



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



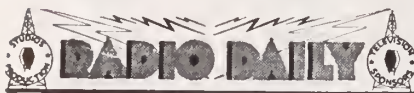
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TEN CENTS



RADIO DAILY



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FINANCIAL

(December 20)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	83 ³ / ₄	83 ³ / ₈	83 ³ / ₈	- 1/2
Admiral Corp.	173 ³ / ₈	17	173 ³ / ₈	- 1/8
Am. Tel. & Tel.	146 ¹ / ₂	145 ⁷ / ₈	146	- 5/8
CBS A	27 ³ / ₈	27	27	- 1/4
Philco	32 ¹ / ₈	31 ³ / ₄	32	---
RCA Common	125 ⁸ / ₈	123 ³ / ₈	125 ⁸ / ₈	+ 1/8
RCA 1st pfd	72 ¹ / ₄	72 ¹ / ₄	72 ¹ / ₄	+ 1/8
Stewart-Warner	12 ¹ / ₈	12	12 ¹ / ₈	---
Westinghouse	31 ³ / ₈	31	31 ¹ / ₈	- 1/8
Westinghouse pfd.	103	103	103	+ 1/4
Zenith Radio	32	32	32	+ 1/4

NEW YORK CURB EXCHANGE

Hazletine Corp.	16 ¹ / ₂	16 ¹ / ₂	16 ¹ / ₂	- 1/4
Nat. Union Radio	2 ⁵ / ₈	2 ¹ / ₂	2 ¹ / ₂	- 1/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	20 ³ / ₄	21 ¹ / ₄
Stromberg-Carlson	11	12 ¹ / ₄

Nat Caniglia

Nat Caniglia, 54, proprietor of the Paramount Building barber shop and widely known to New York radio and theatrical people, died suddenly from a heart attack yesterday in his home at 89-10 Northern Boulevard, Jackson Heights. Funeral will probably be held Saturday from the Conway Funeral Home, Northern Boulevard and 83rd Street, Jackson Heights.

THIS IS KGW'S BANNER YEAR

KGW KGW-FM

PORTLAND, OREGON

AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY, CO., INC.

★ **COMING AND GOING** ★

KEN BANKHART, news commentator on NBC, is visiting with his father in California. He plans to remain on the West Coast until Jan 28.

IRVING R. ROSENHAUS, president and general manager of the Bremer Broadcasting Corp., owner-operator of WAAT, is vacationing in Miami. He'll be back in New York Jan. 9.

VICTOR C. DEIHM, president and general manager of WAZL, Hazleton, Pa., and MRS. DEIHM, were in New York yesterday. Mrs. Deihm had been chosen by officials of the Lehigh Valley Railroad to christen the "Hazleton," one of the road's four new Diesel-powered tugboats.

CARLTON E. MORSE, who conducted a pre-Christmas campaign for clothing and toys for European war orphans on his "I Love a Mystery" program over Mutual, tomorrow will fly to Rome to distribute gifts at Italy's largest orphanage.

FRED BERNSTEIN, sales manager of WTTM, Trenton, N. J., in New York for conferences with station reps.

ROBERT RIDDER, general manager of KILO, Grand Forks, N. D., in town this week for conferences at the offices of CBS, with which the station is affiliated.

RALPH B. AUSTRIAN, television consultant, on Monday will leave for Hollywood, where he will make a special survey and investigation for H. Peter Rathvon, former president of RKO Radio Pictures and Radio Keith Orpheum Corporation.

BOB HAWK, star of "The Bob Hawk Show" on CBS, accompanied by his mother, tomorrow will leave the West Coast for Honolulu, where they'll spend a year-end holiday. They'll be back Jan. 3.

JOSEPH MOSS, president of the advertising agency bearing his name, is spending three weeks in Florida.

PAUL "REQUESTFULLY YOURS" BRENNER, disc jockey on WAAT, left Monday for Hollywood, where he will be guest of Frankie Laine and Mercury Records. Paul was the winning deejay in the latest Frankie Laine promotion. He'll be back Jan. 2.

Bread Documentary Set Will Premiere New Show

Bread will be the subject of an hour-long documented drama over CBS on Dec. 30 when the web presents "The Rising Wonder" in conjunction with the 25th Anniversary of the Continental Baking Company. The script has been prepared by Robert Louis Shayon, and Mark Stevens will narrate.

Program will feature, in person, Ray Stritzinger, president of Continental, and Lee Marshall, chairman of the board of the baking company.

Peg Lynch and Alan Bunce will premiere their new "Ethel and Albert" show on ABC, Monday, Jan. 16 at 8 p.m. (EST) it was announced yesterday. The program was formerly heard as a five-a-week fifteen minute show but will be streamlined to a weekly half-hour production for the Jan. 16 premiere. ABC will preview the show's new format on Christmas Eve at 9:30 p.m. over the full net in a special holiday broadcast.



Big Treat

Andy, the little Orang-outang from Borneo, is celebrating his second birthday by eating a favorite American delicacy — a vanilla ice-cream cone. The way Andy's gobbling up that cone, you can bet he's enjoying his big treat.

There's a big treat in store for radio advertisers who are interested in the Baltimore market. That treat is station W-I-T-H, the BIG independent which treats you to more listeners-per-dollar than any other station in town. W-I-T-H carries your message to 92.3% of all the radio homes in the Baltimore trading area.

That means you can do a LOT with a LITTLE money on W-I-T-H. So if you're looking for low-cost results, call in your Headley-Reed man for the whole W-I-T-H story.

Big Apple

This year in Massachusetts, "Apple Week" proved a huge sales-success. Mildred Carlson's "Home Forum" (WBZ-WBZA, 9:30 AM., Monday-Saturday) helped make it so. Writes the executive director of the Massachusetts Development Commission: "Your broadcasts have done a first-rate job for our fine apple crop." Writes a state Department of Agriculture official: "Much of the credit is due to Mildred Carlson and WBZ." Writes an executive of the New York & New England Apple Institute: "Best of any year to date, thanks to your effort."

For a pippin of an increase in your New England sales, start using the "Home Forum" now! Check WBZ or Free & Peters.

BOSTON
50,000 WATTS
NBC AFFILIATE
WBZ

WESTINGHOUSE RADIO STATIONS Inc
KDKA • WOWO • KEX • KYW • WBZ • WDZA • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV;
for WBZ-TV, NBC Spot Sales

AM  FM

WITH

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

Our man Jamison is a character...



By this we don't mean that Mr. Jamison is the sort of fellow who panics the office by returning from lunch with a lamp shade on his head... (although, of course, he likes a *good* joke as well as the next man).

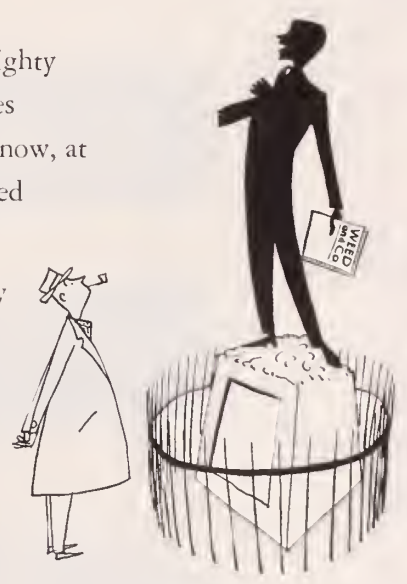
What we *do* mean is that Jamison is an invention of our imagination... based on our many years of successful experience as broadcasters' representatives. (We thought we'd better mention this, because we've received quite a few phone calls for Mr. Jamison since we started him off at the first of the year).

Jamison is really a composite of the qualities that make the services of Weed and Company so valuable. He serves *both* ways. He serves the men who provide radio and television facilities... he serves the men who advertise over them... and he does both superlatively well.

That makes him a symbol as well as a character, we figure. Anyway, we're mighty proud of Mr. Jamison and the qualities he represents. And we want to say so now, at the end of his first full year with Weed and Company.

This is a most appropriate time to say one other thing, too...

A VERY MERRY CHRISTMAS
to all our good friends among
the broadcasters, advertisers
and agency men of America.



Weed *radio and television*
station representatives
and company
new york • boston • chicago • detroit
san francisco • atlanta • hollywood



TO EVERYONE A MERRY CHRISTMAS



NEW YORK

AND A HAPPY NEW YEAR
the Miss' Staff



XMAS PROGRAMMING IN SPOTLIGHT

Indies Featuring Special Xmas Programs

With the majestic "Hallelujah" of Handel's Messiah, with the choruses of uncounted voices, with the simple story of the Christ child — Christmas, 1949 — will be heralded by New York City's radio stations. Yuletide carols and stories have already filled the air waves this week, but

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Theater-Tele Hearing Seen Early Next Year

Washington Bureau of RADIO DAILY

Washington—Reports here are to the effect that the FCC will try early next year to call its hearing on the question of providing channels for theater television.

During the past weeks the belief has been that the Commission has planned to announce the hearing before the end of the year, and this belief now appears to be well-founded.

While it still is not likely that the Commission, with its present heavily-loaded schedule, will be able to take up the question of

(Continued on Page 15)

O'D. Wedding On MBS Inside, Outside Church

"Mutual Newsreel" scored a news beat last night when the program broadcast an exclusive radio on the spot description, both from inside and outside the church, of the wedding ceremonies attendant to the Mayor O'Dwyer-Sloane Simpson nuptials.

Doug Silvers, WIRA, Fort Pierce, Fla., newscaster, arrived at the Stuart, Fla., church early yesterday morning and set up his equipment (tape recording stuff) outside and inside the church. When hizzoner

(Continued on Page 14)

Distinction

Mrs. William O'Dwyer, until yesterday New York fashion consultant Sloane Simpson and now the wife of New York's Mayor, was yesterday designated "Honorary Queen of All America" by emcee Jack Bailey of Mutual's "Queen For A Day" show. Bailey gifted the lovely Mrs. O'Dwyer with a huge bouquet of American Beauty roses.

Beamed To Antarctica

A New York-Paris Christmas celebration for a group of French explorers in the Antarctica has been planned by the French Broadcasting System for this Friday, December 23. The short wave broadcast will spotlight a song by the internationally-famous French singer, Edith Piaf.

A conversation between Paris and the explorers revealed that they had a yen to hear Miss Piaf and that if they had time to write Santa, they would include the request in their letters. The party will be in Antarctica until at least January 1951.

Mutual Wk.'s Billings Close To \$3,000,000

Two and three-quarter hours of network time, approximating \$3,000,000 in new business billings have been signed by Mutual within the past week, it was revealed yesterday. In addition, the web recently announced more than \$2,000,000 in year-end renewals.

According to a network spokesman, Miles Laboratories, which now sponsors "Queen For A Day," has signed to bankroll a daily, five-times-a-week segment of "Ladies

(Continued on Page 14)

ABC Expands Script Staff For AM-TV Programming

ABC's trend toward increasing the development of house-built shows for radio and TV has resulted, it was learned yesterday, in an expansion of the script and program promotion division of the web.

Three senior writers, Louis M. Heyward, Vera Oldham and Michael Sklar have been signed by ABC as senior writers and Arlene Wood joins the web as a junior writer.

Heyward was formerly script editor for Associated Press' radio division and has received credits on a number of network programs;

(Continued on Page 12)

Educational Series Planned By WHOM

An educational experiment in Americanization training will be started in mid-January by WHOM in cooperation with the New York City Board of Education, Gene Pope, Jr., v-p and general manager of the station announced today.

The multi-lingual station will urge its listeners to enroll for a series of 12 evening sessions to be conducted at the WHOM studios. Classroom instruction will be supplemented by a weekly broadcast. The

(Continued on Page 12)

Nine CBS Programs In Top 15 Hooperatings

CBS shows hold nine of the top 15 evening spots in the Hooperatings for the week of December 1 to 7, a Hooper release showed yesterday. Jack Benny was in the number one spot with a 26.6 rating with the Radio Theater second at 22.0. Both are CBS programs.

Fibber McGee & Molly on NBC were third with 20.4, with Arthur Godfrey's Talent Scouts at 19.7 and My Friend Irma at 19.3 filling out the first five. Others were Bing Crosby, 19.2; Bob Hope, 18.7; Mr. Chamelon, 17.4; Amos 'n' Andy, 17.3;

(Continued on Page 14)

Christmas Theme Dominant In Holiday TV Programming

The story of Christmas, its religious services and music, its legends and literature, will provide the basic material for virtually every television program on the air during the holiday season.

An outstanding TV highlight of the Yuletide will be President Harry S. Truman's Christmas message to the nation and the tree-lighting ceremonies on the White House lawn, which will be carried by all networks. While the cameras pick up the scene in Washington, the President's voice will be piped in over the picture from Independence, Mo. Secretary of the Interior Oscar Chapman will be seen on the program and music will be provided by

the National Press Club chorus and the Marine Band.

Special Christmas Eve programs on NBC will include "According to Joseph," a dramatic re-enactment of the story of the Nativity. Program will be aired from the web's studios and will be integrated with a pickup outside St. Patrick's Cathedral in New York. Immediately after, the net will air a special show titled "Christmas Eve In Bethlehem," a WPTZ origination from Bethlehem, Pa. Program will include a processional and choral service from the Cathedral Church of the Nativity.

At 11:45 p.m., NBC will pick up (Continued on Page 15)

Yuletide Schedule Announced By Networks

The four major networks are devoting their entire programming of next week-end to Christmas inspired special broadcasts or to holiday cued tie-ins on regularly scheduled programs, a RADIO DAILY round-up of Yuletide programming revealed this week. Noted British scribe, Charles

(Continued on Page 6)

Suggests Changes In CBC Financing

Vancouver, B. C. — Financing of the CBC from Federal grants instead of from license fees and advertising revenue has been suggested by William Guild of Lethbridge, Alberta, chairman of the Canadian Association of Broadcasters.

In an address to the Advertising and Sales Bureau of the Vancouver Board of Trade, Guild, manager of station CJOC in Lethbridge, proposed that the annual Federal grant he advocated be fixed for ten-year periods. He said it would then meet the CBC's needs, allow for proper development and keep the CBC free from political influence. At the same time, a regulatory body independent

(Continued on Page 12)

Economic Progress Review Featured By Adv. Council

A review of progress made under the American economic system since 1900 and ways to continue progressing are the keynotes of The Advertising Council's American Economic System Campaign Guide for 1950.

Pointers for advertising campaigns on the American system are included in addition to a booklet on the Miracle of America. The latter

(Continued on Page 14)

Musical Innovation

An innovation in the playing of Yuletide carols will be aired by NBC's Friday p.m. "News Of The World" when the web picks-up, from York, Pa., Karl Alex Smyser's rendition of "Joy To The World," "Silent Night" and "Away In The Manger." Smyser, who has been doing it for twenty-five years, will play the three hymns on the factory whistle at York's New York Wire Cloth Co.

WEB XMAS PROGRAMMING IMPRESSIVE

President Truman, George VI, Pope To Broadcast

(Continued from Page 5)

Dickens (circa early 19th Century) rates as radio's outstanding writer for Christmastide 1949, with three major productions of his "A Christmas Carol" and one presentation of his "Cricket On The Hearth" scheduled for week-end beaming.

The Dickens' classic "A Christmas Carol" will be presented by CBS on the Dec. 22 broadcast of Les Mitchell's "Sippy Hollywood Theater" with the Abbey Players featured and Alex Guinness starred as Scrooge. The Abbey Theater interpretation of the Christmas fable is one of the programs Mitchell recorded on his recent European jaunt.

Again on Dec. 24, Christmas Eve, CBS presents the classic with Edmund Gwenn starred as both Scrooge and narrator. Lionel Barrymore will also portray Scrooge for, in his case, the sixteenth consecutive year on Christmas Eve over Mutual.

Other special programs arranged by the major webs include broadcasts by President Truman, King George VI of Great Britain, and Pope Pius XII from the Vatican.

The President's annual Christmas message will be carried over all the

major nets at 5 to 5:30 p.m. on Christmas Eve and King George will deliver his Yuletide greetings over MBS, CBS and ABC (all EST) at 1 p.m., 1:15 p.m. and 10:30 a.m., respectively.

NBC, on Christmas Day from 2 until 3 p.m., will carry a description of the ceremonies attendant to the proclamation of a new Holy Year at the Vatican in Rome as reported by Jack Begon, NBC's Rome correspondent.

NBC Has Special Features

Other NBC special events for the holiday include Christmas concerts by the Boys Town Choir, Morton Downey, the combined Glee Clubs of Rosary College and Notre Dame, a 76-voice mixed chorus of Concordia Teacher's College, the Radio City Music Hall Chorus and a special holiday musical program by the NBC Orchestra led by Guido Cantelli, all on the holiday eve. The web will also present "Cricket on the Hearth" and a description by H. V. Kaltenborn of Santa's take-off from the North Pole.

On Christmas Day, NBC has scheduled a visit to NBC stars' homes on Christmas morning, a recreation of by-gone "Quiz Kid" Christmases, a recitation of Paul Gallico's "Twas The Night Before Christmas" and Yuletide tie-ins on regular scheduled network programs.

On Saturday, Dec. 24, Mutual has scheduled "Carols by Candlelight," a pick-up from Melbourne, Australia; "Faraway Christmas," a pick-up from the Button Wood, England Headquarters of the U. S. Air Force; a special holiday show by the Disabled Veterans; "Christmas in Alaska and Puerto Rico," another pick-up; "Hawaii Calls," from the Pacific Outpost; a guest shot by Santa himself on "Twenty Questions," a "Chicago Theater of the Air" production of "Babes in Toyland"; "Thou Bethlehem" a dramatization of the Nativity starring Glenn Ford; and an hour-long midnight Kiwanis glee club and choir musicals.

In addition to broadcasting Lionel Barrymore's interpretation of the Scrooge role on Christmas Day, Mutual will air a special program from Rome where Carleton Morse will play the role of Santa Claus as he presents gifts to war-orphaned at the San Michele Colony. Mutual also has geared most regular programming to the holiday spirit.

Columbia Skeds Features

CBS' holiday fare, in addition to the Truman-King George airers, will be highlighted by an hour-long presentation of "The Man Who Came To Dinner" with Jack Benny in the Sheridan Whiteside role assisted by John Garfield, Henry Fonda, Gene Kelly, Charles Boyer, Gregory Peck, Dorothy McGuire and Rosalind Russell.

Other CBS specials include, on Dec. 24, "Make Way For Youth," an offering of teen agers from Detroit high schools; "Twas The Night Before Christmas" on the "Let's Pretend" holiday stanza; the sixth annual dramatization of Miracle For Christmas" on Grand Central Station"; a program of old music featuring organist E. Power Biggs; the Boys Town choir; carols by the Mexico Boys Choir; old world carols by the Philadelphia Choral Ensemble, and "Around the Christmas Tree" with Billy Leach and others, from Chicago.

On Christmas Day, starting at midnight when Eileen Farrell is featured in the annual CBS Christmas Carol Service, CBS will present in addition to holiday cued regular programs, "While the Shepherds Watched" a Nativity story based on the Gospels; a Doug Edwards "Newsmakers" description of the

Four Nets Combine Ancient, Modern In Yule Salute

man of the hour, Santa Claus; "Children's Christmas Abroad" with pick-ups from London, Paris, Berlin and Rome; the Robert Shaw Chorale featuring Benjamin Britten's "Ceremony of the Carols"; the first network performance of Morton Gould's "Serenade of Carols"; and a Ronald Colman narration of "The Small One."

A special recording of the opening of the Holy Door of St. Peter's Cathedral in Rome with Pope Pius XII officiating will be heard over CBS at 3:30 p.m. as reported by Winston Burdett. Also, on the 24th, over CBS, a special "CARE Salute" will be aired at 5:30 p.m. (EST). The special program features Chas. Royer, Danny Kaye, Virginia Bruce, Francis Lederer, Ricardo Montalban, and Alida Valli.

APC Featuring Music

ABC will present the first radio broadcast of the new Peter Mennin cantata which was commissioned especially for radio and is said to be the first major religious work so commissioned when the Robert Shaw Chorale gives the first performance of "A Christmas Story" on Christmas Day. The cantata was commissioned by the Protestant Radio Commission last spring and represents fifth work by 26-year-old Mennin.

Other special ABC holiday programs include "Voices That Live" which will feature, on Christmas Eve, four historic sacred records played by Wally Butterworth. The discs carry the voices of Mme. Schuman-Heink, John McCormack, Pol Plancon and Giovanni Martinelli. "The Greatest Story Ever Told" presents a two-part Christmas Cycle entitled "Prince of Peace" on Dec. 18 and 25th.

Most of the web's programming for the past two weeks have been devoted to Yuletide tie-ins and the airwaves have been resounding to jovious Noels and the strains of "Silent Night" and "Adeste Fideles."

ABC will also carry the ceremonies from the Vatican as reported by Walter Weisbecker at 6:45 p.m. on Christmas Eve.

Season's Greetings and A Happy New Year



WHOM

"The 11 Progresso Station"

1480 on Your Dial

136 West 52nd St. New York 19, N. Y.

Best From

JEAN, BOB
&
CHARLIE

The Season's Greetings

Our rich heritage of song gives everyone the means to share and spread the brotherhood and fellowship of the holiday season.

Music has always been the most natural expression of the true Yuletide spirit. Hymns and carols and holiday melodies have been handed down through the years until it becomes impossible to imagine any festive occasion without them.

The normal celebrations of our Christmas and New Year's holidays take on added glow with the expressive spirit found in music.

BMI sincerely extends the greetings and best wishes of the holiday season to everyone.

BROADCAST MUSIC, Inc.

580 FIFTH AVENUE • NEW YORK 19, N. Y.

CHICAGO • HOLLYWOOD • TORONTO • MONTREAL





What They Want for Christmas



GEORGE SHUPERT—an airport for convenient landings at Mt. Kisco, New York...
HARRY O'BRIEN—better commuter accommodations on the New York Central...
HAL DAVIS—a new name band with the popularity of a Vaughn Monroe...
BILL HEDGES—more out-of-town members for the Radio Pioneers...
FATHER PATRICK PEYTON—stardom for all his friends in Hollywood...
JIM SAUTER—a respite from the benefit circuit...
CHAS. R. DENNY—someone who can track down all the rumors.

SYD EIGES—more time with his family...
GEORGE CRANBALL—bigger monthly milk checks on his farm...
JOE RANSON—a round trip ticket and a month's sojourn in Mexico...
JOSE RAMON QUINONES—a private plane for trips to the mainland...
BUCK CANEL—more World Series trips to New York...
JIM O'BRYON—more time for his hobby-cat raising...
LOUIS TITERTON—a well on his Pleasantville estate that will never go dry...
GEORGE OSWALD—a ban on western TV movies...
JACK PACEY—a day with no deadlines

ORREN DI NLAP—a sun flower antenna that will receive color TV...
EARL MULLIN—someone to scotch all rumors about 20th Century Fox taking over ABC...
JACK BANNER—more clients with the prestige of Margaret Truman...
FRANK WHITE—a White Christmas...
ED KOBAK—more clients like Nielsen...
C. E. HOOPER—a new theme for a press party...
NEVILLE MILLER—a client who isn't seeking favor with the FCC...
BOB RICHARDS—more time for visits with newspapermen...
SYD ROBARDS—some new Uncle Lud stories...
NILES TRAMMELL—super salesman who can talk TV and radio and keep their merits apart...

*Silent night, Holy night!
 All is calm, all is bright.
 'Round yon Virgin Mother and Child,
 Holy Infant so tender and mild,
 Sleep in heavenly peace,
 Sleep in heavenly peace!*

PAUL RAIBOURN—some first class film for Paramount's TV film network...
WAYNE COY—a painless solution to the black and white and color TV feud...
ALLEN B. DuMONT—more assembly lines for DuMont receivers...
JOHN CHURCHILL—a copy of BMB's Second study...
HARRY FEENEY—a ban on jokes about Brooklyn...
WILL BALTIM—time enough out from TV chores to watch television entertainment...
CLAUDE BARRERE—an under-secretary for REC...
MIKE DANN—another holiday in Bermuda...
CHARLES STUART—a ban on special editions...
JOHN SINN—another big year for Ziv...
JACK RYAN—more emphasis on Chicago as a radio-TV production center...
DON McNEILL—less radio and more fishing trips.

JUSTIN MILLER—another series of district meetings as successful as '49...
IRVING STROUSE—a Broadway play...
ANN THOMAS—a television film series...
OLSEN & JOHNSON—sponsor for "Sons o' Fun"...
ARTHUR GODFREY—a movie contract...
HARRY MAZLISH—television station...
BOB EMERY—a vacation...
LUCY MONROE—a few concert dates...
FRANK MULLEN—a successful year for Jerry Fairbanks...
FRED COLL—a few more clients...
FRANK GALLOP—a live television show...
EDGAR KOBAK—another client like Mutual...
LAMBERT BEEUWKES—more time to sell at WDAS...
LOIS JANUARY—

less trips for hubby Bill Gernannt...
PAUL MORENCY—another trip to Hollywood...
BERT LEBHAR—a new bridge book...
NICHOLAS PAGLIARA—a trip to New York.

GENE O'FALLON—an early visit east to see his pals...
WILLIAM S. PALEY—the end of the color squabble...
LINUS TRAYERS—new set of golf sticks...
BOB SCHMID—trip to Mexico...
HERB AKERBERG—another Lou Hausman...
ARTHUR SIMON—a television station in the Metropolitan area...
FRITZ SNYDER—another Bulova account...
TED STREIBERT—some good shows for television...
SIDNEY STROTZ—a vacation trip to Radio City...
PHIL SPITALNY—a television show that will show off his beautiful gals...
CHARLIE BROWN—a new contract with Masterson, Reddy & Nelson...
SYDNEY KAYE—a chance to do some more speeches...
OLIVER GRAMLING—a new dog...
BERNIE ESTES—another Pioneer dinner...
MORRIS NOVAK—another trip to Europe...
ELLIOTT SANGER—less meetings with the TIMES...
RALPH N. WEIL—a good foreign language organization...
CHARLIE MICHELSON—a few more sponsors...
MARK WOODS—some black ink in the television operation...
HARRY BANNISTER—another NAB Convention like 1941.

ART LINKLETTER—24 hours without a single phone call...
JOHN GUEDEL—top ratings for People Are Funny, You Bet Your Life and House Party...
IRVING ATKINS—peace and quiet...
DICK PETTIT—Guedel and Linkletter on the covers of Time, Life and Look in one week...
EDDIE MILLS—a new shirt...
BERNIE SMITH—to edit the Groucho Marx show from Honolulu...
DOROTHY NYE—a case of root beer...
DORIS McHALE—a week at the Waldorf...
BESSIE BLOUIN—a husband...
MARGY BIMEI—a date with Peter Lorre...
ELEANOR ROWLAND—twins...
ROD O'CONNOR—to judge the Atlantic City Beauty Contest...
JEAN ROUNTREE—an English accent.

MEREDITH WILLSON—"That Christmas be spelled that way and not with an 'X'"...
CURT MASSEY—"Bigger and better prizes and trips for 'Queens' during 1950..."...
MARY, HARRY HICKON—a world at peace, lasting longer than time itself...
ED THOMPSON—Mountains of Clippings about our clients...
CHARLES LYON—Year-round hunting trip, bagging the limit every day...
COUNTRY WASHBURNE—to write another hit like One Dozen Roses...
UNITED PRODUCTION OF AMERICA—to produce at least two feature-length cartoons every year...
AL WOODBURY

—more time for my hobbies, precious shells, hot-rod racing...
NEIL McDONALD—new and more space-grabbing ideas for our clients...
CATHY, ELLIOTT LEWIS—idea, script and sponsor for Mr. and Mrs. radio show...
SYD CASSYD—hopeful that Cantor, Bergen, Benny, et al, help to build TV this year not cash in later.

JACK CARSON—a promise from everyone to call it Christmas instead of Xmas...
HAL "GILDERSLEEVE" PEARY—a girl friend on his program who doesn't love him just for his political power...
YOGI (Harry Stewart) YORGESSON—another Christmas recording like his "Yingle Bells" and "I Yust Go Nuts at Christmas"...
LUM and ABNER—a television audition which THEY like...
BOB GARRED—a chance to lead a normal life instead of doing five news broadcasts daily for CBS at odd hours...
HAL SAWYER—another television show like his talked-of "I'll Buy That"...
FRAN van HARTSEVELDT (Producer of Gildersleeve)—a race horse like Citation...
KEN CARSON—the chance to prove he's America's best singer...
STERLING TRACY—America's finest model railroad so he won't have to build his own.

VELOZ and YOLANDA—a sponsor for our television program, The Veloz Show...
TEN RITTER—a television set for my station wagon while on tour...
FREDDY MARTIN—a hit tune for every month of the new year...
JIMMY WAKELY—more bookings like Grand Ole Opry...
J. CAROL NASH—more film roles like his in "Black Hand"...
JOHN ARCHER—more producers like George Pal...
TEDDY HART—more road tours with "The Men Who Came To Dinner"...
MURIEL MADDOX—a house in Laguna...
SAMUEL FULLER—more writing assignments like "Rear Guard"...
SUE CLARK—more clients like Ralph Edwards...
JOHN BENSON—later west coast time for "This Is Your Life"...
FRED CARNEY—two heads so I'll have four ears for answering the calls from people who want to be on "Truth Or Consequences"...
RALPH EDWARDS—well a fifty hooper on both shows wouldn't be bad.

WARD INGRIM—would like a sponsor for the 2nd half of "Queen For A Day"...
TONY QUINN—would like a single entry bookkeeping system showing profits only...
PAT CAMPBELL—would like a course in public speaking to help him overcome his taciturn moods...
DONN TATUM—would like a case of 100 proof bonded jurisprudence...
BOB HOAG—would like a few problems to keep him from becoming bored—such smooth sailing is TV these days...
MARK FINLEY, JIM PARSONS, and JOHN HURLEY—would like a 52-week contract with all metropolitan dailies for a two column picture break each day with first refusal on the next 52.

(Continued on Page 10)

HENRY C. ROGERS

Publicity



New York

Hollywood

Season's Greetings

Sanford Bickart

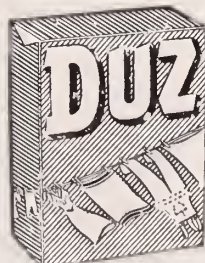


RALPH EDWARDS

Extends a

Merry Christmas

TRUTH OR CONSEQUENCES



NBC SATURDAY

THIS IS YOUR LIFE



NBC WEDNESDAY

RADIO DAILY

What They Want for Christmas



(Continued from Page 8)

CHARLIE MCCARTHY—wants the same thing for Christmas ever since he tied up with Bergen. More than six bits a week allowance... **JANET WALDO**—a beautiful wooded lot in Encino—just where she wants to build her home... **MARIE WILSON**—if Judy Holliday doesn't do the dumb blonde in the film of "Born Yesterday," she'd love to do it. Then she might prove to the public that she's just as "couth" as they are... **JERRY LAWRENCE** and **BOB LEE**—would like to have any lil ole sponsor for "Young Love."

BETTY GRABLE—would like a horse as good as Citation... **GREGORY PECK**—would like another picture as good as "Twelve O'Clock High"... **LINDA BARNELL**—would like to have her new Bel-Air Home completed in time for Christmas... **JEAN PETERS**—would like a heavy snowfall so she could have a Christmas like the ones she knew back home in East Canton, Ohio... **STEPHEN McNALLY**—would like a father role on the screen... **DAN DAILEY**—would like to play in the low '70's at Lake Side... **BARBARA LAWRENCE**—would like to spend the holidays in New York with boy-friend Murray Hamilton... **DAVID WAYNE**—wants a role in which he can let his hair grow... **MARION MARSHALL**—wants her long hair back... **VICTOR MATURE**—wishes the world would forget "Beautiful Hunk of Man" tag... **RICHARD WIDMARK**—would like to have the "Man on the Ledge" role... **BILL HEBERT**—seeks the thriving advertising and public relations business continues to grow in 1950... **BARBARA LOMBARD**—a white Christmas for a native Los Angelian.

JOHN BLAIR—to be able to break 100 in golf... **GILBERT BRAUN**—one big-time account... **FRANK BURKE**—a horse for his daughter, Mary... **H.L. ATLAS**—

CBSuccess... **H. ALLEN CAMPBELL**—another show like "Lone Ranger"... **GILMOKE NUNN**—one more trip to South America... **WILLIAM S. CHERRY**—commutation ticket between WNEP and WPRO... **JAMES LAWRENCE FLY**—an automatic phone - answerer... **EDWIN W. CRAIG**—quiet and peace in the NAB ranks... **LINCOLN DELLAR**—another trip east... **A. A. SCHECHTER**—one more special event... **IKE LEVY**—another WCAU... **HOWARD MEIGHAN**—a Hollywood swimming pool... **DR. LEON LEVY**—a few tennis lessons... **GLENN SNYDER**—a small farm... **FRANK STANTON**—a phoneless hideaway... **BERNICE JUDIS**—a time stretcher... **IRA HERBERT**—another Bernice Judis... **DAVID SARNOFF**—one more award... **TED COTT**—a Parisian doll... **ALLEN FEET**—a squawkless sponsor... **JERRY STRONG**—a national sponsor.

LLOYD EGNER—another Canadian trip... **L. B. WILSON**—the good old days... **ROGER CLIPP**—a 16-hour day... **ARCH BRAUNFELD**—**MARTIN BLOCK**—a chance to see the world... **HARRY WISMER**—a little peace and quiet... **JOE WEED**—another WTIC... **GEORGE F. PUTNAM**—a sponsor on each network... **HENRY GREENFIELD**—a trip to Palestine... **ARCH SHAWD**—quick recovery from his accident... **DON SERLE**—larger transom... **HARRY STONE**—one more "Grand Ole Opry"... **BILL WAY**—a good supply of replacement parts for his engineers... **MAURY LONG**—automatic machine that produces renewal contracts... **MARVIN KIRSCH**—a dunlap erradicator for his Long Island lawn.

CARL HAVERLIN—a statue of Lincoln in Pasadena... **SIDNEY KAYE**—next spring and a butterfly roof... **CHARLES A. WALL**—a budget with the complaints removed... **TOMMY TOMPKINS**—another Hindemith... **ROBERT J. BURTON**—if it's for free—yes... **JULIE STEARNS**—just a tiny hit song... **JEAN GEIRINGER**—something from Europe that looks good in English... **GEORGE MARLO**—more elevator operators at the Hotel Astor... **M. H. SHAPIRO**—a friendly architect who knows a builder who gives 20 per cent off... **ROY HARLOW**—somebody to talk to at 8:45 ayem—in the office, that is... **HARRY SOMERVILLE**—4,500 hotels and nite spots.

BOB SOUR—another "Body and Soul"... **MILTON RETTENBERG**—Fred Allen back on the air... **H. V. KALTENBORN**—the ideal place to hold the annual Pioneers banquet... **HENRY MANNERS**—a portable TV set and only one more record album... **RUSSELL SANJEK**—a type-writer that does its own scripts... **IY REITER**—his own print shop... **CECIL CARMICHAEL**—a Gordon McRae record... **BOB HUTTON**—a few double-trucks... **IKE DIAMOND**—an IBM super-robot... **LISA KIRK**—three of her hubby's (Bob Wells) songs on the Hit Parade... **GUY LEBOW**—"Oh, to have Kathryn Grayson singing to me beside a fireplace"... **CATHY MASTICE**—to star in the Music Hall Christmas show each year just as she's now doing... **BOBBY COLT**—to have another hit record similar to "Scattered Toys"... **CONRAD THIBAUT**—a couple of his old commercials back... **SHERIFF BOB DIXON**—to have every man in town (most of 'em are frustrated cowboys, anyway) get his wish to be a cowhand... **CARL KING**—his phiz on television daily and twice on Sunday.

STAATS COTSWORTH—a fat part in a B'way show... **FRANK GALLOP**—to continue making this col'm's annual list of snappiest-dressers... **JERRY LAYTON**—can't wait for that Mareh honeymoon...

Be near me, Lord Jesus, I ask Thee to stay
Close by me forever, and love me, I pray;
Bless all the dear children in Thy tender care,
And take us to heaven, To live with Thee, there.
—Martin Luther

MONICA LEWIS—a mistress-of-ceremonies role on her own TV'er... **JANE PICKENS**—some more meaty roles such as she had in "Regina"... **ROBERT MERRILL**—a TV series of his own... **MOE GALE**—a couple of more artists like Pickens and Merrill... **AL WILDE**—time off for a little canasta now and then... **TIM GALE**—some time off so he can 'take' the aforementioned Al Wilde in the aforementioned canasta... **THE MARINERS**—a couple of more hit records.

JOHN TILLMAN—some more emcee roles in TV... **HARRY HERSHFIELD**—50 more years of making 'em laugh... **ROGER KAY**—a quick sale on the Mady Christians show... **MARTY GOODMAN**—a quick sale on any show... **LESTER LEWIS**—a TV show of her own for Pat Bright... **HANK SYLVERN**—a couple of more shows to work together with his wife, Jeanne Harrison... **DON DUNPHY**—plenty of mistletoe for Frank Coniff, who tagged him the best boxing broadcaster of the year... **EDDIE DUNN**—a few more quizzers.

MEL ALLEN—a subway series again... **RUSS HODGES**—the same—only one that his Giants can get into... **MINA BESS LEWIS**—to land on a TV quiz panel and show some of that trigger-thinking she did on "Charade Quiz"... **JIM BOLES**—some more TV shows playing opposite his wife, Athena Lorde... **FRED WARING**—just to continue playing the sort of music that inspired Toscanini to tell a reporter he'd like to meet him... **JIM SAUTER**—a couple of good committee-members to share some of that load.

ED & PEGEEN FITZGERALD—a fast way to commute from their Hay Island retreat... **HARRY WISMER**—faster planes to take care of all that cross-country traveling of his... **ED BYRON**—a few more "Mr. D.A.'s"... **CHARLOTTE MANSON**—everybody to be as happy as she is with her brand new groom... **ED WOLF**—that they never "Break the Bank"... **BILL GARGAN**—a long run for "Martin Kane"... **JOE FRANKLIN**—to see a long-cherished dream come true — two-a-day vaudeville under his banner.

ROBERTA QUINLAN—nothin'. She just got a brand new five-year contract from Mohawk... **ALFRED DRAKE**—a dramatic role either on the B'way stage or a TV series... **PETER DONALD**—Santa to bring him a new nite-time comedy radio package... **HERB SHRINER**—a return to the rural sincerity that country towns are noted for... **MIMI BENZELL**—reviewers to repeat the lavish praise heaped on her for her Hotel Pierre thrnshing... **HERB**

SHELDON—"a world mindful of peace, where everyone has peace of mind."

SAMMY KAYE—time off from the bandstand to spend several days skiing up in Santa's backyard... **BILL SLATER**—to liek his wife, Marion, in a tennis match... **MARLOW LEWIS**—a couple of more winners like "Luncheon at Sardi's" and "Toast of the Town"... **GARY STEVENS**—a TV series to follow each baseball game tagged "Grandstand Managers," to kick around the wisdom of the plays of the day... **BETTY CLARK**—everyone to follow her motto: "The way to be happy is to make others happy"... **RALPH EDWARDS**—an eight-day week... **MOREY AMSTERDAM**—to pen a best-seller... **MILTON BERLE**—to settle down in dear old Calif... **FRED ALLEN**—not to settle down in dear old Mass.

ELLIOTT LAWRENCE—to see polio kayo'd... **BEN GRAUER**—to do a special events broadcast from the top of Mt. Everest... **HARRY SALTER**—a stocking full of "Mystery Melodies" for "Stop the Music"... **GUY LOMBARDO**—an atomically propelled speedboat... **DAN SEYMOUR**—a three-dimensional television set... **MARGARET PHELAN**—a substantial interest in the Brooklyn Dodgers or the Yanks... **KATHI NORRIS**—scent-evision, so she can sell perfume over the air... **HILDEGARDE**—color TV.

ED WYNN—wants his two front ribs that he recently cracked by slipping in his shower... **MERLE S. JONES**—a million dollar order on the Columbia Pacific network... **NORRIS "Tuffy" GOFF**, (Abner)—wants a trip home, and for the first Christmas in 19 years that's what his family and he are going to do... **GEORGE W. ALLEN**—somebody to move the High Sierra's trout fishing closer to Hollywood... **GARRY MOORE**—one church for all... **FORREST OWEN, JR.**—a swimming pool, not necessarily filled with Alka-Seltzer, to relax after ten shows a week... **WAYNE R. STEFFNER**—wants Merel Jones to get his wish... **STUART NOVINS**—a warm January 2 for the Rose Bowl Game and Parade... **MURIEL HORNOR**—expandable studios at KNX... **JACK BECK**—peace in radio for men of good will... **A. E. JOSELYN**—enough time to get through the work that piles up over the holidays so that I can start the New Year with a clean desk... **WILLIAM BRENNAN**—14 points and California in the Rose Bowl Game... **GUY DELLA CIOPPA**—4 tickets to Jack Benny, just like anybody else... **CHET HUNTLEY**—one fifth of the wisdom and integrity that a reporter needs in the face of the day's developments.

JOAN DAVIS—good ol' St. Nick to "Leave It To Joan"... **EVELYN KNIGHT**—wants Santy to bring her another "Little Bird"... **THE OZZIE NELSONS**—just
(Continued on Page 11)

Season's Greetings

CARL POST & CO.

1595 Crossroads of the World Hollywood, Calif.

Publicity — Public Relations

Wishes for a Bright N' merry Xmas and a Happy New Year



What They Want for Christmas

(Continued from Page 10)

want Santa's greetings—they have everything else they want this year... **JUDY CANOVA**—would like a good starring vehicle, the kind without wheels... **CARLTON E. MORSE**—asking Santa for health and happiness for "Every Man's Family"... **BILL GARGAN**—wants a "Private Eye-ful"... **MASTERS ON, REDDY AND NELSON**—would like some nice shiny cycles for Christmas—kilocycles.

JEAN HERSHOLT—could use more space for his ever-expanding collection of first editions, but more than nothing, the fulfillment of "peace on earth, good will to man"... **BARBARA WHITING**—a trip to New York City... **K. T. STEVENS**—a gift that would run well into the New Year—have her husband's (Hugh Marlowe) film assignments keep him in Hollywood instead of out of the country... **ROSEMARY DECAMP**—can't think of anything offhand, but it would be nice to have more time with my family and **STILL** do all the film and radio work I do... **DINAH SHORE**—to have every record a hit like "Dear Hearts and Gentle People" and never flop in a session... **ROBERT YOUNT**—I'd like "Father knows best" the slogan at home, as well as NBC. You try getting the last word with 4 daughters... **MARILYN MILLER**—not to look so sexy on the screen so scenes will not be cut out of my pictures like that comic bubble dance in "Key To The City"... **HENRY C. ROGERS**—a camera with automatic lighting so that all the faces are lighting so that all the faces are lighted properly... **JACK SMITH**—to have another 1000 broadcasts for Oxydol as happy as the last 1000.

GALE STORM—would like more time in 1950 with her three boys than she was able to have, because of so many film commitments, in 1949... **ELYSE KNOX**—

*For lo! the days are hast'ning on, By prophets seen of old,
When with the ever-circling years, Shall some the time foretold,
When the new heav'n and earth shall own The Prince of Peace their King,
And the whole world send back the song Which now the angels sing.*
—E. H. Sears and R. S. Willis

would like to continue enjoying the same good health and happiness as were hers in 1949, with a few good pictures to do for Monogram... **WHIP WILSON**—a fine ranch in the west end of the San Fernando Valley... **HUNTZ HALL**—a top role in a Broadway musical... **ROD CAMERON**—a trip to Europe... **FLORANCE MARLY**—real contentment, and the sense of achievement... **JOHNNY MACK BROWN**—a bit of good hunter's luck when duck and deer seasons roll around... **RENO BROWN**—the ability to schedule picture making and personal appearance programs so she may have at least a full month on her ranch in Nevada, instead of just a day or two... **JOE KIRKWOOD**—more pictures to do and more golf tournaments to enter.

PAUL HEINECKE—to make as many fine and loyal friendships in the industry in the year to come as in the past... **K. A. JADASSOHN**—another 500 subscribers to the SESAC Library this year... **JIM MYERS**—water, water, everywhere... **LOU TAPPE**—oh, I'll settle for a new Cadillac convertible... **BOB STONE**—Colette Marchand from the "Ballets de Paris"... **JOHN CASEY**—a pair for "South Pacific"... **DUKE POKLITAR**—four weeks at Hobe Sound, Florida... **KALPH BARUCH**—a car that can't be wrecked... **IRVING WEISS**—just let SESAC's 1950 be just as wonderful as 1949.

ELAINE FOX—more time for romances... **HOWARD KLARMAN**—more and

more publicity... **JACK BARRY**—all I want for Christmas are my two front Hoopers... **DAN EHRENREIT**—to see the next three months pass quickly, reason—a new baby coming... **ERNIE SIMON**—a coast-to-coast TV show on CBS... **JERRY CAMPBELL**—more TV film commercials... **ROSEMARY WAYNE**—satisfied just to be Chicago's leading feminine disc jockey... **FRANK MCGIVERAN**—more "sports exclusives" for the 50,000 watt Labor station... **FRANK SCHREIBER**—have all shows originating in the multi-million dollar WGN building now under construction... **GLENN SNYDER**—a full time outlet... **TOMMY BARTLETT**—more personal appearances around the country... **LES LAIR**—ditto... **FRANN WELGEL**—more London recording dates... **ART HARRE**—a full-time operation... **LES ATLASS**—less trips to Henrotin Hospital... **GENE McDONALD**—phonevision **HOWARD LANE**—success of the new FM Functional Music firm... **BILL PUTNAM**—success of his new Williams Music Publishing firm... **BEN PARK**—a new sponsor for "It's Your Life"... **DAVE GARROWAY**—success of his new Congoleum-Nairn TV show... **JACK BRINKLEY**—more business... **WALT SCHWIMMER**—more "Tello-Test" "Tune-Test" and "Deems Taylor" sponsors... **MORT JABOBSON**—more stations buying his syndicated shows.

A. M. ARMSTRONG, JR.—good health for the family... **BILL RICHMAN**—a pair of skis... **FRED BROKAW**—a ferry to get him to his job... **BURL ELY**—some

way to show his boss, Oliver Gramling, his deep appreciation for the many kind things... **PAUL GIRARD**—a few more annual contracts... **GENE POPE, JR.**—immediate FCC approval on WINS... **CHARLIE BALTIN**—complete mastery of all languages spoken on WHOM... **RALPH COSTANTINO**—a machine to help him apologize to the hundreds of people who can't be accommodated at WHOM's broadcast... **WILLIE BRYANT** and **RAY CARROLL**—200 additional Christmas baskets for their Christmas dinner campaign for the needy... **CARL BIXBY**—happiness... **GEORGE JASPERT**—automatic secretary.

JOHN MAYO—a New York suite... **LINNEA NELSON**—a tailor to do some remodeling... **FRANK HEADLEY**—less traveling... **FREDERIC ZIV**—dinner date with this writer... **ARLEN PANGBORN**—a visit from some of his New York friends to his home... **BILL O'NEILL**—extension of his station operation to a national network... **CHARLES JORDAN**—a flying horse... **LOU GOLDBERG**—another amateur show... **JACK GROSS**—a good old-fashioned snowstorm... **WILLIAM FAY**—a month's vacation anywhere... **JOHN ELMER**—some time for his grandchildren... **G. W. GRIGNON**—automatic train to Chicago... **BILL DOLPH**—another Fulton Lewis, Jr... **PETE WASSER**—a few more station accounts... **W. WRIGHT ENCH**—a new set of tires... **HOWARD LANE**—a 70 golf score... **JOHN SINN**—a couple of weeks with his family... **HERB ROSENTHAL**—a few more benefits... **LEONARD REINSCH**—another Presidential job... **JIM LEGATE**—television station in Miami Beach... **CLAIR McCOLLOUGH**—a turkey farm... **HARRY SEDGWICK**—an easier way to build a television station... **HARRY S. GOODMAN**—a weather vane... **CY LANGLOIS**—good health.

(Continued on Page 13)

Here's Wishing All Our Friends

A Happy Christmas

and

A Prosperous 1950

From The Gang At

TELEWAYS
RADIO PRODUCTIONS

8949 Sunset Boulevard

Hollywood 46, California

Suggests Changes In CBC Financing

(Continued from Page 5)

of both the CBC and privately-owned stations would be set up.

It was his opinion that the CBC should have as its objectives the unification of Canada by exchange of views, talents, history and customs of the provinces; development of talent and ability of Canadian artists; and raising the standard of all broadcasting in Canada.

He also advocated that privately operated stations be permitted to form national and regional networks. At present, the only national networks are operated by the CBC, which can give permission for private stations to set up small regional networks.

He urged that the CBC operate studios for production of Canadian television programs to be made available to privately-operated television stations. There was no need for the CBC to go to the expense of operating television stations, he said.



Man About Manhattan . . .

● ● ● IF I WERE SANTA CLAUS: With the strains of "Silent Night" singing over the airwaves and holly wreaths meeting the eye at every turn, this column, as usual, dons a slightly moth-eaten Santa suit, fills out the stomach with a batch of press releases and does a little gift-distributing on its own. Is my beard on straight? Okay, let's go. . . I'd put a video screen on the ceiling of every hospital bedroom so folks could lie back and enjoy the shows while relaxing—things would really be looking up for 'em then. (But I'd spank long folks who sell radio short). . . I'd simulcast each of the top programs right now because I feel that even with Jack Benny reading the script, as he does on radio, thousands would love seeing it. . . I'd hand a sock to studio audience members who must stand up and wave when video cameras are turned on 'em—why be bores via such an expensive cable?

★ ★ ★ ★

Worthington Miner, responsible for such goodies as "Studio One-derful" and "The Goldbergs," would be the one allowed to decorate the tree. . . I'd put Abe Burrows and Fred Allen to work writing original Christmas cards—so that Yuletide greetings would have sparkle and wit to them. . . Paul Winchell's Jerry Mahoney would get his wish and joust with E. Bergen's Charlie McCarthy—and let the splinters fall where they may. . . Walter Kiernan would be commissioned to wake me every morning by whispering a happy-go-lucky yarn. . . Robert Q. Lewis would be a veritable Jack Frost and become a winter replacement for less funny comedians. . . My favorite interviewer, Bill Slater, would cover my departure from the North Pole—and more recognition would be forthcoming for indie producers and agency minds the likes of Marlo Lewis, Herb Moss, Jack Wyatt and Myron Kirk.

★ ★ ★ ★

● ● ● I'd dig into my bag and come up with a TV set for every shut-in so they could dissipate loneliness and boredom by watching such big-leaguers as Milton Berle, Arthur Godfrey, Dave Garroway, et al. . . I'd leave a memo for every comedian who thinks he can handle dialect to study the naturalness of "The Goldbergs." . . There'd be lots of jingle bells for both CBS and NBC for deciding to give their employes a holiday bonus. . . I'd make the welkin ring with praise for Vic McLeod's production ability—and Herb Sheldon would rate a hug and a kiss for his daytime aide to the housewives. . . I'd give a candy cane to writers of commercial jingles—you may joke about them but they sell the merchandise. ("Halo, Everybody, Halo," for instance, built a mint for its creators). . . Under the mistletoe kisses for Barbara Welles 'cause of her interesting women's show; ditto lip greetings to Dorothy Kirsten, fine classical singer with a good pop ballad and similar pucker action to Pauline Frederick, ace reporter.

★ ★ ★ ★

● ● ● I'd keep sending greetings, in the form of contracts for their clients, to such aggressive, worthy personal reps as Martin Goodman, Kay Roberts and Mildred Fenton. . . Lots of goodies would go to Betty Clark, the teen-aged blind girl whose courage is an inspiration to any handicapped person. . . I'd make a present of golden film to Allen Funt for bringing his Candid Camera to the whirl. . . An immediate return to the air and video for lovely Jane Pickens, now in the best voice of her career would be one of my prime missions. . . And to the many, many artists I didn't mention, but who are the nicest people any Santa Claus could hope to meet, I give 1950—a lusty infant—which I hope they will nurse carefully so that he can grow up to be a source of pride and gratification to them. Merry Christmas!

Educational Series Planned By WHOM

(Continued from Page 5)

radio programs will also be publicized in Americanization classes in the city's schools.

The "Operation Naturalization" has been in the planning stage since the early Fall. Course material used is based on Immigration and Naturalization Service publications.

Dr. J. Maurice Richman has been assigned by the Board of Education to work with WHOM in planning and conducting classes and broadcasts. Charles Baltin, assistant manager of WHOM, will coordinate the broadcast and classroom activities.

ABC Expands Script Staff For AM-TV Programming

(Continued from Page 5)

Sklar has written for "Cavalcade of America" and "Inner Sanctum" as well as other network shows and Miss Oldham has scripted a number of radio serials.

1906 **Henri** 1949
CONFISEUR
FRENCH RESTAURANT
LUNCHEON from \$2.00
DINNER from \$3.00
COCKTAIL BAR
Famous French Candies
15 East 52nd St.
AIR CONDITIONED

Xmas Greetings
Campbell-Cabill Studio
TV Film Commercials
360 N. Michigan Avenue
Chicago 1
FRanklin 2-4649

Season's
Greetings

LARRY FINLEY
Transcriptions, Inc.

8983 Sunset Blvd.
Hollywood, Calif.

Holiday
Greetings

From
MAURY FOLADARE
&
Associates

Hollywood

What They Want for Christmas

(Continued from Page 11)

ARTHUR CHURCH—the old NAB days to be revived... **HAROLD BURKE**—business boom in Baltimore... **VAL ADAMS**—more personality photographs... **BILL STARK**—would like to see a broad loom on his horizon... **CY HARRICE**—a bottle of sea-sick remedy... **WALT WARNER**—a 1937 Cord automobile... **HANK CHRISTAL**—some peace and quiet... **TED HUDES**—a Bacecker... **ED SIMMONS**—a watch band... **RAY NELSON**—a printing press... **CHUCK CHRISTENBERRY**—a pair of elevator shoes... **DAN, KARL and JACK LANDT**—a pitch pipe... **DANNY WEBB**—a comic book... **THE ASSOCIATION OF FCC ENGINEERS**—some anti-freeze... **ARCHIE BLEYER**—a gray hair... **JANETTE DAVIS**—a re-run of "My Man Godfrey."

CHET STEWART—ear muffs... **JOHN HOWELL**—a cowboy suit... **HENRY SOUYAINE**—an opera guide... **HENRY (HOT LIPS) LEVINE**—a life membership in the Chamber Music Society of Lower Basin Street... **GEORGE NELSON**—to run horse races on a Mohawk carpet-covered track at Saratoga, for purses to be paid off in Pepsi-Cola... **DR. SYDNEY ROSLOW**—an increase in his pulse rate... **HAROLD SCHENEIDER**—a pair of roller skates... **LES HAFFNER and CHUCK YETTER**—a season pass to **STOFFER'S**... **EVAN ANTON**—a set of keys to the floor below... **LIDO BELLI**—a bar-tender... **I. P. SUDS**—a copy of Robert's Rules of Order... **JEWEL STEVEN**—a lip stick.

THE SANGERS—a course in music appreciation conducted by Dizzie Gillespie... **TOM VALENTINO**—a new sound effect... **RUSS HUDSON**—a magnetized tape worm... **HARRIET MARGULIES**—John Lund... **MORRIS ALTSCHULER**—

a girdle... **ERNE STERN**—a technical dictionary... **IRV ROSTEN**—a pair of glasses.

STANLEY HUBBARD—fishing trip to Florida... **JOE LANG**—a few more cities for his wire business... **BENEDICT GIMBEL JR.**—a Coming and Going... **NAT ABRAMSON**—a few more horses and dogs... **EARL H. GAMMONS**—a pipeline to the White House... **GEORGE LASKER**—a few more branch offices... **KOLIN HAGER**—an easier way to get to Schenectady... **KATE SMITH**—another Ted Collins... **NILES TRAMMELL**—a few less rumors... **HAROLD FELLOWS**—someone to write a few of his speeches... **HAROLD HOUGH**—a better market for his mules and steers... **PEGGY STONE**—a couple of new stations... **REGGIE SCHUEBEL**—an easier way to get presents for REC.

BOB DUNVILLE—a new gavel... **JOE CREAMER**—some time to create some of his great ideas... **BOB PATT**—family gathering... **BERNARD BERK**—good health for his wife... **GEORGE W. TRENDALE**—a good publicity director... **PAUL RAYMER**—another Fred Brokaw... **MICHAEL SILLERMAN**—one good sponsor... **EARL HAMMONS**—a new television idea... **GEORGE BURBACH**—a Pulitzer award... **BEN ROSNER**—a chance to exploit some of his ideas... **JIM TYLER**—larger appropriation... **LOU HAUSMAN**—a rumor to do away with all rumors... **GENE CAGLE**—prosperity for his Texas Network... **TOM TINSLEY**—another Jake Embry... **JOE KATZ**—another WITH... **JAKE EMBRY**—a time stretcher.

IRV MATTAWAY—more stations realizing what a good deal he has... **MERLE WATSON**—more TV stations so he can do the job for them that he did with WBKB

... **JOHN MITCHELL**—get in the black... **JOHN MOSER**—more legal entanglements... **JIM AMECHE**—success of his new recording studios... **FORREST LEWIS**—success of his new furniture store in Skokie... **JOHN NORTON**—more Chicago originated programs... **CHICK SHOWERMAN**—more talent like Dave Garraway... **ROSE DUNN**—more TV clicks like her "Stop The Record" package... **JOHN-NY DESMOND**—to hear from his old G.I. buddies.

BURK TILLSTROM—retain his status as owner of the top TV puppet show... **BEULAH ZACHARY**—stay put in one place... **"RED" QUINLAN**—success of the 2nd annual Chicago Television Council confab next March... **RALPH ATLASS**—retain his high ratings... **BERNARD MILLER**—make Chicago fully FM conscious... **ED WHEELER**—more stations as successful as his Evanston operation... **FRANK ALLISON**—more Decca recording dates... **JACK OWENS**—another "How Soon"... **BRAD EIDMANN**—WAAF: Commencement of full-time operation.

LARRY SEMON—everything for you that you'd wish for yourself... **GIL FIELDS**—just make it music... **JOHN HILL**—status quo for everything OK now... **S. C. CANDIOLRA**—just make it double in joy and happiness and good fun... **K. T. MURPHY**—a money-back guarantee... **WILMOT LOSEE**—a chantage connerbund with matching spats... **JOSEPH BESCH**—either Rogers or Clark to guide guests to his Mt. Kisco home... **DICK SISON**—influence with the New Haven RR to move Cos Cob (Conn.) two miles north... **BETTY TEVIS**—two tickets to the Kentucky derby... **JOSEPH BURSO**—a teletype machine with one-knob picture control.

HOPE EMERSON—a handbag that will hold all the things I would like to carry

in one... **JACK MARSHALL**—a good sponsored TV show for Butchy McGurk... **ESTELLE TAYLOR**—a new feather coat for POLLY. She flew too close to the oven... **LARRY FINLEY**—a 10 gal. jug of aspirin. (P.S. For our TV Dept.)... **PAUL V. COATES**—a neatly tied package of Alka-Seltzer... **RENEE DeMARCO**—a silver blue mink stole... **MARC LAWRENCE**—to cease being typed in "tough guy" roles... **RONNIE GANS**—that all wool sweater a certain femme has been knitting... **CHARLEY FOY**—continuance of good business... **CHARLEY MORRISON**—another happy year with my Mary... **GEORGE JAY**—a sponsor that will put my disc jockey show TC... **LEWIS WARD**—a new contract... **BILL HIBLER**—a pal for Tuffy... **LEN STONE**—another chocolate factory and more people catering to that "sweet tooth"... **ALICE WHITE**—a good juicy part in an "A" production.

JACK ROBBINS—the old time heart and spirit that formerly pervaded the Music Industry... **AL GALLICO and HAPPY GORDAY**—hits for their respective firms that they were associated with while working for Leeds Music... **DEANNA BARTLETT and MAURICE HARTMANN**—another "I Don't Want To Set The World On Fire"... **ABE OLMAN**—a twin who could make the trips to the coast for him while he stays in town to set up and regulate national exploitation on songs of the Big Three... **BESSIE STASNY**—a few of the old time hits the firm used to employ... **AUGUST W. GREBE**—a 1 KW station from the FCC... **FRANK LAMARR**—every Forster song to enjoy the vogue and sustained popularity of "I Get The Blues When It Rains"... **LOU LEVY**—old time showmanship and ultra modern salesmanship to stimulate national interest in MUSIC... **FRED E. AHLERT**—adoption of a new Consent Decree which would safeguard the interests of all ASCAP members and all ASCAP licensees.

Holiday Greetings

FROM

J. J. ROBBINS & SONS, INC.

PUBLISHERS OF

"GENTLEMEN PREFER BLONDES"

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West Coast Manager
GOLDIE GOLDMARK

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Mid-West Manager
VIC DUNCAN

Woods Theatre Building, Chicago, Ill.

Nine CBS Programs In Top Hooperatings

(Continued from Page 5)

and Charlie McCarthy, 17.3. Eight of the top ten spots were CBS with NBC taking the other two.

Big Town at 16.8; Walter Winchell with 16.7; People Are Funny, 16.1; This is Your FBI, 15.9; and Mr. Keen, 15.8 completed the list.

The daytime programs found Ma Perkins leading with 7.7 followed by the Romance of Helen Trent, 7.6; Arthur Godfrey, 7.1; Aunt Jenny, 7.1; and Guiding Light, 6.8.

NBC Tuesday; ABC Friday

Average program Hooperatings show CBS ahead of the other networks on Sunday, Monday, Wednesday, Thursday and Saturday nights with NBC on top on Tuesday and ABC on Friday.

O'D. Wedding On MBS Inside, Outside Church

(Continued from Page 5)

arrived Silvers' broadcast an on-the-spot report and then turned the mike over to his wife, who was covering inside the church. She described the arrival of Miss Simpson and then the actual wedding ceremony began.

Virtually all of Stuart's 3,000 people turned out to watch the arrival and departure of the Mayor and his bride.

Robinson Guesting

Jackie Robinson, Brooklyn Dodgers second sacker, will appear on the Dec. 27 broadcast of ABC's "Town Meeting of The Air" where he will discuss "Can Youth Have Faith In The Future."

A
Very Merry
Christmas

From

MARGARET
ETTINGER

Indies Of Metropolitan Area All Join In Salute To Xmas

(Continued from Page 5)

the major part of the special programs have been scheduled for this Saturday and Sunday, December 24 and 25.

On the night before Christmas, many stations will carry candlelight services and Masses from the city's churches. The first of these will be broadcast by WOR from St. James Protestant Episcopal Church from 5:30 to 6 p.m. WOR will follow with the Midnight Mass from St. Patrick's Cathedral from midnight to 1:55 a.m. Francis Cardinal Spellman will preside.

Carol singing from the Cathedral will be broadcast by WNEW before the Mass from 11:35 to midnight. The choir for men and boys under the direction of Dr. Charles M. Courboin, the college choir and the boy's choir will be heard.

A Mass from the Church of the Blessed Sacrament will be carried by WMGM from midnight to 1:30 a.m. The Right Rev. Msgr. Fulton Sheen will deliver a sermon on "Christmas." WHOM will carry the midnight Mass from the Church of the Sacred Heart and St. Stephens in Brooklyn and WOV, the Mass from the Paulist Fathers Church, both beginning at 11:30 p.m. The candlelight service from the Bedford Park Congregational Church in the Bronx will be heard on WBNX from 10:30 to 11 p.m.

Many Musical Features

While awaiting Santa, New Yorkers will have a wide variety of musical programs and features. WINS will run four hours of "music to trim the tree by" from 8 p.m. to midnight.

Round the tree is the WEVD event on Christmas Eve from 11 to 12. WWRL's Trimming the Tree will be heard at the same hour.

Christmas music from 9:30 p.m. to 1 a.m. will be aired over WQXR, on December 24. Handel's The Faithful Shepherd Suite is included. WLIB will run carols and other programs throughout the day on the 24th. The Y Hour and The House That Jack Built from 7 to 9:30 a.m., The Polish Show and the Spanish Program in the afternoon, will highlight the day's festivities.

WMCA will tell Kate Douglas Wiggin's story, The Bird's Christmas Carol, on the day before Christmas from 9:03 to 9:30 p.m.

Will Present The Messiah

Handel's great oratorio, The Messiah, will be heard in full over WQXR from 3 to 6 p.m. on Christmas Day. WMCA will give excerpts from The Messiah on Xmas morning from 8:03 to 8:30 a.m. WNYC will also broadcast the full selection on the 25th from 2 to 4:30 p.m. The Long Island Choral Society will use parts of it from 2:35 to 3 p.m. over WHLI. A Prelude to Christmas on WBNX from 11 to 12 Christmas Eve also includes excerpts from the Messiah.

Christmas stories will be drama-

tized by New York's stations. Among these is The Story of the Nativity featuring Walter Hampden to be broadcast over WHLI from 2 to 2:30 p.m. and over WNEW from 3:35 to 4 p.m. on Christmas Day.

The Christmas Carol narrated by Basil Rathbone will be heard over WNEW on the 25th from 5:00 to 5:30 p.m. WOV will go to White Plains on Christmas Eve at 8:45 to pick up the narration of Christmas Story from the Cardinal McCloskey School. A program of carols from the same school will be carried by WBNX at 9:45 a.m. on December 24.

The Old, Old Story will be told over WWRL on Christmas morning by the Rev. Thomas S. Field of the First Baptist Church of Flushing. A Christmas play in Italian will be broadcast by WHOM on December 25 at 6:00 p.m.

"Littlest Angel" Programmed

A dramatization of the U. S. Army and Air Force, My Son is a Wise Man, will be a WEVD feature from 10 to 10:30 a.m. on the morning of the 25th. The Littlest Angel with Loretta Young will be a WMCA feature from 8:30 to 9 a.m. WMCA will carry in addition the Nativity dramatization from 6:30 to 7 p.m. on December 25.

Humperdinck's opera, Hansel and Gretel, as recorded by the Metropolitan Opera, will be carried by WQXR on the night of the 25th from 8:05 to 10. Music for children with recordings from Peter and the Wolf, will also be heard on WQXR on Saturday morning from 8:05 to 9 a.m.

Other unusual broadcasts have been prepared. Jesus Christ and Karl Marx, a broadcast made last Christmas by the late Pulitzer Prize winning commentator, H. R. Knickerbocker, will be presented again on WOR on Christmas Day from 8:45 to 9 p.m. In addition, WOR will broadcast the annual Christmas message by King George VI of England from 10:15 to 10:30 a.m. on December 25. Under the Christmas Tree with John Gambling is still another WOR morning feature from 8:30 to 9.

Christmas legends the world over

Mutual Wk.'s Billings Close To \$3,000,000

(Continued from Page 5)

Fair" originating in Chicago. About 410 stations will carry the program under Miles sponsorship. Wade Advertising Co. is the agency.

Anahist Co., Inc., represented by Foote, Cone and Belding, has agreed to sponsor two one-half-hour, week-end programs starting in January in behalf of the company's anti-histamine cold killer. Programs are: an audience participation show for which the format details are now in the working stages, at 5:30 (EST) on Saturday, and "Adventures of The Falcon" over the full web on Sundays, 7 to 7:30 p.m. (EST).

"Rebuttal" is the title of a new 15-minute weekly news correction program which has been signed by Muntz-TV to plug Muntz television sets at 9:15 p.m. on Sundays. Michael Shore is the agency.

Another sponsor whom Mutual has signed is Bowey's Inc. in behalf of Dairi-Rich flavoring extract. Program to be sponsored is a 15-minute Radie Harris Hollywood News show starting in January. Agency is Sorensen and Co., Chicago.

Mutual recently signed a number of new sponsors for one-shots, including Capehart-Farnsworth, Paramount Pictures, 20th Century-Fox, and the Faydrex Corporation.

Economic Progress Review Featured By Adv. Council

(Continued from Page 5)

explains why Americans live better, how machines make jobs, standards of living and concepts of freedom and security. A 10-point platform for all Americans endorsed by the council's public policy committee is given.

The council is urging a mid-century ad campaign to local and national advertisers. Four agencies, BBD&O, McCann-Erickson, Inc., J. Walter Thompson Company, and Young & Rubicam, Inc., are donating their services in behalf of the drive.

will be told over WVNJ in Newark on Christmas Eve from 11 p.m. to midnight on the program, Christmas, 1949. WVNJ will also carry stories behind world-famous carols on Christmas Day from 10 to 10:30 p.m.

Merry Christmas

and a

Happy New Year

CHARLOTTE ROGERS

Publicity

6627 FRANKLIN AVE.

HOLLYWOOD, CALIF.

TELEVISION DAILY

Section of RADIO DAILY, Wednesday, December 21, 1949—TELEVISION DAILY is fully protected by register and copyright

TV PROGRAMMING REFLECTS XMAS

TELE TOPICS

WE'RE GOING to do our Christmas issue today, the boss said, so make your column a kind of personal message to our readers. After spending all morning staring at a blank sheet of paper, we rejected the idea of filling this space with gay witticisms and instead will let our fingers run unguided over the keys. In other words, old-fashioned pot luck. Here goes: Would that it were only possible, we would fill TV's greatest need—scores of writers with fresh new ideas and the talent and ability to translate them into good shooting scripts. We would also provide bold, creative, imaginative producers and directors and give them the freedom to use these scripts in original manner, free from ratings, both quantitative and qualitative, and free from the hackneyed formulas of radio and movies. For not until such a happy situation exists will television come close to realizing its potentialities.

AND AS Christmas draws near, we would like to say thanks: To Burr Tillstrom and Fran Allison, for the happiest show on earth and for being such swell folks. . . . To Tony Miner, for Caesar, The Medium and other masterpieces on "Studio One." . . . To Arthur Godfrey and Dorothy Doan, for being themselves and succeeding at it. . . . To Ward Byron, Jim McNaughton, Valerie Bettis and everyone else connected with the new Paul Whiteman show, not forgetting, of course, Pops himself. . . . To Messrs. Scheck, Dahlman and Black for "City At Midnight," a bold experiment in programming that should have succeeded, but didn't. . . . To Paul Belanger, for "Through The Crystal Ball." . . . To Marc Daniels and company for the consistently good "Ford Theater." . . . To Roy Marshall, for being the kind of prof. whose classes we would like to attend. . . . And by no means last, to our co-workers and everyone at the nets, stations and agencies for their invaluable help throughout the year.

AND NOW A FEW GIFTS: To Robert Q. Lewis, a fall-winter-spring job. . . . To Lee Cooley, another Swift Show. . . . To George Wolf, a four-star hit. . . . To Nat Rudich, an apartment. . . . To Seymour Siegel and New York's eight million, a WNYC-TV. . . . To Don McClure, a station that can superimpose slide on film. . . . To Gorgeous George, Mr. America, et al, movie contracts prohibiting TV appearances. . . . To Frank Young, an autographed photograph of Grover Whalen. . . . To all set-owners, a TV series featuring Groucho et freres. . . . To the industry, an end to the freeze and gallons of black ink. . . . And to everyone, everywhere, we emulate Dave Garroway to raise our hand in benediction and say—Peace.

Legends, Tradition And Literature Of Nativity All-Pervading Theme For Holiday Week-End; Several Pickups Of Church Services Planned

(Continued from Page 5)

the Midnight Mass from St. Patrick's Cathedral. Francis Cardinal Spellman, Archbishop of New York, will be celebrant. Program will continue until 1:20 a.m.

All regularly scheduled NBC shows will present holiday offerings, and a special two-hour program from St. Nicholas Arena will be aired by WNBT Sunday afternoon. Later that day the Armed Forces Hour will present "No Room At The Inn," dramatizing the work of armed forces chaplains.

Appearance of Cardinal Spellman on "Morning Chapel" today will open a series of special Christmas shows on the DuMont network. On Dec. 23, a special holiday program will be presented by Bob Emery on his "Small Fry Club," with Emery telling the story of The Nativity from the Gospel According to St. Luke, Hans Christian Anderson's "The Poor Little Match Girl," and Clement Moore's "A Visit from St. Nicholas."

Service From Grace Church

Later that night DuM talent will satirize themselves in a special show staged by Bob Loewi. Participating will be Morey Amsterdam, Richard Coogan, Pat Meikle, Kathi Norris, Wilbur Stark, Chuck Trantum, Vincent Lopez, Margaret Johnson, Dennis James, and George F. Putnam.

On Christmas Eve, the web will carry Candlelight Service from Grace Church and on Christmas Night an all-star party on behalf of

the Sister Kenny Foundation will be aired.

Highlighting the Christmas fare on CBS will be the first showings of a number of films featuring the Vienna Philharmonic Orchestra. Films will be aired in a Christmas Eve concert featuring the overture to Rosamunde, Music of the Spheres, Eine Kleine Nachtmusik, and the first movement of Beethoven's Fifth Symphony.

Pageant Based On "Messiah"

A costume pageant of The Messiah will be presented Christmas Day on "Lamp Unto My Feet," which will be conducted by Dr. David N. Licorish, minister of the Abyssinian Baptist Church. In addition, all regular shows throughout the holiday week will feature special Christmas themes.

Two traditional Christmas plays, "Scrooge" and "Alice In Wonderland," and an enactment of the Yuletide in merrie England will highlight the ABC programs. "Scrooge," a British film based on Dickens' "A Christmas Carol," will be aired on Christmas Eve and again on Christmas Day.

Franklyn Pangborn will play the White Rabbit in the ABC version of "Alice" to be aired Christmas Eve on "Hollywood Screen Test." Jean Aubuchon will play Alice and John Hicks, an ABC floor manager, will come from behind the scenes to play the Mad Hatter.

TVA Seeks SAG Peace Parley, Scores Film Pact Negotiations

In its first official act, the board of newly-organized Television Authority has invited Screen Actors Guild to join with it in a TV partnership and asked SAG to hold up negotiations with film companies until the two groups can meet, preferably on Jan. 6, to "examine any and all possible proposals for peace."

The TVA proposals, contained in a wire signed by George Heller, national executive secretary, were made, the union said, in an effort "to arrive at a peaceful solution of the points at issue."

"We point out," the wire said, "that no wages or working conditions for film television have been submitted to our many members now working in film television for their approval or consideration, nor

have they been asked to approve Screen Actors Guild as their sole collective bargaining agent, notwithstanding that the performers under TVA constitute the vast majority of the performers working in television.

"The negotiation of contracts without the consent of members is of course a futile act," TVA continued, "but it can also be harmful to all television performers no matter to which branch of the 4A's they belong. We therefore await your assurance that such negotiations will be held in abeyance pending our meetings with you and we cordially invite you to meet with our representatives at the earliest possible moment to examine any and all possible proposals for peace."

3rd NTFC Film Forum To Be Held Dec. 28

The third quarterly forum of the National Television Film Council will be held Wednesday, Dec. 28, at the Astor Hotel, it was announced yesterday by Melvin L. Gold, NTFC prexy. Forum will be comprised of three sessions. The first, a forum on distribution, will be held at 10 a.m. and will be headed by John Mitchell, sales manager for United Artists Television and W. W. Black, vice-pres. of Official Television.

Production Forum In Afternoon

At 1 p.m., the production forum, headed by Henry Morley, Dynamic Films and Jules Bricken, Screen Gems, Columbia TV subsidiary, will meet to consider a sizable agenda pertinent to the problems of producing television films. At 3 p.m., the station forum will meet, headed by Robert Paskow, WATV, Newark and Helen Buck, WCAU-TV, Philadelphia.

At 7 p.m., NTFC's dinner meeting at the Brass Rail at 521 Fifth Ave., will be highlighted by a Tween Holidays Party.

Theater-Tele Hearing Seen Early Next Year

(Continued from Page 5)

large-screen video until summer or later, there have been unofficial assurances from responsible officers of the FCC that an attempt will be made to work out time for the hearing before the resumption of testimony on color television in mid-February.

WPIX, NBC Score TV Beat In O'Dwyer Wedding Pix

Two New York TV operations, WPIX and NBC, scored a two-fold beat yesterday on the wedding of New York's Mayor William O'Dwyer. WPIX newsreel cameraman Frank Hurley boarded the New York News plane yesterday after the ceremony to deliver his films to the station where they were processed, edited and broadcast at 5:11 p.m.

NBC films were flown from Stuart to Miami in a chartered plane and then placed aboard a non-stop airliner for the trip to New York. Web gave stills of its coverage to the wire services and broadcast its clips on the Camel News Caravan which is heard at 7:45.

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