



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 53

NEW YORK, TUESDAY, DECEMBER 20, 1949

TEN CENTS

MEXICAN TV DEVELOPMENT APPROVED

Court Test Planned On Transit Radio Issue

Washington Bureau of *RADIO DAILY*
Washington—A court test was promised yesterday by opponents of the District of Columbia Public Utilities Commission okayed Transit Radio operations here. The street-car and bus listening was termed no barrier to safety in public transportation, in a decision which may have sweeping repercussions in other cities.

"The conclusion is inescapable that radio reception in street cars and busses is not an obstacle to safety of operation," said the PUC. "Further, it is evident that public" (Continued on Page 6)

Margaret Truman Fanfare Includes ABC Promotion

Margaret Truman's first professional appearance in New York City tonight on ABC's Carnegie Hall series has been marked by an intensive promotion campaign by the network.

Pictures, program announcements, advertising mats, station break announcements and special promotion copy have been prepared under the direction of Ted Oberfelder and sent to ABC affiliates. In addition, a" (Continued on Page 2)

Lever's Pepsodent Div. Reveals Agency Changes

The Pepsodent Division of Lever Brothers has announced that several of its products will be handled by new advertising agencies when it moves from Chicago to the new Lever Brothers headquarters in New York. The switches were made" (Continued on Page 4)

New Approach

Washington—Attorney Charles DuVall came up with a new justification for a radio station as he argued before the FCC against an examiner's decision which would deny facilities to the Door County Broadcasting Corporation, Sturgeon Bay, Wis. As the United Press later summarized it, DuVall argued for his client that "Sturgeon Bay needs a local radio station as an aid to its cherry growing industry."

Record Holiday Biz Reported By Dealers

Radio and television set dealers in the New York area report the heaviest sales for any holiday season since the end of World War II with shortages prevailing in some TV table models and in all models of radio receivers, *RADIO DAILY* learned yesterday following a check of the distributors.

Volume of business in TV receiver sales will increase substantially" (Continued on Page 2)

FCC Minimum-Time Rule Draws FM Stations' Fire

Washington Bureau of *RADIO DAILY*
Washington—FM broadcasters whose transmitters are apart from their AM parent stations, and whose programming in some cases is separate, registered complaints with the FCC yesterday against the Commission's proposed new minimum hours of operation for FM stations" (Continued on Page 8)

New FM Music Service Being Launched By Field

Chicago—Field Enterprises, Inc. operating stations WJJD here and other outlets throughout the country, have organized a new subsidiary called Functional Music, Inc. which will be devoted exclusively to syndicating an FM service to outlets throughout the country, utilizing special signal controlled FM receivers.

Howard Lane, general manager of the Marshall Field Enterprises, in

Government To Permit Private Stations To Telecast Commercially; Three Outlets Planned For Next Year

Nets Make Available Political Air Time

Radio time for reports on the 81st Congress by Republican and Democratic party leaders has been made available by ABC and NBC.

The first of the talks will be delivered by Rep. Clarence Brown, on Friday, December 23 from 10:45 to 11:00 p.m. (EST). Senator Scott Lucas, Democratic majority leader" (Continued on Page 6)

More Than 1,800 Stations In "Democracy Contest"

Washington Bureau of *RADIO DAILY*
Washington—NAB has revealed that more than 1,800 broadcasting stations—AM, FM and television—took part in the nationwide Voice of Democracy Contest for high school students this year. The contest annually awards four \$500 college" (Continued on Page 2)

WOR Stages Xmas Party For City's Hospitalized

Christmas gifts to 4,800 children in the wards of New York city hospitals and to 4,000 mothers of newborn infants were on their way today from WOR and the station's listeners. A party at Bellevue Hospital" (Continued on Page 4)

Mexico City—Commercial development of television has been given the green light by the government of Mexico and before the end of 1950 at least two privately owned TV stations will be in operation in the Mexico City area. The government is granting commercial TV licenses to oper-

(Continued on Page 7)

WINS Sale Will End Most Jobs—Pope, Jr.

WINS employees were told by Gene Pope, Jr., son of the New York publisher, Generoso Pope, that only a handful of them can expect to continue as station employees if FCC approval is given for Pope's purchase of WINS, the FCC was told yesterday. An affidavit filed by Don Goddard and John Bradford told of" (Continued on Page 2)

New CBS Daytime Series For Babbitt Starts Jan. 9

"Nona From Nowhere," a new daytime dramatic series to be heard Monday through Friday on 149 stations of the network will start Jan. 9 under sponsorship of B. T. Babbitt Co., replacing that company's "David Harum" programs. The new series, like the "Harum" programs," (Continued on Page 2)

Public Service?

The public address system of Grand Central terminal in New York included in their news announcements yesterday that the Public Service Commission had called a hearing on complaints against the broadcasting of announcements and music in the station. The hearing is set for 10 a.m., on Wednesday at the P.S.C. offices.

Back Home

Tulsa, Okla.—Cal Tinney is weaving his homespun philosophy on the airwaves of KRMG. Tinney is heard over the station four times daily on news broadcasts and musical shows. Tinney has previously starred on NBC television, Mutual, ABC and NBC radio shows. He authored the book "Stop Me If You've Heard This One."

(Continued on Page 8)



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WEST COAST OFFICES

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FINANCIAL

(December 19)

NEW YORK STOCK EXCHANGE

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

OVER THE COUNTER

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

Margaret Truman Fanfare Includes ABC Promotion

(Continued from Page 1)

special press conference was held for the President's daughter yesterday afternoon at Carnegie Hall.

The broadcast tonight will include organ music by Nies Berger, organist of the New York Philharmonic Orchestra, selections by the Robert Shaw Chorale, and the orchestra under the direction of Frank Black.

Jack Banner and Ed Grief handled sponsor press relations for the appearance of Miss Truman. American Oil Co., is the sponsor.

AVAILABLE

Chief Engineer's job on aggressive 250 watt Rocky Mountain ABC affiliate opens December 31. Must be combination man and have car. Send disc and photo with complete details in application letter to Box 294, RADIO DAILY, 1501 Broadway, N.Y.C.

WINS Sale Will End Most Jobs—Pope, Jr.

(Continued from Page 1)

their meeting October 13th with Pope at the offices of WHOM.

The affidavit was filed because of an error by counsel for the WINS employees, who objected earlier this month to the proposed sale of the station on the ground that it would cost them their jobs. The objection stated that spokesmen for the employees had conferred on the matter with Generoso Pope, Sr., and counsel for Pope countered with an affidavit by the elder Pope that he had not discussed the matter with anyone representing WINS' employees.

Young Pope is general manager of WHOM, and fully qualified to speak of the plans for operation of WINS, said James Lawrence Fly, representing the employees.

Fly Clarifies Statement

Obviously stung by quotations from his own wartime utterances on the value of foreign language broadcasting, Fly modified his earlier comments on the matter of foreign language programming. He insisted his earlier opposition did not raise the question of the merits of foreign language broadcasting in the abstract. "Such questions cannot be determined in vacuo," he said in yesterday's reply to comments by Pope's counsel on the original Fly objection. "Here we say that in the year 1949, in the New York area and in the light of the present facilities for foreign language broadcasting balanced against the present need, it is not a sound public policy to subtract this particular facility from those being devoted to general purpose service and add it to those serving the foreign-language need.

"No amount of flag-waving rhetoric can submerge the fact that this is a question of public importance.

"Moreover, it is a question to be determined by this Commission in the light of present conditions. Such a determination is not facilitated by quotations from former members of the Commission, speaking under wholly different circumstances.

"The question is not that James Lawrence Fly has said about foreign language broadcasts in time of war. It is what does this Commission say about this concrete proposal. We say that question requires a hearing."

More Than 1,800 Stations In "Democracy Contest"

(Continued from Page 1)

scholarships to the students who write and voice the best broadcast scripts on the subject, "I Speak for Democracy." It is sponsored by the NAB, the RMA and the U. S. Junior Chamber of Commerce.

Activity Diversified

Activity of radio stations in the contest ranged from spot announcements and preliminary promotion, including the scheduling of five model broadcasts by eminent speakers, to the producing of the final transcriptions by which community winners are judged in the state and national competitions.

Most of the stations involved are NAB members, although many non-member stations received special authority of the Voice of Democracy Committee to participate.

New CBS Daytime Series For Babbitt Starts Jan. 9

(Continued from Page 1)

will be heard from 3-3:15 each weekday, but the new list of 149 stations represents an increase of almost 100 outlets over the old hook-up.

"David Harum" now heard at that time, will move to NBC and be heard on that network at 11:45 a.m. to 12 noon, EST, Monday

Record Holiday Biz Reported By Dealers

(Continued from Page 1)

tially over last year's sales as most dealers have been able to supply the demand for sets until now. The radio receiver sales, however, may fall below the 1948 holiday season due to the shortage of sets.

Dealers have spent more money this year in seasonable radio advertising than any time in the history of the business with spot campaigns being used to sell both radio and television sets.

Miller Joins WPAT

Signing of Dave Miller, widely known New Jersey disc jockey to a five-year contract, was announced yesterday by Herman Bess, executive vice-president of WPAT, Paterson. Miller, heard for the past nine years on WAAT, began a new series of programs on WPAT yesterday.

through Friday, beginning January 9.

"Lora Lawton" currently heard on NBC at 11:45 a.m., EST, ends its present series Friday, January 6.

"Nona From Nowhere" was conceived and will be produced by Frank and Anne Hummert. Duane Jones is the agency in charge of the Babbitt account.

"Hey, Mom, can I go Swimming?"



That seems to be the question the baby polar bear is whispering to its mother. The cub is just two months old, and feels that it's high time to take the first plunge.

Are you ready to plunge into the rich Baltimore market for profitable sales? There's an easy, economical way to do it, you know—by advertising on W-I-T-H.

A little bit of money goes a long, long way on W-I-T-H. For this is the station that delivers more listeners-per-dollar than any other station in town.

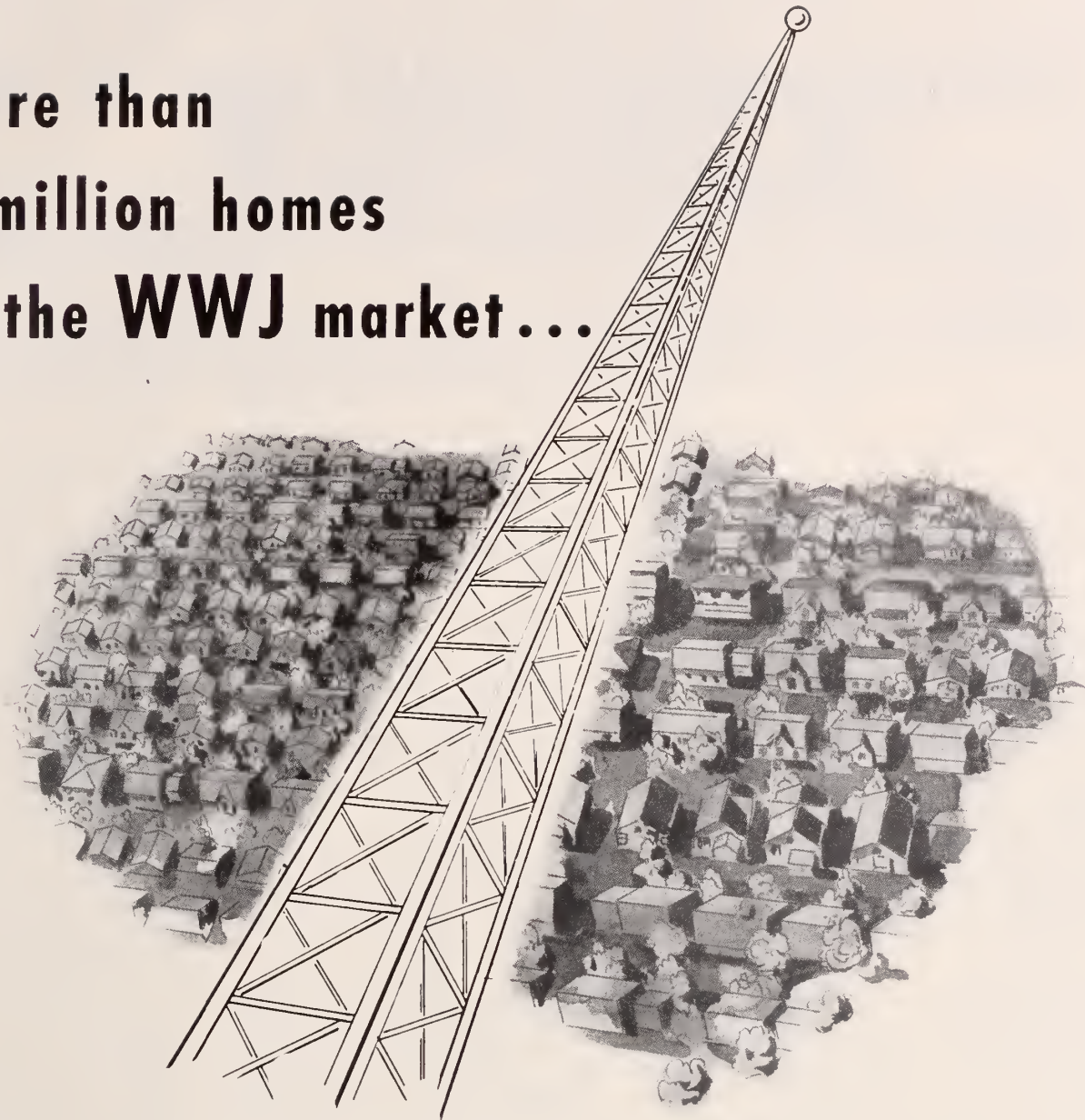
Your Headley-Reed man will gladly give you all the dope.



Tom Tinsley, President • Represented by Headley-Reed

Advertisement for WIBW featuring a map of the 'MAGIC CIRCLE' (Nebraska, Kansas, Oklahoma, Missouri, Arkansas, Iowa) and text: 'For SALES MAGIC in the "/>

more than
a million homes
in the **WWJ** market...



For over 8½ years, Detroit has had full employment, with over a million workers earning the highest factory wage rates of the five largest cities in the nation. It is this past, combined with present record-breaking automotive production figures, and a bright future, that makes Detroit a most fertile field for planting your advertising dollars. Top radio medium in this wealthy market has always been WWJ, NBC in Detroit, and most familiar letters of the alphabet to Detroit's vast radio audience. To give your product prestige plus selling impact of a ready-made audience, get your product story on WWJ-The Detroit News.

FIRST IN DETROIT . . . Owned and Operated by **THE DETROIT NEWS**

National Representatives: **THE GEORGE P. HOLLINGBERY COMPANY**
Associate Television Station **WWJ-TV**



Basic NBC Affiliate

AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES

CHICAGO

By HAL TATE

WALTER S. HOLDEN joined the Chicago sales offices of Seventeen Magazine after four years as an account executive with the Mutual Broadcasting System's Central Division. Previously, Mr. Holden spent three years in the United States Navy during World War II, and before that was an account executive with George P. Hollingbery Co., and MacFarland, Aveyard & Company, Chicago.

Dolph Hewitt and the team of Karl and Harty, WLS stars, spent a big evening entertaining underprivileged boys and girls at the annual Hollowe'en program of Chicago's Off-The-Street Club.

Ray Berry, the harmonica-guitar player, whose repeated success as a guest on the WLS National Barn Dance, has been added to the regular WLS talent staff.

"Mule Train" by Tennessee Ernie (Capitol Records) is headed for the hillbilly hit parade, according to Erv Victor, WGN's all-night disc jockey. Erv judges this by the overwhelming number of requests he's received since he first presented it on his 1 to 6 a.m. show.

Lulu Belle and Scotty, Captain Stubby and the Buccaneers and the Virginia Hams (Otto, Jimmie James and Tilford) of WLS spreading the cheer at the "1949 Christmas Jamboree," the Phillips Petroleum Company's annual Christmas party for the youngsters in Bartelsville, Oklahoma, December 19, 20 and 21.

WOR Stages Xmas Party For City's Hospitalized

(Continued from Page 1)

to mark the occasion started yesterday at 10 a.m. and reached a climax with a special broadcast from the auditorium of the Psychiatric Pavilion from 5 to 5:30 p.m.

More than \$30,000 was contributed during the fifth annual appeal by WOR. The fund, directed by Edythe J. Meserand, assistant director of news and special features at WOR, began five years ago to buy gifts for children at Bellevue and has grown to the point where it is now providing toys and clothing for youngsters in the wards of 19 Metropolitan hospitals, three in New Jersey and Grasslands in Westchester.

Mayor William O'Dwyer, in a special recorded message, Dr. Marcus Kogel, commissioner of hospitals Acting Mayor Vincent Impellitteri and Theodore C. Streibert WOR president, were among those who took part in the broadcast.

WANTED

Combination man with car wanted by western network station. Disc required. Send photo and make first letter complete. Write Box 295, RADIO DAILY, 1501 Broadway, N. Y. C.



Man About Manhattan. . .

● ● ● **BIGTOWN SMALL TALK:** Encouraged by sponsor and press reaction to his six WJZ half-hours a week, ABC is prepping an additional network chore for Joe Franklin and his 25,000 nostalgic waxings. . . CBS huddling with Celeste (sweet) Holm for a tv session of her own. . . If Milton Berle has his way, his show will emanate from the gold coast next fall. . . Harold Stein, the frenzied lens-man, wires that he has to keep away from his gal every Friday. Sez she makes his mouth water. And Hank Sylvern claims that Herb Shriner is doing his bit for the cause by sticking strictly to dry humor. . . Jeff Donnell, Grace Gilhern and Eloise McElhone set as the leads in "The Women," which Hal Keith will direct. (None of the male faces will appear on the screen). . . Harold Huber's "I Cover Times Sq." will be shown on the Chevrolet program—first of a series based on the adventures of a hard-boiled Times Sq. columnist. Vic McLeod is producing. . . Joe Field new publicity director at Compton's. . . Robert Merrill, the handsome baritone star, being romanced by most of the tv stations since his click on guest shots around town. . . Jimmy Blair has taken a temporary leave of absence from his vocal chores to explore television programming where he's production manager and assistant program director of WOIC in Washington, D. C.

★ ★ ★ ★

● ● ● A five-hour television Christmas Party will be featured on WABD Sunday, Christmas Day, for the purpose of raising a quarter of a million dollars for the Eastern Area Sister Kenny Institute. Morey Amsterdam will play Santa Claus for the show which will run from 6 to 11 p.m.

★ ★ ★ ★

● ● ● If you click in television these days in a 'hot' spot, you're made practically right away. Take Hank Ladd, for instance. Hank stepped into Milton Berle's shoes last week and scored so well, he was immediately signed for a repeat shot. And that's not all. Since that nite, he's been snowed under an avalanche of offers including: (1): His own TV show—(2): The Hartmans want him to direct their coming musical tentatively called "In The Summer Theater"—(3): He's wanted by Ken England to star in the musical comedy, "He and She"—(4): He's being sought for a musical which Gordon Jenkins is readying—(5): A half-hour comedy radio show now being put in preparation would like him—and, finally, a major film outfit is huddling with him as this is going through the typewriter. Ladd credits all the action to his click on the Berle show.

★ ★ ★ ★

● ● ● WCOP's Mildred Bailey, who conducts a woman's program in the morning, is capitalizing on her piano fingering ability by MC'ing a socko disc jockey show in the afternoon, combining the spinning of 78's with the playing of the 88's. The combo has caught on in Boston as welcome departure from the usual femme gab-fest that the housewives expect at 2 p.m.

★ ★ ★ ★

● ● ● **THEY SAID IT:** Color television hasn't got the TV sponsors half as worried as off-color video.—Nick Kenny. . . Frank Sinatra, who has a cigaret sponsor, got a bad throat and was just ordered to give up smoking.—Earl Wilson. . . In New York City, we now have a law allowing your landlord to raise the rent if he permits you to install a tv aerial. Hmmm. Teevee sure HAD a great future.—Walter Winchell.

★ ★ ★ ★

● ● ● **MAIN STREET SEEN-ery:** Bobby Clark chatting with an old-time trouper in front of the Palace—a scene that looks like an old snapshot. . . Well-dressed Boris Karloff, the boo brummel, sipping a demi-tasse at the Fireside Inn.

SAN FRANCISCO

By NOEL CORBETT

MILT SAMUEL, Young & Rubicam publicity head in Hollywood, in town to give press previews of "The Halls of Ivy" and the Skippy Hollywood Theater Christmas program.

Here 'N' There . . . Arthur Hull Hayes back from Sacramento where he acted as consultant to the Trade, Finance and Service section of the California Governor's Conference on Employment. . . Lever Brothers has signed for a participation schedule on KCBS for Spry, Ruthrauff and Ryan is the agency. . . Milt Tranchel of the Hollywood office of Steve Hannagan in town to beat the drum on Coca Cola and other radio accounts. . . Ann Holden celebrating her 27th year in radio. . . Del Courtney, erstwhile bandleader is KPIX's new disc jockey. Courtney also runs an electrical business.

Bay Area radio and advertising people were shocked at the untimely passing of Arnold Maguire. Maguire started here in early radio as a comic, gag-man and producer.

Lever's Pepsodent Div. Reveals Agency Changes

(Continued from Page 1)

to facilitate the servicing of accounts from New York.

The Rayve shampoo account will be handled by J. Walter Thompson Company and Pepsodent Tooth Powder by Foote, Cone & Belding. J. Walter Thompson will continue to service the Rayve Home Permanent account.

Tatham & Laird of Chicago have resigned the Jelke "Good Luck" products account, but no new agency has been named. The resignation was also because of the difficulty of handling the account from Chicago when all Lever Bros. operations are centered in New York.

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF
DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK
METROPOLITAN AREA
Send for WHO'S WHO
Among Advertisers on WEVD
WEVD
117-119 W. 46 St.
HENRY GREENFIELD, Mg. Director N.Y. 19

Over 500 have already subscribed to the

ALL-RADIO PRESENTATION

HOW ABOUT YOU?

The eagerly-awaited ALL-RADIO PRESENTATION film is almost ready for release—ready to sock home its message throughout the length and breadth of America, *selling Radio to all types of advertisers everywhere*. The official preview will be February 1, with nationwide release on February 15.

So if you *haven't* subscribed—as 500 already *have*—note that this is the LAST CALL! Only subscribing broadcasters will be able to present this convincing, fact-filled motion picture, different from anything ever prepared before—a film that actually shows Radio at work selling goods!

The closing date for all subscriptions is February 15. Cost is low in ratio to your station's billings, and you'll have available *three* different editions on 16 mm. sound film (or 35 mm. if desired):

- * a 45-minute edition that puts the full story of Radio before any audience of businessmen, up to the topmost management, right in your own community.
- * a 20-minute version for showings at sales meetings, and business organization luncheons such as Chamber of Commerce, Kiwanis, Rotary, etc.
- * a 20-minute educational edition for showings at schools, P.T.A. meetings, women's clubs, etc.

Radio has kept silent about itself long enough. Join the chorus. Speak up and help ALL RADIO sing ALL the praises of America's greatest advertising medium. Send in the coupon right away for complete details on how YOU can join the rest of the industry in benefiting from the All-Radio Presentation.



ALL-RADIO PRESENTATION COMMITTEE

THE COMMITTEE—Gordon Gray, WIP, Chairman—Maurice B. Mitchell, BAB—Herbert L. Krueger, WTAG, Treasurer—Engene S. Thomas, WOIC—Leonard Asch, WBCA—Ellis Atterberry, KCKN—Lewis Avery, Avery-Knodel—Will Baltin, TBA—Bond Geddes, RMA—Ivor Kenway, ABC—Harry Maizlish, KFWB—W. B. McGill, Westinghouse Stations—Frank Pellegrin, Transit Radio, Inc.—Victor M. Ratner, R. H. Macy—Haque E. Ringgold, Edward Petry & Co.—Irving Rosenhaus, WAAT—F. E. Spencer, Jr., Hollingbery Co.—George Wallace, NBC—Ralph Weil, WOV.

THE ALL-RADIO PRESENTATION

tells Radio's unique story to all advertisers on a scale that no one station or network ever could.

shows how Radio helps build and maintain good business in the smallest as well as largest of communities.

demonstrates what a money-saving buy Radio is.

stresses the enormous size of the Radio audience and the intensity of its listening attention.

sells Radio as the most practical way of reaching more customers at less cost.

The ALL-Radio Presentation Committee

*c/o Broadcast Advertising Bureau
270 Park Avenue, New York 17, N.Y.*

Yes sir, I do want to be part of the ALL-Radio Presentation. Please send me further details on how I can subscribe at once.

Name _____

Station _____

Address _____

City _____ State _____

Court Test Planned On Transit Radio Issue

(Continued from Page 1)

comfort and convenience is not impaired and that, in fact, through the creation of better will among passengers, it tends to improve the conditions under which the public ride."

There was some question even yesterday about the extent to which "better will among passengers" results from the FM service, but officials of the Capital Transit Company and WWDC-FM, which originates the service on contract with Transit Radio, were delighted by the apparently unanimous decision of the three-man body.

An adverse decision would have been very surprising, however, in view of the Commission's past record of compliance with transit company demands. Indicative of the way a large segment of Washington views the decision was the treatment of the story in the Washington Times-Herald, which has the largest circulation of any local paper. Below the banner announcing that Transit Radio had been approved was a drop-head reading "fare boost, service cut to follow."

The decision was based primarily upon a convincing showing by the Transit Company that safety of operation was not impaired by the radio installations. Over 200 vehicles are now equipped, with a total of 1,500 installations planned.

The PUC accepted also the Transit Company argument that opposition's claims to the protection of the First Amendment to the Constitution against the deprivation of "freedom to listen or not to listen" are without merit. In addition, opponents argued that the use of radio on public vehicles "takes the private property of riders for private use in violation of the Fifth Amendment."

The Commission stated that it was considering the matter solely in the light of "public convenience, comfort and safety," and that its decision was based upon matters "more tangible than impassioned pleas which reflect personal feelings either in favor of or against radios in transportation vehicles."

Although during the hearing PUC Chairman James Flanagan had ruled out public opinion polls on Transit Radio popularity as immaterial, the decision yesterday included the result of a survey conducted here in October by Edward G. Doddy & Company. Results showed 93.4 per cent of those questioned not opposed to transit radio—76.3 per cent in favor, 3.2 per cent undecided and 13.9 per cent with no strong feeling either way.

NETWORK SONG FAVORITES

The top 30 songs of the week (more in case of ties), based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast over Radio Networks. Published by the Office of Research, Inc., Dr. John Peatman, Director. Survey Week of December 9-15, 1949

TITLE	PUBLISHER
A Dreamer's Holiday.....	Shapiro-Bernstein
A Thousand Violins.....	Paramount
Ain't She Sweet.....	Advanced
Eibbidi Bobbidi Boo.....	Walt Disney
Bye Bye Baby.....	J. J. Robbins & Sons
Crocodile Tears.....	Johnstone-Monte
Dear Hearts And Gentle People.....	E. H. Morris
Don't Cry Joe.....	Harms
Festival Of Roses.....	Witmark
Happy Times.....	Harms
Hop Scotch Polka.....	Cromwell
Hush Little Darlin'.....	Michael
I Can Dream Can't I.....	Chappell
I've Got A Lovely Bunch Of Cocoanuts.....	Cornell
Jealous Heart.....	Acuff & Rose
Johnson Rag.....	Miller
Last Mile Home.....	Leeds
Mule Train.....	Walt Disney
Old Master Painter.....	Robbins
River Seine.....	Remick
Room Full Of Roses.....	Hill & Range
Rudolph The Red-Nosed Reindeer.....	St. Nicholas
She Wore A Yellow Ribbon.....	Regent
Slipping Around.....	Peer
Some Enchanted Evening.....	Chappell
That Lucky Old Sun.....	Robbins
Too Toot Tootsie Goodbye.....	Feist
'Way Back Home.....	Bregman-Vocco-Conn
Why Was I Born.....	Chappell
Younger Than Springtime.....	Chappell

SEASONAL CHRISTMAS SONGS

All I Want For Christmas Is My Two Front Teeth.....	Witmark
Christmas Song.....	Burke & Van Heusen
Here Comes Santa Claus.....	Western Music
Let It Snow, Let It Snow, Let It Snow.....	E. H. Morris
Little Jack Frost Get Lost.....	Henry Spitzer
Santa Claus Is Comin' To Town.....	Feist
White Christmas.....	Berlin
Winter Wonderland.....	Bregman-Vocco-Conn
You're All I Want For Christmas.....	Porgie

A Dream Is A Wish Your Heart Makes.....	Walt Disney
Daddy's Little Girl.....	Beacon
Dardanella.....	Fred Fisher
Echoes.....	Laurel
Envy.....	Encore
Happy Valley.....	Sanson
I Wanna Go Home With You.....	Paxton
I Want To Wish You A Merry Christmas.....	Republic
I Want You To Want Me To Want You.....	Mills
Just A Kiss Apart.....	J. J. Robbins & Sons
Let's Harmonize.....	Santly-Joy
Meadows Of Heaven.....	Laurel
Merry Christmas Waltz.....	Advanced
My Love Loves Me.....	Famous
My Street.....	Campbell
Someday (You'll Want Me To Want You).....	Duchess
Souvenir.....	Beacon
Stay Well.....	Chappell
There's No Tomorrow.....	Paxton
Where Are You Blue Eyes.....	Knickerbocker

Nets Make Available Political Air Time

(Continued from Page 1)

of the Senate, will speak one week later, December 30, at the same time.

"Cross - Country, Cross - Section" will be the title of the Democratic presentation over ABC on January 4 from 9:30 to 10 p.m. (EST). William Boyle, Jr., national party chairman will open the program in Washington. Rep. John McCormack of Massachusetts and Senator Lucas will speak.

Gov. Paul Dever of Massachusetts will be heard from Boston and Jonathan Daniels will follow from Raleigh, N. C. From Springfield, Illinois, Gov. Adlai Stevenson will talk over the farm program. The program will end in Washington with Vice-President Alben Barkley summing up the position of his party.

On January 11, the Republican party will be given the 9:30 to 10 p.m. slot for their views. No format on the show has been released as yet.

Hughes Takes New Post

Lawrence M. Hughes will rejoin the Bill Brothers organization, New York, on January 1 as special feature editor of Sales Management Magazine.



TELEVISION engineers call this the "Test Pattern" of WMAR-TV.

Set-owners call it a sure identification of finest in television entertainment.

Businessmen are discovering that it means the best buy in television in Maryland!

WMAR-TV

The Sunpapers Station

CHANNEL 2 · BALTIMORE, MD.

WANTED

30

SECONDS COMM'L
SPECIALIST

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

Box #293
RADIO DAILY
1501 Broadway, N.Y.C.

TELEVISION DAILY

Section of RADIO DAILY, Tuesday, December 20, 1949 — TELEVISION DAILY is fully protected by register and copyright

TV IN MEXICO GETS GOV'T OKAY

TELE TOPICS

A WISE-CRACKING private eye who cheerfully gets the villain despite a bashed-in head is the central figure of "TV Detective," a Washington origination recently added to the NBC web. The only difference between the show's hero, named Steve Black, and the private eyes who operate in countless other Class D epics is that Mr. Black is unseen, his person being occupied by the subjective camera. Use of this technique adds nothing to dramatic quality and because it is not employed with great facility it makes things rather confusing at times. But the main faults of the show were the script, which was as trite as only a bad whodunit can be, and the acting, which was on just about the same level. . . . Action is stopped just before the denouement to give three "guest detectives" (last week a judge, a Congressman and an Assistant Secretary) an opportunity to guess the outcome, but neither the winner nor the others are given a chance to explain their choice. . . . A Leon S. Golnick package, program is produced by Vance Hallack.

WONDERFUL THING happened in Akron, Ohio, last week when TV solved a big City Hall mystery—"Where's Mayor Slusser?" Seems His Honor, Charles E. Slusser, went on a trip and the few persons who knew where he had gone refused to comment, except to say he was out of town. If the Mayor wanted to keep the fact that he was in New York a secret, he never should have attended the "Voice of Firestone" show—the cameras picked him up sitting in the front row. Commented the mayor's secretary: "Everybody in Akron must have been watching television Monday night. We got hundreds of calls from viewers letting us know where we could find the mayor." . . . Former Hit Parade singer Bill Harrington debuts a semi-weekly show of his own over WOR-TV tonite. . . . John McGowan, president of Hollywood Television Productions, will be a candidate for Congress as representative from the 13th district of New Jersey.

J. WALTER THOMPSON planning newspaper and magazine campaigns to tie-in with a new series of six Lever Brothers commercials to be aired on "The Clock." Produced by United World Films, the one-minute spots feature six Universal-International femme stars plugging Lux soap. . . . Omitted from yesterday's column because of space limitations were predictions for 1950 voiced by Jerry Danzig, of CBS, at the ATS meeting last week. The things to watch for in TV, Danzig said, are more lower cost shows; development of daytime programming; emergence of the big-name personality, and decline of the gimmick stanza.

Import-Limit On Receivers To Be Fixed By Law; Azcarraga Has Plans For Video-Theater Circuit To Help In Paying The Bills For Tele Production

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ators who can comply with the Mexican communications law and will also fix the number of television receivers which may be imported during 1950 and 1951. The quota for imported TV receivers will probably be set next month.



AZCARRAGA

Two leaders in the Mexican radio and television fields are reported ready to launch new stations. Emilio Azcarraga, who heads the radio and movie industry here, expects to complete his TV station installations by September. The second station, sponsored by Guillermo Gonzalez Camarena, Mexican TV inventor, expects to be ready to go on the air the second week in February. A third group is also reported readying a TV station for launching during the coming year.

Azcarraga's plans for launching a TV station are being watched with much interest. Don Emilio, who has made a close study of TV operations in the United States, has plans for

establishing a chain of television theaters which will be served by the transmitter. These theaters, charging nominal admission, will make available to the masses TV programming in the comfortable surroundings of modern movie theaters. He has already completed a theater building especially constructed for television with a number of food, drink and other novelty concessions. Revenue from the concessions, Don Emilio points out, will help pay the bill for TV production and programming.

The Azcarraga plan for TV theaters is result of an economic study of TV potentials in Mexico. He believes that the families who can afford a receiver are limited in numbers and that theater TV will bring the sight and sound media within the reach of almost everyone. From an advertiser's point of view, Azcarraga is certain that the theaters will bring the sponsors a greater audience than could be procured through private reception in the homes.

Azcarraga is expected to make another trip to the States in February at which time he will consummate his plans for equipment. In the meantime he has sent TV technicians to New York and Hollywood to get practical experience in the new art.

Raytheon Denied More Time To Build Its Video Station

Washington Bureau of RADIO DAILY

Washington — Throwing a third channel open for competing applications in the Boston area, the FCC yesterday announced it has refused to grant the application of WRTB for an extension of completion date. In effect, the Commission requires the license—which CBS had contracted to purchase from the Raytheon Corp. as part of a deal including physical equipment at an overall cost of \$242,000.

Technically, what the Commission did was deny Raytheon's request for extension of the completion date from January 16, 1948, to July 16, 1948. Hearing was held on this application in February, 1949. In June of this year hearing examiner Hugh B. Hutchinson recommended a grant of the extension, but a tougher FCC policy is now in force.

The Commission found that Ray-

theon "has not been diligent in proceeding with the construction of its proposed television station and was not prevented from completing construction of such station by causes not under its control or by other matters sufficient to justify a third extension of its construction permit."

Channels 2, 4, 7, 9 and 13 were originally proposed for Boston, but in July it was proposed by the Commission to cut this allocation to channels 2, 4, 5, and 7. WBZ-TV is now on channel 4 and WNAC-TV on channel 7. WRTB holds a construction permit for channel 2, which will now revert to the Commission for reassignment.

In its decision, the FCC bore down heavily on its contention that Raytheon's financial difficulties cannot be considered adequate reason for the failure to construct the station on schedule.

WPIX To Broadcast Marathon Benefit

An all-star marathon program to raise funds for the United Hospital Fund will be aired by WPIX beginning at 6:45 p.m. Christmas Eve. Program will continue until at least midnight and may run longer if contributions to the fund continue to arrive beyond that time.

Art Ford will emcee the show. Talent lineup will include Peter Lind Hayes and Mary Healy, Lionel Hampton and his band, George Shearing, Eddie Condon, Eddie Peabody, Joan Morgan and the cast of "Born Yesterday." Ed Sullivan and Jimmy Powers will interview visiting celebs.

Bank of 20 telephones, staffed by models and showgirls, will be installed to handle contributions to the benefit.

Shows, Comm'ls Good, Miami Survey Reveals

Miami—More than half (53 per cent) of the set owners responding to a survey by the University of Miami Radio and Television Department, believe that "all things considered" the output of WTVJ, this city's only station, is "good." Only seven per cent thought it "poor." TV had been seen elsewhere by 44 per cent.

Asked what they thought of commercials, 86 per cent answered "good" (56 per cent) or "fair" (30 per cent). Only 13 per cent thought them "poor" (8 per cent) or "irritating" (5 per cent). More than half of the respondents said they were satisfied with the present operating hours of the station.

Questioned on amount of viewing, 55 per cent reported seeing all the programs and 90 per cent reported viewing two or more hours per day. 87 per cent said they watch TV every night. About three quarters had owned their sets before July of this year and 95 per cent of all sets were purchased locally.

Two WJZ-TV Renewals For "Market Melodies"

Two of the initial sponsors on WJZ-TV "Market Melodies" day-timer have signed 13-week renewals for four weekly participations in the show. Pacts were signed by Stahl-Meyer Co., through Blaker agency, and Hills Brothers, through Biow Co.

COAST-TO-COAST

WRC Shifts Hunnicutt

Washington, D. C.—Radio listeners who used to spend their pre-breakfast minutes listening to Mike Hunnicutt now find that they'll have to change their eating habits or merely settle for a midnight snack if they want to enjoy Hunnicutt humor, hearsay and harmony. Mike and his piano, after years of early morning broadcasting, have moved to station WRC for a night owl show 11:30 p.m. to 12:30 a.m. nightly except Sundays.

Judge Honored On WDRC

Hartford, Conn.—A testimonial dinner for one of its charter members brought the entire membership of the "Needle Club," WDRC organization, to a local banquet hall. Judge Charles E. Mahoney was honored by Democratic state leaders, including Gov. Bowles, at the dinner. The 30 "Needle Club" members attended the affair, and a gift was given to Mahoney at the dinner by the club president, Jack Zaiman. "Needle Club" commentator on WDRC.

Local Jackpot Winner

Hartford, Conn.—Dominick Gagliardo, a local man, recently won \$18,000 in prizes on the CBS "Hit the Jackpot" program. The local CBS outlet, WDRC, has wire record of the presentation of one of the gifts to Gagliardo, a brand new DeSoto, for broadcast on "The Old Record Shop."

FCC Minimum-Time Rule Draws FM Stations' Fire

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tions. The new proposals would mean "too much of an additional burden," the Commission was told by broadcasters from all parts of the country.

KJBS, San Francisco, related that its FM affiliate has been on the air three years, with separate programming and separate transmitter location—and has an operating deficit of \$84,365 through October. Construction cost was about \$50,000.

"Based upon past experience and upon the impact of TV," it told the Commission, "there is no reason to expect the revenue of KJBS-FM will increase in the foreseeable future."

On the other hand, the station operators "have not lost their faith in FM broadcasting, despite the lack of public acceptance and the heavy losses incurred," they said. "In their opinion, FM can advance and grow

WANTED

Experienced salesman with car. ABC affiliate in good Rocky Mountain secondary market. Photo required with complete resume. Write Box 296, RADIO DAILY, 1501 Broadway, N. Y. C.

New FM Music Service Being Launched By Field

(Continued from Page 1)

area and that other deals for other areas are rapidly being consummated. Each FM franchise granted includes a complete operation service. Lane said that this service assures successful operation with reduced overhead and eliminates costly experiments. Included among the franchise services are the supply of program material, sales techniques, technical helps, bookkeeping systems and exclusive territorial rights to their special equipment.

Leasing For A Year

WJJD and WFMF have been leasing special FM receivers to subscribers for almost a year. After exhaustive tests it was felt here that such a service, offered to business firms at low rental rates, would result in a mass market. So, Field Enterprises has now decided to consolidate the facilities of the manufacturer of signal controlled FM receivers and their special musical sales research staff into the new firm of Functional Music Inc. In the Chicago area almost 100 installations are already in service.

A Marshall Field spokesman said that Functional Music can compete with existing wired music services at only one-third to one-half the cost. He contended that wired music services are limited because rates are based on length of wire lines. Through the use of FM, the area serviced is limited only by the coverage of the FM station.

To achieve this "wired music" effect at cheaper cost, a high quality receiver is used with a supersonic control circuit. This control circuit, keyed from the FM station, eliminates commercials and other voice

only by having a substantial number of stations on the air in each community, some of which provide a program service not available on AM stations. It is believed that the proposed amendment, if adopted, will force many FM stations to cease operation, discourage the filing of applications for new stations, and discourage separate programming by FM stations and, through economic pressure, force duplication of the AM programs on the FM operation."

Other objections were recorded from WHBS, Huntsville, Ala.; WBJS, Winston-Salem, N. C., and WAAF, Chicago, all operating FM affiliates with separate transmitters.

material from subscriber's receivers so only the music is received. This supersonic control circuit also permits various on and off services as desired by the subscriber. Since outstanding tonal quality is necessary, Functional Music uses only specially designed equipment.

Functional Music also manufactures FM signal controlled receivers for store broadcasting services. One chain store broadcast service, operating in almost 300 grocery super markets, has been using equipment designed and built by Functional Music engineers for almost a year. A new receiver, called the Adcaster Model 617, enables as many as six independent chains to operate through one FM station. All commercials are boosted in volume through voice emphasis circuits.

Many Firms Subscribe

Included among the nearly 100 installations already in service in Chicago are beauty shops, stores, restaurants, factories and offices. The Marshall Field local FM outlet, WFMF, has made no substantial changes in its program schedule. The station, which is on the air daily from 8:00 a.m. to 2:00 a.m., has always been programmed separately from its AM sister, WJJD, with WFMF concentrating strictly on news and music.

AGENCIES

THE NORGE DIVISION of Borg-Warner Corp., Detroit, has named Duane Jones Company, Inc. as its advertising agency for the entire line of Norge Home Appliances. The agency plans to use package-goods techniques as traffic builders in the appliance business. They will gear appliance advertising to the retail level.

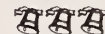
DANCER - FITZGERALD - SAMPLE, INC. paid their traditional Christmas bonus yesterday. Certificates of membership in the company's retirement profit-sharing plan were also distributed at the same time.

THE S.S.S. COMPANY, maker of an appetite tonic, to Henry Kaufman & Associates, Washington, D. C. Newspapers, radio and merchandising support is planned.

HUBERT FLORY has joined the copy staff of Brooke, Smith, French & Dorrance, Inc. He was formerly with BBD&O.

JULES LABERT and BOB KIRSCHBAUM have joined the Casper Pinsker advertising agency as radio directors. Labert has an extensive background in mail-order radio; Kirschbaum was formerly radio-television director of Shappe-Wilkes, Inc.

RADIO EXECUTIVES CLUB OF NEW YORK



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