



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 52

NEW YORK, MONDAY, DECEMBER 19, 1949

TEN CENTS

COSTS OF NATIONWIDE TV ESTIMATED

Newscasts Rate High In Local WOR Survey

News broadcasts now attract more people than during World War II, a WOR survey of average ratings for major radio station news programs during the past eight years in New York has revealed. Pulse ratings for October and November from 1942 to 1949 were used as a basis by the WOR research department.

More people listen to more news on major New York stations than during the early part of the war, the average news program is heard by more families now than in any October and November in the past four

(Continued on Page 4)

Miles Buys Two More; One On ABC, One MBS

Miles Laboratories, of Elkhart, Ind., through Wade Advertising Agency, has purchased two more network segments, one on ABC and the other on MBS, each to be heard five times weekly, Monday through Friday.

For Alka-Seltzer and One-A-Day Vitamins the company has signed for joint sponsorship of Edwin C. Hill's newscasts on the American

(Continued on Page 2)

New Advertising Staff Of Lever Bros. Announced

Lever Brothers' advertising department organization, following the company's move to New York, has been announced by James A. Barnett, v-p in charge of advertising.

Michael J. Roche will continue as general advertising manager. David Ketner is brand advertising man-

(Continued on Page 2)

Xmas Spirit

Alice O'Keefe, chief telephone operator at Benton & Bowles, read an account of Xmas preparations being made by patients at Goldwater Memorial Hospital on New York's Welfare Island in a metropolitan newspaper. In a matter of hours she and the other operators raised, via phone, a total of \$110 from the agency staff for the good cause.

Thirst Quencher

Using the water shortage in New York as a means to attract attention to his station and its coverage in Louisiana, Willard L. Cobb, general manager of KALB, Alexandria, sent a bottle of water to thirsty New York time buyers and other agency executives. The shipment of bottled water was air expressed to Manhattan and the bottles distributed by the station's New York representatives, Weed and Company.

Trustee In Bankruptcy Factor In FCC Ruling

Washington Bureau of RADIO DAILY

Washington — Lawyers here saw the FCC decision of last week in the case of KWIK, Burbank, Calif., as of great possible meaning in the knotty Don Lee Broadcasting System case. Although the Commission ordered revocation of the KWIK license effective January 8, it said flatly that it sees no objection in principle to the assignment of a

(Continued on Page 8)

Tobacco Company Buys "Dr. I. Q." On ABC Stations

P. Lorillard Co. has been signed by ABC to bankroll "Dr. I.Q." over 52 web stations effective January 4, it was announced on Friday. Program was purchased for 52-weeks in behalf of Embassy cigarettes.

"Dr. I.Q." has been on the air for

(Continued on Page 2)

Faught Co. Releases Video Survey—Reports 1,000-Station System Will Cost \$1,740,352,500 Annually

The annual cost of a theoretical nationwide television system comprised of 1,000 stations and 200 satellite transmitters would be \$1,740,352,500, according to a study released today by The Faught Company, Inc., business consultants. On this basis, the report states, a total

(Continued on Page 7)

Special Campaign Set For DeMille Picture

A radio and television spot promotion campaign is being planned in behalf of Cecil B. DeMille's "Samson and Delilah" when it is introduced nationally next month.

The world premiere of the Bible epic will be held on December 21st in New York and Hollywood with Paramount sponsoring a broadcast of the festivities attendant to the first night over WOR and Mutual from

(Continued on Page 2)

Alexander Comm. Head For Tele 'Town Meetings'

Washington Bureau of RADIO DAILY

Washington — RMA announced Friday the formation of a new industry group to be composed of both RMA members and non-members companies, to develop further plans for educational "town meet-

(Continued on Page 4)

Radio Weather Service Planned By Auto Club

Weather and traffic reports for motorists in the Metropolitan area will be broadcast this winter by nine radio stations and two TV outlets in cooperation with the Auto

(Continued on Page 2)

Defends Radio Role In Harvard Speech

Cambridge, Mass. — "The things that are wrong with radio are direct reflections of certain defects in the American way of life," said H. V. Kaltenborn at a Harvard Law School Forum on Friday night. Norman Corwin, Quincy Howe, and James Fly also took part in the discussion which posed the question "What's wrong with American Radio?"

The commentator cited "too much

(Continued on Page 4)

WSB Gives Fax Station To Southern University

Atlanta — WSB has presented a \$13,000 twin - scanner Faximile transmitter to Emory University. The university journalism head, Dr. R. B. Nixon, says the equipment will be used to demonstrate the

(Continued on Page 2)

New Labor Act Will Benefit Broadcasters, Says Doherty

Washington Bureau of RADIO DAILY

Washington—In a statement designed to clarify industry questions regarding application of the new Fair Labor Standards Act, the NAB employer-employee relations director, Richard P. Doherty, said Friday that "largely through the initiative of NAB," broadcasters—stations and networks—"should save many thousands of dollars annually on overtime obligations." He pointed out

that a wide range of talent fees is excluded from overtime calculations, and that the new law also permits employment of minors in radio and television.

Doherty pointed out that "an amendment to Section 7(D) of the Fair Labor Standards Act of 1938 dealing with the calculation of the 'regular rate' of pay, specifically mentions that 'talent fees . . . paid

(Continued on Page 8)

Rescue Service

Syracuse, N. Y.—A listener's tip, telephoned to radio WSYR, led State Police and National Guard officials to the wreckage of a missing P-47 fighter plane some 43 miles south of the city this week. The listener, whose farm is located a short distance from the patch of woods where the wreckage was found, heard WSYR tell of the missing plane.



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CHICAGO BUREAU
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FINANCIAL (December 16)

Table with columns: High, Low, Close, Net Chg. Rows include ABC, Admiral Corp., Am. Tel. & Tel., CBS A, CBS B, Philco, Philco pfd., RCA Common, Stewart-Warner, Westinghouse, Westinghouse pfd., Zenith Radio.

Table with columns: Bid, Asked. Rows include DuMont Lab., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit).

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Radio Weather Service Planned By Auto Club

(Continued from Page 1) Club of New York, it was announced yesterday. The auto club has arranged to check road conditions with highway police, tunnel officials and others in the area and supply the bulletins to the broadcasters.

This year field reporters equipped with two-way radios will roam the area and supply special information. The system will function during the holidays and when weather conditions are bad.

The radio line-up includes WCBS, WNBC, WOR, WJZ, WNEW, WMCA, WQXR, WMGM, and WINS. The television stations are WABD and WPXI.

COMING AND GOING

H. V. KALTENBORN, commentator on NBC, is in Cambridge revisiting his Alma Mater, Harvard University. Yesterday he addressed the Free Enterprise Society on the subject, "Our Divided World."

MURRAY S. LEVINE, president and founder of the New York Committee on Atomic Information, tomorrow will leave for Florida to be interviewed on stations in Miami and Miami Beach.

FRANK NOVAK, creator of Goodyear's "Hook 'n' Ladder Follies" in 1945 and the present simulcast, "Main Street Follies," off by plane for Toledo, Ohio, where next Friday he'll supervise a full-hour program over Mutual sponsored by the Leader Department Stores.

DON SYLVIO, orchestra leader, is back from Chicago and has resumed his baton work at Bill Bertolotti's.

MARY C. WILSON, of the "Meet Mary" program on WTTM, Trenton, N. J., is back at the station following a two-week trip through the Scandinavian countries.

CHET HUNTLEY, West Coast newscaster for CBS, is back in Hollywood following a six-week tour of Europe.

KEN MURRAY, started on CBS-TV, has left for the West Coast to spend the Christmas holidays. He'll be back Dec. 29 in time to make final arrangements for his new video series, which is scheduled to make its bow Jan. 7.

A. F. MARTIN, JR., general manager of WKPT, affiliate of NBC in Kingsport, Tenn., was in conference yesterday with station relations executives of the web.

ARTHUR WHITNEY, staff writer for the Herb Sheldon show on ABC, off by plane for Miami, where he'll spend the week-end. He wrote the show ahead for this period.

STERLING FISHER, manager of the public affairs and education department at NBC, on Monday will be in Louisville, Ky., to attend the University of Louisville's conference on Home-Study-Education-By-Radio courses, which are conducted in conjunction with NBC programs.

Miles Buys Two More; One On ABC, One MBS

(Continued from Page 1) network from 7-7:05 p.m., starting Jan. 2.

Additionally, the firm has bought on the Mutual network the last 15-minutes of the "Ladies Fair" program presided over by Tom Moore. The half-hour show is heard from 2-2:30 p.m. Approximately 410 Mutual stations will be used, starting on or about Feb. 6. The Miles product to be advertised on this program has not yet been chosen.

Special Campaign Set For DeMille's Picture

(Continued from Page 1) 8:00 to 8:30 p.m. WABD in New York will televise the opening of the picture.

The movie will be shown nationally after January 20 in more than 20 cities with radio spots and 30-second TV trailers being run in the areas. The agency handling the promotion is Buchanan & Co., Inc.

Jones Leaves Agency; Keck Takes His Post

Chicago—William E. Jones, director of radio and television at Henri, Hurst & McDonald, Inc., in Chicago, for the past six years, has resigned effective Dec. 31, to operate as an independent program package producer and consultant in radio and television with headquarters in Chicago.

His successor will be John Scott Keck who has been associated with NBC for several years. Keck, Recording Manager of NBC, also functions in several other capacities for the network, particularly as a radio director for several advertising agencies including many agency radio departments not prepared to meet the creative needs of their clients. He will officially begin heading up the radio and television department of HH&McD on Jan. 3.

New Advertising Staff Of Lever Bros. Announced

(Continued from Page 1) ager for Surf, Lifebuoy and Swan while Paul Laidley, Jr. will be an assistant for these brands. George B. Smith will be brand advertising manager for Rinso, Spray and Breeze with William Scully as the assistant for the accounts. Howard Bloomquist is the brand advertising manager for Lux Toilet Soap, Lux Flakes and Silver Dust. Stephen Witham is assistant manager.

George T. Duram is media director and is assisted by John P. Doyle and Richard Dube. John R. Allen fills the new post of television manager.

The department is temporarily located at 80 Varick Street pending completion of the new Lever Building in New York.

WSB Gives Fax Station To Southern University

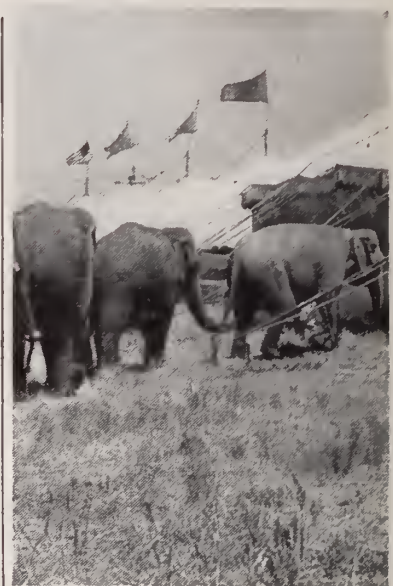
(Continued from Page 1) medium to students and to experiment with the transmission of various type-faces. The presentation was made by John M. Outler, Jr., station general manager.

Tobacco Company Buys "Dr. I. Q." On ABC Stations

(Continued from Page 1) 11 years with Lew Valentine starred in the title role. Program time is 8 to 8:30 p.m., Wednesdays. Agency is Geyer, Newell & Ganger, Inc.

SESAC Plays Santa

SESAC, Inc. for the last month has been sending as a special Christmas gift to all of their subscribers, bonus releases to build up substantially the number of tunes in the SESAC Library. The last of these bonus shipments go out this week which will bring up every subscriber to more than 2,500 numbers at the present time.



They work for peanuts

Always a big attraction at the circus are the performing elephants. But they do a lot of hard work for their owners, too. And they do it all for peanuts.

Sounds like a story about W-I-T-H. It's a big attraction for listeners and advertisers in the rich Baltimore market. And W-I-T-H works for you like a Trojan—for peanuts!

Yes, for very little money you can do real big things on W-I-T-H. For W-I-T-H delivers more listeners-per-dollar than any other station in town.

So, if you want to make your advertising dollar go far in Baltimore, buy W-I-T-H. Your Headley-Reed man will gladly give you the whole story.

AM W I T H FM Baltimore 3, Maryland TOM TINSLEY, President Represented by Headley-Reed

Effective January 1, 1950



with
ALL THE HOTTEST HOOPERATED PROGRAMS



bringing

you a Loyal Audience that
annually spends more than
HALF A BILLION DOLLARS
in KOOL's retail area.



Key Station of the
Radio Network of Arizona.

KOOL, Phoenix
KCKY, Coolidge
KOPO, Tucson

100% coverage of Arizona's
richest area comprising 75%
of the State's population.

5,000 WATTS DAY AND NIGHT 960 KCs

NATIONAL REPRESENTATIVES

George P. Hollingberry Co.

NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • ATLANTA

Newscasts Rate High In Local WOR Survey

(Continued from Page 1)

years and the average rating for all 15-minute newscasts currently tops the average for comparable months in all the war years, according to the survey.

The survey made in the two-month period included only 15-minute newscasts aired by the four major New York stations and omitted commentators. Average ratings for quarter-hour newscasts were 19 per cent higher in 1949 than in 1942, the survey showed. Because of the increase in radio families, the research department said, ratings of 1946 were even lower when compared to those of 1949.

The survey showed WOR as "New York's most listened-to station for news" attracting 44 per cent of the total audience listening to major-station newscasts in New York.

Alexander Comm. Head For Tele 'Town Meetings'

(Continued from Page 1)

ings" of television dealers. At a meeting in Chicago last week. Chairman George M. Gardner, of the RMA's set division, appointed representatives from nine leading companies to constitute a new planning committee for the proposed "town meetings" of television dealers.

A. T. Alexander, of Motorola, chairman of the RMA's service committee, was named chairman of the new committee. Companies to be represented on the committee by executives of the sales, advertising, accounting and service departments include the following: Admiral, DuMont, Emerson, General Electric, Motorola, Philco, RCA, Stromberg-Carlson and Zenith. Chairman Stanley H. Manson of the RMA's advertising committee, also will be a member.

Original plans for the television dealers' meetings, prepared by the RMA "town meetings" committee with the aid of Howard Browning, committee consultant, proposed TV distributor-dealer meetings in 60 principal cities for presentation of four 20-minute films on major subjects to assist dealers. The new industry committee will further study these plans toward development of a more definite program underwritten by set manufacturers in cooperation with distributors.

A meeting of the new planning committee within the next few weeks is planned.

Texas Snow Storm

A flurry of Texas "snow" scattered in a publicity release from "San Antonio's Santa Claus Station." KITE temporarily blocks traffic on agency desks. The item gives the reader a view of Santa's activities on his way to San Antonio as covered by KITE, in addition to the simulated snow.



Man About Manhattan...

● ● ● WEEK-END CUFF NOTES: Watch for a new commercial switch next spring when radio stations begin plugging their programs via TV. . . . FCC is already receiving squawks about New York having so many top-powered stations. (Complaints from station ops in N. J. and Conn.) . . . Kay Roberts no longer with Mildred Fenton and operating on her own now. (Aside from handling top personalities, Kay is also working with the Finnish government on a series of radio and TV shows depicting the life and times of the people of Finland.) . . . Radio Mirror's "What's New From Coast to Coast" col'm now being penned by Marie Haller. . . . Dick Linke left Sammy Kaye to go into the publicity biz on his own. . . . Aside to Cathy Mastice: Didja know that the Shiek Abdullah, Prime Minister of Kashmir, made the Music Hall one of his first stops here just to catch your warbling? . . . Ditto to Henry Morgan and Don Ameche: The Morgan the Merrier sounds like a natural for television. . . . According to Hert Stein, a virus is simply a common cold handled by MCA.

★ ★ ★ ★

● ● ● Nat Abramson, pioneer in booking cruise entertainment for 25 years or more, has fallen for his own ballyhoo, it seems, about those wonderful 17-day West Indies cruises handled the Holland Line. Nat hopped aboard the Nieuw Amsterdam Sat. nite with a fistful of top radio personalities, among them Georgie Price and Sid Gary, for a holiday jaunt down among those romantic moonlit isles, as the travel folders put it.

★ ★ ★ ★

● ● ● THE MORNING MALL: "Dear Sid," writes "A Regular Reader." "Just want to get something off my chest that's been there for a long time. Nothing serious, mind you. Just that it gripes me when a good show turns a little bad when it latches onto a sponsor. I'm thinking specifically of 'Life With Luigi.' Used to be just about perfect from every angle, but with a sponsor just around the corner, what happens? In a word, the whole thing is jazzed up. Everybody tries to please more than ever—especially the audience. Poor Luigi can't so much as open his mouth, but the over-obliging audience is rolling in the aisles. Sounds phoney to me and detracts from the essential humor of the sketch. Another example is 'Duffy's Tavern.' As a sustainer, it was terrific because it was unpretentious. Came the sponsor, and all of a sudden we heard the 'Tavern' ushered in with a full-size orchestra. Again, everybody tried too hard. I'm not blaming the sponsor. If the show proved itself to be good enough to buy, I should think the sponsor would be content to see it continue along the same lines. Maybe the producer is to blame. With the extra dough, he thinks it's necessary to glamorize the show with more brass, more oomph, more audience-response. In a word, it seems to me that when a program is in the sustainer stage, emphasis is on originality and workman-like showmanship. Sponsored, it becomes forced into the conventional glittery showcase, which is too bad. Thanks for listening."

★ ★ ★ ★

● ● ● The U. S. Coast Guard will present an all-star variety Christmas show on CBS (10:30 p.m.) tomorrow nite, with Robert Q. Lewis as emcee. Other stars who will appear are Peggy Ann Garner, Earl Wrightson and Francey Lane. The 29-piece Coast Guard Academy band and the Cadet Glee Club will be featured under the direction of Warrant Officer George H. Jenks. Program also marks the 20th ann'y of the founding of the present site of the Coast Guard Academy located in New London, Conn. Show will be produced by Geo. F. Foley, Jr., and directed by James Lister.

Defends Radio Role In Harvard Speech

(Continued from Page 1)

material emphasis, too little time to do things well, too much concern with easy popularity and quick results" as examples of the defects. However, Kaltenborn said there are many more good things on the air than people realize.

"The war did a lot to help radio grow up," he continued. "It was faced with serious responsibilities and measured up to them. Radio did a patriotic job, a conscientious job, and sometimes a distinguished job."

"Much of the current criticism of radio programs is ineffective because it lacks discrimination or is totally unfair," he pointed out. Kaltenborn asked why people shouldn't be more discriminating in choosing what they wanted to hear rather than turning their set on at any time.

As for FCC regulation of stations, Kaltenborn said "I would always rather have a regulatory body do too little than too much." He added that under radio law "radio stations have a definite obligation to the public."

Television has taken the place of radio as the "whipping boy" and people are less critical of radio now, Kaltenborn said. As for the future of radio, he commented that "radio is considered by many as a dying or an obsolescent medium. Personally, I don't agree."

Kaltenborn spent two days at his alma mater and in addition to the discussion, addressed The Free Enterprise Society at Harvard on Thursday evening.



KALTENBORN

Derr Gets New Post In CBS Sports Dept.

John Derr has been named associate director of sports for CBS effective Jan. 1, Davidson Taylor CBS vee-pee, announced on Wednesday. Derr has been assistant to CBS sports director Red Barber since April, 1947.

Derr's newly created position calls for his giving up broadcast camera direction for which he was previously responsible but he will continue supervisory work with all kinds of radio and TV sports programs.

Taylor said that Derr's appointment "is another result of the recent integration of CBS radio and TV public affairs" and pointed out that the web's activities in these fields called for a full time administrator to handle the increased operational duties.

How will they look to YOU a few years from now?



Your wife's eyes: What will you read in hers when she asks whether you can afford that modest cottage that's for sale?



Your boy's eyes: What will you see in his eyes the day he asks whether you can afford to send him to college?



Your own eyes: What will the mirror tell you about them when it's time to retire, and take things easier?

There's no better time than right now to sit back and think what *you* will see in your family's eyes a few years from now.

Whether they glow with happiness or turn aside with disappointment depends, to a very large extent, upon what you do *now*.

So plan *now* for that home you plan to buy eventually . . . set aside money *now* for his college education . . . plan *now* for the day you can retire.

Decide now to put part of your salary, week after week, year after year in U. S. Savings Bonds, so

that you will have the money for the *important* things you and your family want.

Insure your future by signing up on the Payroll Savings Plan where you work, or the Bond-A-Month Plan where you have a checking account. Chances are you won't miss the money now, but you certainly will a few short years from now if you haven't got it!!

P. S. Remember, too, that every \$3 you invest now in U. S. Savings Bonds returns \$4 to you in just ten short years.

Automatic saving is sure saving — U.S. SAVINGS BONDS



THIS SPACE CONTRIBUTED BY RADIO DAILY

AGENCIES

MARFREE ADVERTISING CORPORATION has just been engaged by the following companies as radio advertising agency; Dean Ross Piano Course, New York City; The House of Goddard, Chicago; Midway Radio, Kearney, Neb.; Foto Magic Co., Chicago; Salvit Corporation, Jersey City, N. J.; Galgano Distributors, Chicago, and Mercury Life and Health Co., San Antonio, Texas. Account executive for House of Goddard, Galgano is Alvin Eicoff of the Marfree Chicago office. The account executive of the other accounts is Barnett Friedenber of the New York office.

ANTARA PRODUCTS of General Aniline & Film Corporation, have appointed R. T. O'Connell Company to handle the advertising of their bulk detergents, Carbonyl Iron Powders and Chat.

PRECISION FILM LABORATORIES, INC. New York, have appointed J. M. Hickerson Inc. to handle advertising and publicity, effective January 1, 1950.

WNEB, WORCESTER, MASS., is now represented by The Bolling Company, Inc., New York, Chicago, Hollywood and San Francisco. WNEB, a full-time independent, has been on the air since December 16, 1946.

NEIL O'BRIEN is joining the Radio-television commercial division of the copy department, Kenyon & Eckhardt, Inc. For the last six years, he has been an independent movie writer and producer and, prior to that, was associated with Ruthrauff & Ryan in their radio commercial and production departments.

GEORGE A. VOLZ, account executive, has been elected a vice-president of Gardner Advertising Company, St. Louis, by Gardner's board of directors. Announcement of the election was made by Elmer G. Marshutz, president of Gardner.

HENRI, HURST & McDONALD, INC., Chicago, on January 3 will officially open new offices in the La-Salle-Wacker Building at 121 West Wacker Drive. The agency will occupy the entire 24th, 34th and 35th floors.

THE DIAMOND MOTTO CO., Lexington, Ky., has appointed Associated Advertising Agency Inc., Dixie Terminal Bldg., Cincinnati, Ohio, as advertising counsel. "P.I." radio and television and mail order magazines will be used.

* For Jingle-Cartoon
* **TV SPOTS**
* Call
* **KISSINGER**
* **PRODUCTIONS**
* JU 6-5572 1650 B'way, N. Y. C.

★ THE WEEK IN RADIO ★

Baseball In Spotlight. . .

By **BILL SILAG**

MAJOR league baseball's realignment of broadcast policy will not affect broadcast of major league games except to prohibit airing of major league games in minor league towns only while professional ball games are in progress in those towns. Actually, the new policy, arrived at in conference with a U. S. Department of Justice decision, will probably increase the number of hours devoted to baseball play-by-play descriptions via the airwaves. The Justice Department decision affects both AM and FM but not TV.

The National League's decision to let individual clubs in the league make their own deals for transmitting major league games in minor league towns, knocked into a cocked hat "exclusive" proposals which had been advanced to organized baseball by major networks. Mutual is known to have offered such a proposal and other webs were also said to have been negotiating.

David Sarnoff, RCA chairman of the board, stressed radio's role in the "struggle for peace" in a speech before the UN and Byron Price, ex-chief of the Office of War Censorship, turned down President Truman's offer of an assistant secretary in the State Department.

Robert Kintner, ABC vee-pee, unloaded 20 per cent of his ABC stock, a total of 12,000 shares. . . Pat Weaver, NBC vee-pee in charge of TV, was named chairman of the advisory committee of the American Heart Association's 1950 Campaign. . . Harold Fair was appointed program director of WHAS, Louisville. . . and Charlie McCarthy led Pacific Coast Hooperatings with 35.9.

The Supreme Court indicated that the FCC needed more power in its (the Court's) discussion of the WGST case and prospects were said to be for a much sterner administration of the Communications Act. Meanwhile, during the week, the FCC heard arguments on a petition by Hogan Laboratories, Inc. to amend FCC rules governing facsimile transmission and refused a WJZ, New York, request to remove KOB, Albuquerque, from the 770 kc. band. The Commission also decided to set a complete photovision hearing for next month.

Twenty-two CBC stations contracted with the Wm. Wrigley Jr. Co. Ltd. to air a 13-week test of the "Cisco Kid." . . Hudson Motor Car Co. signed for spot plugs for the new Hudson Pacemaker over 800 stations. . . V.I.P., Inc. announced a radio package exchange, sans talent, for local stations. . . and Elliott Roosevelt and Morgan Jones formed an AM-TV package firm in New York.

McCann-Erickson, Inc. appointed four women vee-pees in one fell swoop. . . Columbia Records, Inc. named Jeff Wilson to be general sales manager and Ken McAllister as director of advertising. . . and Eldon Park, Crosley vice-president, died.

The ILGWU appealed to the FCC

for permission to buy WINS, New York, in the interest of "better public service. Generoso Pope had asked the Commission for permission to convert the 50,000 watt indie to a foreign language station and to change Generoso owned WHOM to an English language operation. Pope's offer of \$512,000 for WINS was matched by the garment workers.

CBS signed up more than \$14,000,000 in year-end renewals and new programming to commence immediately following Jan. 1. . . Philco announced that earnings in the last three months of the year are expected to surpass total earnings for the first nine months. . . and the \$350,000 Pillsbury promotion of its Grand National Recipe contest was adjudged a "tremendous success."

President Truman was scheduled to address the nation over major webs on Xmas Eve. . . Lee Bland was appointed WCCO, Minneapolis-St. Paul, program chief. . . and Lewis H. Avery was elected prexy of the National Association of Radio Station Representatives while T. F. Flannigan was chosen to succeed himself as managing director of the spot sales organization.

The Capital Broadcasting Co., recent purchasers of WOL and WOL-FM, sold WWDC and WWDC-FM to the Peoples Broadcasting Co. of Columbus, Ohio, for a reported \$125,000 subject to the approval of the FCC, and Mutual's board of directors met in Chicago to discuss, among other things, the formation of a TV network.

The Advertising Council's Board of Directors, also meeting in Chicago, urged a stepped-up program of public enlightenment by business. . . Don Lee picked up KOY, Phoenix; KTUC, Tucson; and KSUN, Bisbee, Ariz., all of which were recently refused affiliation franchise renewal by CBS. . . and NBC and CBS announced plans for Xmas bonuses to all employees of a year's standing.

Arthur Godfrey swept the Cleveland Plain Dealer's radio popularity poll with three firsts. . . "Lux Radio Theater" was in top spot in national and Pacific Coast latest Nielsen Ratings. . . Gillette signed to sponsor back-to-back football bowl games over MBS on New Year's Eve day. . . and WLIB, New York, made a strong bid for Negro audience with scheduling of new, especially directed programs.

Wrong Identification

Walter Kiernan, ABC and WJZ newsman, humorist and early morning disc jockey was erroneously identified in a display photo released by an ABC affiliate as Boris Karloff. Karloff's picture caption was also wrongly identified but he missed being labeled as Kiernan. Kiernan's comment was "and I thought that was a good picture of me."

The Mailbag

Sorry, Mr. Strouse

"Misleading heading on your WWDC story Dec. 15th issue has caused us considerable embarrassment. Story itself is correct, heading incorrect. WWDC's physical facilities sold to Peoples Broadcasting Co. who will use WOL call letter if FCC permits. WWDC will operate with 5,000-watts on 1260, WOL's former spot, our having recently purchased WOL facilities from Cowles. In other words Cowles is out of Washington picture, WWDC increases to 5,000-watts and Peoples probably with WOL call letters takes over 1450."

Ben Strouse,
General Manager, WWDC
Washington, D. C.

Congratulatory Messages Received By KOA, Denver

Congratulatory messages on KOA's 25th anniversary broadcast on Thursday, December 15, kept the station on the air for one-hour-and-a-half past its sign-off time. Announcer Starr Yelland was set to wind up the day's broadcasting at 11:55 p.m. when the deluge started. Phone calls from 24 states came in before the station finally called a halt at 1:30 a.m.

Canada Included

The KOA switchboard was holding six calls during the peak hour as Yelland continued his show. Three cities in Canada and states from coast to coast sent their congratulations.

The first call from Texas came in collect and Yelland told the man he didn't have the authority to accept it. Another, from Cuero, Texas, followed immediately. This one was paid for and the man apologized on behalf of the Lone Star state, saying that Texans had enough money to pay for their own calls.

Ohio 'U' FM Station Gets FCC Approval

Columbus, Ohio—The operation of a 14-kw FM station at Ohio State University has been approved by the FCC, it was announced by Robert C. Higgy, director of WOSU, the university's 5-kw AM voice. The station will operate on a frequency of 89.7 megacycles and will duplicate the AM station's programs. Higgy says an extension of the sign-off time from the present 6:15 p.m. close to 7:30 p.m. is contemplated in January.

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SECONDS COMM'L SPECIALIST

Adv. Mgr. to buy time, write comm'l's for mail & phone response.

Box #293
RADIO DAILY
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TELEVISION DAILY

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COSTS OF NATIONWIDE TV STUDIED

TELE TOPICS

SIX DISTINGUISHED GENTLEMEN, all with responsible positions in the field, spoke very frankly about programming and production at the ATS meet last week. What they had to say is not new. Each of them has expressed the same ideas many times in the past and similar thoughts have been put into print by virtually every reviewer in the business. But the problems they discussed are so important that they should be constantly repeated until they are eliminated. In essence, the six speakers agreed that a good script is the heart of a program and without this solid foundation all production techniques and tricks have no value. They said also that the writer who can turn out a good video script is a rare specimen and that there is a shortage also of other truly creative personnel. The speakers, all especially qualified, were: Tony Miner and Jerry Danzig, of CBS; Charles Brown, of Masterson, Reddy and Nelson; Jim Caddigan, of DuMont; Burke Crotty, of ABC, and Henry White, of World Video.

MINER, PRODUCER OF "Studio One" and "The Goldbergs," said that script and the preparation that goes into it constitute the fundamental production problem. "The script itself will impose what you use or don't use" in the way of production effects, he said, adding that TV writing is perhaps the most difficult of all. . . . White, president of the package house that produces the Peabody Award winner, "Actors Studio," said, "We're absolutely at the bottom of the barrel for writers." There is a constant search for new writers going on, he said, and if they are not found, TV will make the same mistakes as radio and the movies. White introduced what was to become a recurrent note in the discussion when he said that TV must develop inexpensive program formulas or else it would "run out of sponsors." The industry, he added, must attract those advertisers with budgets in the million dollar or under class.

CROTTY SAID THAT the major problem today is a "lack of imagination," citing the innumerable carbon copies of every successful show. There are too many "mechanics" in the field, he said, and not enough creative directors, defining a "mechanic" as one who can direct cameras but not people. . . . To help beat the script problem, Caddigan said, DuM has created teams of writers and directors working together on a show. Pointing to his web's daytime shows, he said that good programming has been developed at a reasonable, saleable cost. . . . Brown urged that creative men be paid more and given more importance instead of being moved to exec. jobs.

Analysis By Fought Co. Puts Annual Cost For 1000-Station System At \$1,740,352,500; Sees Box-Office TV As Supplementary Service

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of \$80 billion in new business would be necessary to pay the TV bill, calculated on the percentage of total dollars spent on advertising in 1948 —2.1 per cent.

The 101-page report, written by Dr. Millard C. Fought, does not hold that TV will substantially reduce ad budgets for other media in the long run. "If television really justifies itself as an advertising medium," it states, "it should so add to the total national income as to stimulate more new advertising dollars than it will steal from other media."

Conclusions Itemized

Other conclusions in the study include:

(1) "The inexorable laws of profit and loss, rather than potential usefulness will set the iron curtains of limitations on television's future if it follows the pattern of radio.

(2) "Only a small portion of TV's total potentialities will be realized if the economics of advertising must alone shoulder the heavy costs involved.

(3) "In the desperate effort to overcome these costs, compromises in programming and elsewhere will force television to reach a level of inadequate mediocrity, as compared to its potentialities.

(4) "The FCC may ultimately force the telecasting industry to provide rural area coverage as a public service obligation in return for li-

censes in the more profitable metropolitan centers.

(5) "As part of the 'cost compromising' radio stations and television stations will combine and operate as combination radio-video stations.

(6) "The pressure will steadily intensify to find other sources of revenue to help advertising bring television to its ultimate fruition."

Fought contends that a system of box-office TV, "besides building bigger audiences and thus heightening TV's advertising uses," has several advantages. Such a supplementary system, he said:

Says Hollywood Would Benefit

"Would enable Hollywood to increase its own box office take from the movies by one million dollars per day, plus another half million per day of income to the television transmitting stations and the telephone companies.

"Would make possible '\$25,000,000 gates' for such sports spectacles as the World Series, the Rose Bowl, the Kentucky Derby, etc.

"Would offer a potential new solution to the 'tuition crisis' in our colleges and universities by taking up where the correspondence school's leave off in selling almost every kind of education via television.

"And possibly even bring church services to folks who can't seem to get up and dressed early enough on Sunday morning."

October Tube Sales Up 100%; Large-Picture Trend Strong

Washington Bureau of RADIO DAILY

Washington — October sales of cathode-ray tubes for TV receivers increased more than 100 per cent over the sales average for the third quarter of 1949, RMA revealed on Friday.

October report marks a change from quarterly to monthly compilations of TV picture tube sales by the RMA tube division. October sales of television receiver-type cathode-ray tubes totalled 456,375 units valued at \$11,719,674, compared with a third quarter monthly average of 216,274 units valued at \$5,718,150, or increases of 111 and 105 per cent, respectively.

The trend toward larger picture screens was further emphasized as it was reported that more than 48 per cent of tubes sold to equipment

manufacturers were 12 through 13.9 inches in size; tubes nine through 11.9 inches accounted for 30.8 per cent of the total and tubes above 14 inches for 17 per cent. Tubes smaller than six inches and six-through-8.9 inches amounted to only 3.4 per cent. Projection-type cathode-ray tubes represented .02 per cent of October sales.

TV receiver-type cathode-ray tube sales totalled 2,585,585 units and \$73,959,136 during the first 10 months of this year with 2,423,589 units and \$69,352,495 representing sales to set manufacturers in the period. Sales of all other types of cathode-ray tubes, including oscillographs, camera pick-up, etc., amounted to 5,880 units valued at \$318,509 in October, according to RMA.

Magnavox In Plunge To Air Holiday Film

Magnavox will make its initial use of TV time on Christmas when it sponsors a 30-minute filmed version of Dickens' "A Christmas Carol" on 22 stations across the country. Campaign is being handled by the Maxon agency.

Produced by Mike Stokey and Bernie Ebert and filmed at the Jerry Fairbanks studios in Hollywood, program features Vincent Price as narrator, and Taylor Holmes as Scrooge, with a cast of eighteen.

In nearly all of the 22 cities, the film will be carried on Christmas Day in the afternoon or evening.

Kine Repeat Planned Of Thanksgiving Show

Chicago—The Elgin American Division of the Illinois Watch Case Company will sponsor a kinescope recording of their all-star one and a half-hour Thanksgiving Day show over 14 NBC television stations. The show will be aired this week over a non-interconnected web.

Program, which was aired live originally, features Milton Berle, the Ritz Brothers, Frances Langford, Phil Regan and emcee George Jessel. Max Liebman produced the program.

Gene Hoge, NBC midwest sales manager, announced the unique deal here. Agency is Weiss & Geller.

BBD&O Named Agency For Luckies TV Account

American Tobacco Co. announced Friday that N. W. Ayer & Son has withdrawn as agency for Lucky Strike TV advertising and that the account has been switched to BBD&O, which handles all other media for the brand. As previously reported in RADIO DAILY, BBD&O's first show for Luckies will be an hour-long dramatic series with Robert Montgomery.

Morse Joins WOIC

Washington — Appointment of Joseph C. Morse as art director of WOIC was announced yesterday by program manager James S. McMurry. Morse formerly was with Creative Arts, a commercial art studio, the Washington Daily News, and the State Department.

Labor Act To Benefit Industry—Doherty

(Continued from Page 1)

to performers, including announcers, on radio and television programs are excluded from the average hourly earnings upon which overtime is based.

Overtime Exclusions Listed

"Section 7(D) as amended, also excludes from overtime calculations such forms of compensation as: (1) sums paid as gifts at Christmas time, or on other special occasions, as a reward for service; (2) payments for periods when no work is performed due to vacations, holidays, sickness, etc.; (3) payments made pursuant to a *bona fide* profit-sharing plan; (4) contributions made by employers to certain types of health and welfare funds; (5) extra compensation provided by a premium rate for work outside of an employee's regular working hours and for work on holidays or on the sixth and/or seventh day of the work week.

"This process of specifically defining the terms, 'talent fees' and 'performers' is already under way. It is expected that the final definitions of the terms which will be handed down by the Wage and Hour Administration before the law becomes effective on January 25, 1950, will satisfactorily apply to the majority of broadcasters' overtime problems in so far as talent fees are concerned. If this objective is accomplished, it will be the first time since 1938 that broadcasters will have had a realistic application of wage-hour regulations to these overtime problems.

"The Wage and Hour Administrator recently has issued tentative regulations which also afford substantially broader exemption coverage for broadcast personnel. Under these proposed yardsticks, the administrator would regard sports-casting, master of ceremonies work, man-on-the-street interviewing, farm, fashion and home economics broadcasting, special events broadcasting and similar types of announcing, as professional work. This is especially true where the element of 'ad lib' or creative broadcasting is involved.

"Also affecting some broadcasters, especially in rural areas, will be the new 75 cents per hour minimum which becomes effective on January 25, 1950. After this date, all non-exempt employees must be compensated at a rate not less than this statutory minimum. Furthermore, all non-exempt employees must continue to be paid overtime after 40 hours per week, at the rate of time and one half the regular rate of pay.

Includes Part-Time Employees

"This applies to all radio station personnel including part-time employees. The only exception involves messengers, learners and handicapped employees. But in regard to these classifications, they may be paid less than the statutory minimum only on receipt of a special

California Commentary

By ALLEN KUSHNER

● ● ● Jack Bailey opens 1950 headlining three shows, "Comedy of Errors," which opens Christmas Eve on Mutual; a teevee version of "Queen for a Day," beginning a test run on Los Angeles' KTSL, January 5th, and his five-a-week Mutual "Queen" show.

Hollywood . . . Within two weeks CBS will audition an air-show created by Cy Howard and Parke Levy titled the Professor and Mrs. O'Reilly, starring Hans Conreid and Gloria Gordon. Howard will produce and Levy will direct and edit. . . . John Brown has been signed as a regular on the Fanny Brice show, playing Mr. Weemish. . . . Curt Massey, CBS singing star, may have his own teevee show shortly after the first of the year. He auditioned this week with Country Washburne's orchestra for one of the country's largest auto companies. . . . Carlton E. Morse's "One Man's Family" has been picked up for an additional stanza on NBC marking the 70th renewal of contract option since the airtimer made its debut on the network 17½ years ago. Show is heard on the west coast every Sunday at 12 noon. . . . Jimmy Wakely plays the Coliseum, Fort Worth, New Year's Eve and on Jan. 1 will appear at the Sportsatorium at Dallas. Wakely will then leave on an Eastern good-will tour for Capital records during which he will appear at record stores and on disc jockey shows. . . . Frank DeVol and his orchestra will make a coast-to-coast vaude and concert tour next summer, playing Chicago, Boston, Philadelphia, Baltimore, etc. teeing off in Dallas in July. . . . Tommy Dorsey has gone back to New York to make records for RCA Victor and transcriptions for Standard before taking his annual Christmas vacation. His TV plans are very hush-hush. . . . Burl Ives is cutting a series of transcriptions for the January March of Dimes Campaign. . . . Teddy Hart is shopping for a big-name comedy femme to play opposite him in the domestic comedies television series he will produce.

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● ● ● J. Carrol Naish, star of "Life With Luigi" is vacationing in Palm Springs while "Annie Get Your Gun," MGM picture is closed down due to the illness of Betty Hutton. Naish comes in to Hollywood on Tuesday when "Luigi" airs over CBS. . . . Bill Boyd "Hopalong Cassidy" and NBC have signed a television deal which saw a million dollars change hands, from NBC's coffers into Boyd's pocket. . . . Jack Carson, appearing in a benefit at Oakland, Calif., raised \$28,000 for the Elks Charity Funds. . . . Despite seeming inactivity, there is great commotion behind the scenes between BS and Lum and Abner anent the latter pair's future in television. It now looks as though the rural comics will be first of Hollywood's major radio contingent to break over the traces and go TV in a big way. . . . Peter Potter's annual Popularity Poll is in full sway, and will continue throughout the month. Each year at this time, Pete asks his listeners to select the top band of the year, the most promising band, the top male vocalist, the top female vocalist, the top vocal group, and the top song.

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● ● ● One of the biggest teevee contracts yet drawn up has been signed, sealed and delivered for two motion picture stars. The contract calls for characterizations in 364 television films, 52 a year for seven years. The stars are Duncan Renaldo and Leo Carrillo. Philip N. Krasne, motion picture producer of the Cisco Kid films for United Artists and John Simm of the Frederic Ziv Co., controlling the radio rights to the Cisco Kid stories, extended the contracts to Renaldo, who plays the role of the Cisco Kid, and to Carrillo, who plays the role of side-kick Pancho, on the screen.

certificate from the administrator or some other duly qualified authority. "NAB is currently preparing a guide manual for all members, covering the application of the new wage-hour provisions, and the new

professional regulations of the administrator, to the common prevailing problems of broadcasters. This guide manual will be made available to NAB members during the month of January."

Trustee In Bankruptcy Factor In FCC Ruling

(Continued from Page 1)

broadcast license to a trustee in bankruptcy.

In the Don Lee case the FCC must decide whether it can permit the licenses of several stations to be held by trustees. The question is one which has not yet been settled, and it may be that the Commission will find important differences between a trustee in bankruptcy and the trustees in the Don Lee case. In that case the trustees are administering the properties on behalf of the controlling stockholder, who is presently held to be incompetent to assume the responsibilities of a licensee.

The action against KWIK was taken on the ground that important changes in the ownership of the station took place in the past without notice to the Commission as required by law. "There was one, if not two or more, transfers of control of that license prior to the time the license became bankrupt," the Commission said.

The International Ladies Garment Workers Union was seeking the KWIK license and, according to the Commission explanation of its action, could still succeed in its application if, after hearing, the Commission decides the past offenses do not warrant revocation.

Value Of Brand Names Stressed By Speaker

Peoria, Ill. — Brand identification and the practice of advertising were described as the "keynote supporting the whole free enterprise arch" by Henry E. Abt, president of Brand Names Foundation, Inc. at a meeting of the Peoria Advertising and Selling Club.

"Without brand names," Abt continued, "a free, privately owned economic system cannot exist." He said Communists and fellow travelers seem "to see all this so much more clearly than some of you in the advertising field."

"The job of buttressing the system of brands and the preservation of advertising is essential to the preservation of what is left of free enterprise," Abt said. The competition of brands "places competition on the basis of the merchant's service, his display, his good faith, energy and ambition."

SESAC Adds Catalogues

SESAC, Inc., of New York, has added three additional publishers to its roster of affiliates. One is J. M. Cerruti of New York City, and this catalog formerly was known as that of M. V. Cardilli. They publish many standard numbers as well as hundreds of Italian and Neapolitan folk songs with English text and also operatic compositions. The King Music Corporation of New York and I. Podgorski of Philadelphia, Pennsylvania, are also now included in the SESAC lineup.