, effective Feb. 1. This is an increase of 20 per cent, while the number of receivers in the area, now 130,000, has gone up almost 100 per cent since June.

WTMJ-TV, owned by the Milwaukee Journal and headed by Walter Damm, has issued its sixth rate card although it has been on the air only two years. New card, effective Jan. 1, establishes a basic hourly rate of \$450, an increase of \$100 over the previous rate set Oct. 1.

The new KTLA card, announced by George Shupert, director of commercial operations for Paramount TV, is the station's first in a year. It boosts rates about 20 per cent—to \$600 per hour—while circulation has grown 500 per cent during the past year.

FCC Okays Time Rate

Washington—The FCC yesterday approved a \$395 monthly charge for telephone lines within the city of Rochester for the connection of WHAM-TV to the NBC-television network.

RCA-DuMont Patent Battle Enters Third Round In Court

Wilmington, Del. — The long-standing patent patent battle between RCA and DuMont entered the third round this week when DuMont challenged the validity of certain RCA patents in a declaratory judgment suit filed in Federal Court here.

The complaint denies infringement charges originally brought by RCA and alleges that the RCA patents are invalid "to the extent that they may have colorable relevancy" to equipment of the DuMont organization.

The battle between the two receiver manufacturers dates back to March 22, 1948, when RCA filed suit in Los Angeles against DuMont, Paramount Pictures, Television

Cowan Eng'g Chief Of AT&T Long Lines

Frank A. Cowan, assistant to the general manager of the AT&T Long Lines Department, has been named head of engineering for the department, succeeding Horace H. Nance, who is retiring Dec. 31 after more than 39 years with the Bell System.

The Long Lines Department is the branch of AT&T responsible for TV networking, and Cowan has had broad experience in the engineering of both coaxial cable and radio relay systems.

Cowan started his career with the department in Atlanta soon after graduation from George Tech in 1919. He has been with AT&T ever since and during the war did liaison work between the communications industry and the armed forces.

Bank Renews Newsreels

Boston — The National Shawmut Bank of Boston has signed a long-term exclusive contract with INS-Telenews, renewing sponsorship of the daily and weekly newsreels on both stations operating in this area.

The newsreels are carried by both WBZ-TV and WNAC-TV directly preceding network time, under the title of "The Shawmut Newsteller."

The Bank entered the TV field last year by placing the INS-Telenews daily and weekly newsreels with both stations for complete coverage of the area. The resultant gratifying increases in business prompted the bank to renew for three years.

Productions, Inc., and three DuM dealers, charging infringement of patents. Four days later, DuM filed a declaratory judgment suit in Wilmington. When RCA later sought to add eleven new patents to its California suit, all but two were rejected. The latest DuMont suit, it was said, covers the remaining nine patents.

DuMont's latest suit charges RCA with monopoly and restraint of trade. It further alleges that RCA has misused the nine mentioned patents and other patents owned or controlled in a manner contrary to public policy, as a result of which the patents are unenforceable.

None of the three suits has as yet been brought to trial.

Mutrie And Seguin Set For Toronto And Montreal

Montreal—Fergus Mutrie of Toronto, and Aurele Seguin of Montreal yesterday were named directors of television for the CBC, the first appointments to be made in Canadian television on a full-time basis.

The appointments were announced in a press statement by Dr. Augustin Frigon, general manager of CBC, who said the two radio executives have been assigned to work full-time on development of CBC-TV in Montreal and Toronto.

Alphonse Ouimet of Montreal, CBC assistant chief engineer, will continue to act as co-ordinator of television.

Programs Next Summer

Dr. Frigon said Canada's first television programs will probably be on the air by midsummer of 1951. An earlier start would be impossible, he added, due to the time needed to build transmitters and studios in Montreal and Toronto and to gather and train a television staff.

Both Mutrie and Seguin have recently returned from Europe and the United States, where they made extensive studies of television systems.

Mutrie, Regina-born, is well known on the Pacific Coast in both music and agricultural circles. His father, J. T. Mutrie, has established at Vernon, B. C., one of the largest seed farms in Canada. The Montreal television director has been in radio for 16 years, occupying various positions with CBC in Ottawa, Quebec and Montreal.

Statement By Dr. Frigon

In announcing the new appointments, Dr. Frigon said the CBC has "fairly extensive" plans on hand which will be implemented in the near future. He did not give any details.

Congoleum Picks Up Tab On NBC's Garroway Show

Congoleum Nairn Co., floor covering firm, will sponsor "Garroway At Large" over the NBC web beginning early in February. Contract was placed through McCann-Erickson.

Sale gives NBC a 7-10:30 p.m. sell-out two nights a week — Sunday, when Garroway is aired at 10 p.m., EST, and Tuesday.

Originating in Chicago, program has been on the air since April as a sustainer. Price of the package is said to be about \$5,000.

RADIO DAILY

PLUG TUNES

On Records and Transcriptions
TELL ME WHY
 RYTVOC, Inc.
 1585 Broadway New York 19, N. Y.

"HUSH LITTLE DARLIN'"

Recorded By
 Perry Como Eddy Howard
 Dick Haymes Curt Massey
 Kay Kyser Jerry Falligan
MICHAEL MUSIC CO., Inc.
 1619 Broadway Jerry Johnson
 New York City Gen. Mgr.

You'll LUV this novelty!
IT MUST BE L U V
MANOR MUSIC COMPANY
 1619 Broadway New York City

Nothing Can Stop This!
"FOREVER WITH YOU"
 by the writer of "My Happiness"
FORSTER MUSIC PUB., INC.
 1619 Broadway, New York 19, N. Y.
 216 S. Wabash Avenue, Chicago 4, Ill.

A HIT Is Born!
**"BLUE FOR A BOY—
 PINK FOR A GIRL"**
 Vaughn Monroe on RCA-Victor
Al Gallico Music Co. Inc.
 501 Madison Ave., New York, N. Y.

Revival of a Million Copy Hit!
**"AM I WASTING
 MY TIME ON YOU"**
STASNY MUSIC CORP.
 1619 Broadway New York City

THE OLD MASTER PAINTER

recorded by
 PHIL HARRIS RCA Victor
 RICHARD HAYES Mercury
 DICK HAYMES Decca
 SMOOKY LANSON London
 PEGGY LEE-MEL TORME Capitol
 JACKIE PARIS National
 FRANK SINATRA Columbia
 with others to follow

ROBBINS MUSIC CORPORATION

WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS:**—Bourne Music has two oldies which have bounced back into the musical limelight. . . ditties are the rhythmic "Charlie My Boy" and "I Never See Maggie Alone." . . . ● J. J. Robbins & Sons come with a smash in "Bye Bye Baby," swingy thingy penned by Leo Robin and Jules Styne for the hit musical, "Gentlemen Prefer Blondes," . . . with major platters by Frank Sinatra (Columbia) Guy Lombardo (Decca) Tony Martin (Victor) Art Lund (MGM) and Ray Anthony (Capitol) how can it miss? . . . ● That new platter series of musicals, "Your Melody Parade," emceed by Bob Warren with guests interviewed by Peter Roberts, is delightful listenin' these Sunday noons via NBC. . . ● Handsome Bill Harrington starts a new series of telecasts Tuesday over WOR-TV . . . program will be beamed Tuesdays and Thursdays at 7:15 p.m. . . ● Margaret Truman makes her Gotham concert debut Tuesday when she guestrills on American O! Company's "Carnegie Hall" ABCoast to Coaster. . . ● Floyd Tillman, who penned "Slippin' Around" has given Peer International another potential hit parader in "I Gotta Have My Baby Back." . . ● Roy Stevens' Ork opens at Dailey's Meadowbrook Jan. 6 for 11 weeks with beau coup air time. . . ● Looks like Mutual is more than interested in Gerry Gross' TVehicle starring Bob Houston. . . ● Happy Goday's first plug tune will be (I'm Gonna Paper My Walls) "With Your Love Letters" a torch penned by Teddy Powell and Bernie Wayne. . .

☆ ☆ ☆ ☆

● ● ● With four major platters due to hit the music counters next week, Duchess Music's (There's Something About A) "Home Town Band" is sure-fire . . . waxings include Freddie Martin (Victor) Russ Morgan (Decca) Harmonaires (Columbia) and Art Mooney (MGM). . . ● Sanford Bickart's narration on the Sunday NBTelecasts of Stromberg-Carlson's "Tropic Holiday," is first rate story-telling. . . ● Back in 1932 Arthur Tracey zoomed into prominence as "The Street Singer" and his theme song, "Martha," likewise clicked . . . the number, written by L. Wolfe Gilbert and Moises Simons, has been taken out of the E. B. Marks archives and will be revived . . . look for this fine ballad to repeat. . . ● Dennis James' TV series "Okay Mother" has caught on and currently culls over a thousand letters a week. . . Program, sponsored by Sterling Drugs over the DuMont network, is the first sponsored daytime show to be beamed over a TV network. . .

☆ ☆ ☆ ☆

● ● ● Frances Schillinger's book, "Joseph Schillinger," just published by Greenberg Publications, is a delightful memoir of the late musical genius, whose pupils include most of the country's top-ranking ork pilots, conductors and arrangers . . . entertaining, romantic and anecdotal, the author gives the inside story of modern musical Americana . . . it reveals interesting facts such as Glenn Miller's "Moonlight Serenade" and George Gershwin's "Mine" were developed from exercises they respectfully prepared during their studies with Schillinger . . . tome is a **MUST** for everyone in the entertainment world. . .

☆ ☆ ☆ ☆

● ● ● **ON AND OFF THE RECORD:**—Juanita Hall, of "South Pacific," has a solid bit of wax in her latest Victor record of "Blow Them Blues Away" reversed with "Scarlet Ribbons," . . top side is easily her best effort with effective trumpet support by Billy Moten, who fills a horn like Billy Butterfield. . . ● Columbia comes up with a surprise novelty biscuit in Polka King Walter Solek's fine effort on a novelty titled, "We Don't Make Any Money" (But We Have A Lot of Fun) . . . flip is "Everybody's Polka," . . . made to order for deejays and jukes. . . ● When a Wilkes Barre, Pa. fellow wrote a protesting letter to MBS deejay Bob Poole, "because his office help dropped their work to listen to his programs," listeners to Poole (via WBAX) swamped James Monks with indignant phone calls . . . (Monks—who he? He, man who protested, dat who). . . Eddie 'Gin'

PLUG TUNES

**Wedding Bells Will
 Soon Be Ringin'**
 LAUREL MUSIC CO.
 1619 Broadway New York City

Bing Crosby, Gracie Fields,
 Sammy Kaye, Johnny Desmond,
 Jo Stafford, Doris Day
 Are All On
THE LAST MILE HOME
 LEEDS MUSIC CORPORATION

Making Our Debut With A Hit!
"A NEW SHADE OF BLUES"
 MAYPOLE MUSIC CO.
 22 E. 67th St. New York City
 Phone: REgent 7-4477

I WISH I KNEW
 Should step right out in front—
 Just recorded for RCA-VICTOR
 by DOLPH HEWITT
ADAMS, VEE & ABBOTT, Inc.
 216 S. Wabash Ave. Chicago 4, Ill.

**WHERE ARE
 YOU BLUE EYES?**
 Russ Morgan - Decca 24819
 Merrie Musette - Victor 25-1134
KNICKERBOCKER MUSIC PUB. INC.
 1619 Broadway New York, N. Y.

My Heart Goes With You
 by Thomas G. Mesner
 — ◆ ◆ —
JAMES MUSIC, Inc.
 1650 Broadway Room 709 N. Y. C.

Brand New Novelty!
**"If I Had A
 Million Dollars"**
 (I Would Give It All to You)
TONY PASTOR'S
 Sensational COLUMBIA Record
 #38577
RYTVOC, Inc.
 1585 Broadway New York 19, N. Y.