



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 55

NEW YORK, THURSDAY, DECEMBER 22, 1949

TEN CENTS

FCC ASKED FOR FULL HEARING ON FM

New Sales Approach Stressed By Woods

ABC's "bold thinking" which has made network radio available to the smaller advertiser, the regional advertiser, and the seasonal advertiser through new sales procedure is an outstanding phase of the network's 1949 activity, according to Mark Woods, ABC president, in his year-end statement for the current year.

Woods said that these new sales procedures include sale of time in less than 13-week cycles; the 25 and 5 plan whereby an advertiser can buy 25 minutes of time in the morn-

(Continued on Page 3)

Sun Oil Co. Renews News Program On NBC

Sun Oil Co. has renewed "Three Star Extra" heard five times a week over NBC at 6:45 p.m. (EST) for fifty-two weeks effective January 16, it was announced yesterday. The program originates from Washington and features newsmen Ray Henle, Felix Morley, and Ned Brooks. Announced by Hugh James, the show was introduced under Sunoco sponsorship in September, 1947.

Mo. Governor Honored By Advertising Club

St. Louis—A life membership to the St. Louis advertising club was presented to Forrest Smith, governor of Missouri, by C. L. Thomas, president of the club, general manager of KXOK and KXOK-FM, St. Louis, and president of Transit Radio, Inc. The presentation took place at the Advertising Club's 46th annual Christmas party, Tuesday

(Continued on Page 5)

What's The Copy?
WWDC was the lucky winner yesterday of one station break, valued at \$60, on WTOP. Both are Washington stations. The station break was offered as a prize to any acceptable advertiser as part of the Advertising Club of Washington's annual Xmas affair. The winner of the award was Norman Reed, WWDC program manager.

Christmas Spirit
The National Broadcasting Company will change its station break call sign, for the one night only, on Christmas Eve when announcers will say "This is NBC, the Night Before Christmas."

Radio Advertising Approved By BBB

"Very few" of the 275 misleading advertising complaints in the men's wear field received by the Better Business Bureau in the first ten months of 1949 were traceable to radio, according to Richard Patterson, public relations director of the bureau. Patterson said that most complaints were traced to other media, especially newspapers.

Of the complaints on radio advertising received, Patterson continued, only about 25 per cent came directly to the Bureau from consumers. The greater majority, he said, came from

(Continued on Page 2)

Name Olive Head Of CBC Engineering Department

Montreal—Gordon W. Olive, native Montrealer who built his first radio transmitter as an experiment at his home in 1912 has been appointed CBC's first director-general of engineering services. Appointment of the 51-year-old executive, was announced by Dr. Augustin Frigon, general manager.

Olive is succeeded as chief engineer by Alphonse Ouimet, also of

(Continued on Page 4)

Negotiations For Mutual By MGM Are Terminated

Negotiations for the purchase of the facilities of the Mutual Broadcasting System by Hollywood film company Metro-Goldwyn-Mayer, Inc., "fell through" last week at the meeting of Mutual's board of directors in Chicago, it was revealed yesterday to RADIO DAILY by Bertram Lebharr, Jr. director of WMGM, New York. He said that negotiations, which had been in progress for three weeks, were originally propo-

NAB And Armstrong Want To Discuss All Aspects Of Medium's Future; 'Minimum Operating' Rule Hit

Washington — The FCC was advised yesterday by both NAB and Dr. Edwin H. Armstrong to call a full-dress hearing on the whole problem of the future of FM. In the meantime, dozens of FM broadcasters filed objections to the Commission's proposal to stretch the minimum operating hours provision of the FM regulations.

Dr. Armstrong said the Commission owes it to the public to call a hearing "to determine why the benefits of FM broadcasting are not being made available to the public, except to a very limited extent."

The malady from which FM suffers, he said, "has deeper causes than merely a limited number of broadcasting hours; and the Commission's proposed amendment is directed at the symptom rather than the disease."

The inventor of FM said the Commission can blame no

Fly Gives Testimony At State Hearing

Daily broadcasts in Grand Central Terminal violate "the right to be left alone," James L. Fly, former chairman of the FCC said yesterday at a New York State Public Service Commission hearing on complaints of the system.

The hearing was ordered by the FCC last week at their offices in the Woolworth Building after many persons had registered their disapproval of the broadcasts. Fly was the first witness and his statement brought applause from the more than 100

(Continued on Page 5)

one but itself for the fact that FM has been denied the public. He explained that he does not mean the present Commission membership, but that the Commission of today must share responsibility if it learns the facts and does not act on them. "The Commission," he said, "has

(Continued on Page 8)

Radio-TV Programs Cited For Awards

Recommendations for the George Foster Peabody radio and television awards of 1949 have been submitted to the national board by the Southern California committee. The group listed two selections in each of seven radio categories and four in television. No selection was made for an eighth category, that program or series of programs inaugurated and

(Continued on Page 4)

Special Event
Broadcast of the Christmas Day mass from the Church of the Nativity in Bethlehem through the medium of shortwave has been arranged by WHOM, New York, as a public service feature. The broadcast of the mass will be heard on Saturday at 4:30 p.m. with the announcements in Arabic, mass in Latin and the sermon in English.

sed by Mutual broadcasting web. Lebharr said the deal fell through because MBS was unable to "firm" its end of the bargain and that no deal between MBS and MGM was now possible even if the network were to seek to reopen discussions with modifications in their bargaining position. WMGM, New York, is an affiliate corporation of Loew's, Inc., which

(Continued on Page 4)



Vol. 49, No. 55 Thur., Dec. 22, 1949 10 Cts.

JOHN W. ALICOATE : : : Publisher
FRANK BURKE : : : : Editor
MARVIN KIRSCH : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, (18), N. Y., by Radio Daily Corp., J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Postage free) United States (other than California) \$10.00 one year; California, \$15.00. Foreign, \$15.00. Address all communications to Radio Daily, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Radaily, New York.

WEST COAST OFFICES
Allen Kushner, Manager
6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahleonega Rd.
Phone: Wisconsin 3271

CHICAGO BUREAU
Hal Tate, Manager,
612 N. Michigan Ave.
Phone: Superior 7-1044

SOUTHWEST BUREAU
Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverside 3518-9

Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(December 21)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8 ³ / ₈	8 ³ / ₈	8 ³ / ₈	
Admiral Corp	17 ³ / ₄	17 ³ / ₈	17 ³ / ₈	
Am. Tel. & Tel.	145 ⁷ / ₈	144 ¹ / ₂	144 ³ / ₄	- 1 ¹ / ₄
CBS A	27 ¹ / ₈	26 ³ / ₄	26 ³ / ₄	- 1 ¹ / ₄
CBS B	27	27	27	- 1
Philco	31 ⁷ / ₈	31 ¹ / ₄	31 ¹ / ₄	- 3 ⁴ / ₈
RCA Common	12 ⁵ / ₈	12 ³ / ₈	12 ⁵ / ₈	
Stewart-Warner	12	12	12	- 1 ⁸ / ₈
Westinghouse	31 ¹ / ₄	31	31 ¹ / ₈	
Westinghouse pfd.	104 ¹ / ₈	102	104 ¹ / ₈	+ 2 ¹ / ₈
Zenith Radio	32 ³ / ₄	32	32	

NEW YORK CURB EXCHANGE

Hazeltine Corp	16 ³ / ₄	16 ³ / ₈	16 ³ / ₈	- 1 ⁸ / ₈
Nat. Union Radio	2 ¹ / ₂	2 ¹ / ₂	2 ¹ / ₂	

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	14 ¹ / ₂	15 ¹ / ₂
Stromberg-Carlson	11	12 ¹ / ₄

Sheriff Pens Disclaimer

L. C. Boies, sheriff of Maricopa county, Phoenix, Arizona, disclaimed being a signatory to a letter in support of KOY, in a telegram to RADIO DAILY yesterday. "Purported signature is not mine. Allegations in letter are not consistent with facts. Heartily deplore my name being used in such reprehensible and unauthorized manner," the sheriff said.

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.

XMAS PROMOTION

Flagpole Sitter Wanted

Coral Gables, Fla.—Miami newspapers carried an unusual classified ad this Xmas season — one that heralded the beginning of a new WTTT promotion. Under "Help Wanted" WTTT advertised for a flagpole sitter. The sitter was then perched on flagpole in downtown Miami for the next two weeks, watching for the arrival of Santa Claus. A platform, for the sitter, was rigged up and equipped for the convenience of the person hired. WTTT will broadcast from atop the flagpole throughout the day from now until Christmas, featuring interviews between the flagpole sitter and passersby.

Remembers Lady Time Buyers

An effort to boost local products by WAZL in Hazleton, Pennsylvania, almost resulted in lady time buyers receiving shirts as pre-Christmas gifts. Vic Diehm decided to boost the shirts made locally, but discovered when he asked for sizes, that many of the buyers were ladies. The day was saved by sending the women two pounds of candy — also manufactured in Hazleton.

Party At WMGM

WMGM will hold its annual Christmas party for underprivileged children in New York City at the Forest Neighborhood House in the Bronx on Thursday, December 22. Eileen O'Connell, mc on the WMGM For Children Only program, will present an array of stars and Santa Claus at the settlement house. Toys and refreshments will be distributed to the children.

Hill Series Begins Monday

Edwin C. Hill, signed for sponsorship by Miles Laboratories earlier this week, will premiere his five-minute, five-a-week news program over ABC one week earlier than previously had been announced, according to an ABC spokesman. Program will bow Monday, Dec. 26 and will be sustaining for the first week.

Another Bonus At Valentino

Thomas J. Valentino, Inc., has distributed a bonus to its employees depending on their length of service for the tenth year without interruption. The company is engaged in pressing and processing records for radio stations and independent record companies.



RCA INSTITUTES, INC.

A Service of
Radio Corporation of America

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

Our graduates have
1st Class Telephone License.

Address inquiries to
Placement Director

RCA INSTITUTES, Inc.

350 W. 4th St., New York 14, N. Y.

Santa's Traffic Jam

Portsmouth, Ohio—An announcement by WPAY's Santa Claus that only children could call him between 6 and 8 p.m. at his sponsor's store, jammed the department store's switchboard with close to 500 calls on two nights. The plan was discontinued after the two programs because of the volume. The program is broadcast for a half-hour at 5 p.m. each day except Sunday.

Sponsor Holiday Shows

Two Lawrence, Mass. department stores are sponsoring hour-long special Xmas shows over WLAW, 50 kw ABC affiliate. Sutherland's store is presenting seasonal music and readings in addition to personal greetings from departmental heads to friends and customers. Cherry & Webb, is presenting a similar program.

Santa Service

"Headline Edition," ABC's 7 p.m. EST web news report with on-the-spot pickups, will carry a running commentary by newshawk Ruben Gaines on the feverish activities of Santa Claus as he prepares for his annual Big Day. Scheduled to start at once, Gaines will be picked up from KFAR, Fairbanks, Alaska.

Radio Advertising Approved By BBB

(Continued from Page 1)

competitors in the men's wear field. The Better Business Bureau recently published a set of "Standards for Advertising and Selling of Men's Wear" and last month more than fifty presidents and principal executives of major men's wear retail stores met in New York to approve the standards and discuss methods for effective enforcement. Radio received no special consideration in these standards, and, according to Patterson, this was directly an effect of the few complaints on radio advertising received by the Bureau.

Calls "Policing" Vital

Hugh R. Jackson, Bureau president, told the retail executives that effective policing of the men's wear advertising field required the services of at least one full-time investigator and a budget of \$15,000 a year.

The Better Business Bureau recently lauded radio for its "valued cooperation" in stamping out the door-to-door "gyp" canvassers in the metropolitan New York area.

During the month of November just passed, the Bureau received 2,893 requests for protective information, and 1,482 complaints, most of which required case work. These figures represent a 2 per cent increase over November, 1948.

Strange Cat



Most cats bare fang and claw to resist water. But this unusual kitten really likes to take a bath.

There's something unusual, too, in the Baltimore radio market and it is Station W-I-T-H, the BIG independent with the BIG audience.

W-I-T-H is unusual because it delivers so many loyal listeners at such amazing low cost—more for fewer dollars than any other station in town.

This means you can do BIG things with a LITTLE money on W-I-T-H. So if you want low-cost results from radio in Baltimore, get your Headley-Reed man to give you the whole W-I-T-H story today.



WITH

BALTIMORE, MARYLAND

Tom Tinsley, President • Represented by Headley-Reed

'Bold Thinking' In Sales Approach Best Bet For Radio, Says Woods

NEW BUSINESS

WGN-TV, Chicago: The Fair Store, Chicago, sponsors "Fair Teen Club," Friday, 5:30-6:00 p.m., for 13 weeks. Ivan Hill Advertising, Chicago, handles the account. Peter Paul Inc., Naugatuck, Conn., has contracted for a weekly film announcement on WGN-TV, for 26 weeks. Brisacher, Wheeler & Staff, San Francisco, handles the account. Keeley Brewing Co., Chicago has renewed three weekly one-minute film announcements, for 52 weeks. Schwimmer & Scott, Chicago, is the agency.

Will Return To NBC

Frank and Anne Hummert, producers of "David Harum," one of radio's oldest serials, will return to the NBC web Monday, January 9 at 11:45 a.m. Scheduled as a five-a-week program, "David Harum" will be sponsored by B. T. Babbitt, Inc.

this "freeze" great population areas of the country are denied the opportunity of the information, entertainment, news and cultural programs which television stands ready to provide. It is my earnest hope that this restriction upon the further expansion and development of the medium will be lifted during the coming year and that television may be made available to the widest audience possible.

(Continued from Page 1)

ing and five minutes in the afternoon instead of a single 30 minute segment at no extra cost; and the setting up of "custom tailored" networks for advertisers who need only specific market areas.



WOODS

Despite the competition offered by video, he continued, radio has gone forward as the dominant mass medium of communication in the nation. Set ownership, he stated, has shown steady increases as have listening hours.

Woods pointed out that there are now 39,281,000 sets in U. S. homes and average listening per day now aggregates 4 hours and 56 minutes.

He said that recent studies show that out-of-home-listening brings to the radio set the greatest audience that any medium has ever enjoyed. For the advertiser, he pointed out, radio is still the primary means of reaching his greatest audience and

stated that "radio will continue to exercise that mass appeal for some time to come."

Woods said that radio and video will work themselves into a harmonious partnership by which the advertiser may reach his fullest potential.

He said that no new advertising medium has ever completely supplanted another.

Woods predicted that 1950 billings would maintain their present high levels.

Makes TV Forecast

Speaking of television, Woods said that the new medium can look forward with "fullest expectation" of assuming full stature as an advertising force, and pointed out that video had taken enormous strides during the past year—in the number of sets in use; in production of new sets; in number of stations on the air; and in the number of markets covered.

As against January 1, 1949, when, he said, there were approximately 975,000 television sets in use throughout the country there were, at the close of the year, approximately 3,100,000 sets and by the end of 1950 it is conservatively estimated that there will be 6,000,000 sets in

use. Increased production has brought about a lowering of price of television sets, bringing the middle and lower income groups into the purchase picture to the extent where approximately 42.6 per cent of all sets sold today are sold on the installment plan. Currently, set manufacturers are gearing production plans toward large screen sets with emphasis on the production of sets which will market in the \$200 to \$500 bracket.

Concurrent with the expansion of the medium, he continued, which, as of November 1, 1949, was covering 53 markets through 91 stations in operation has gone an increase in average audience and of average viewing time. As of the same date, surveys indicated that the average audience per set was 5 persons, and average viewing time was 3.6 hours a day as against 3.2 hours a year ago.

Television's expansion, he pointed out, spectacular as it is, has not been accomplished under the most favorable of conditions. While 53 of the nation's major markets are now being served, many of the most important regions are still denied television because of the "freeze" imposed by the FCC upon the granting of licenses for new stations. Under

44% of all people who listen to major station news in New York, listen to WOR's news!

this is a jump of over 17% in WOR's share of news listening since the early part of the war. In fact, over 9% more people currently listen to WOR's newscasts than listen to the average news program on any other major New York station.



WOR

News sells! WOR's news sells phenomenally well. WOR has a limited number of top spots at low prices for you to buy!

that power-full station at 1440 Broadway,
in New York

Radio-TV Programs Cited For Awards

(Continued from Page 1)

broadcast during 1949 by a local station of 1 kw or under which made an outstanding contribution to the welfare of the community the station serves.

For stations with a power of more than 1 kw making this contribution, the committee nominated KFVB's The Only Good Indian and The Listener Talks Back on KFMV.

Howard K. Smith and Meet the Press were both listed as first choice for the outstanding reporting and interpretation of the news category. For outstanding entertainment in drama, the Theater Guild was first selection and the NBC Theater, second.

The New York Philharmonic and the Telephone Hour were the one and two choices respectively in music. Symphonies for Youth was first selection in educational programs with Invitation to Learning in second place. Symphonies for Youth also placed first for outstanding children's programs and Once Upon A Time was runner-up.

For international understanding, the committee chose the NBC United Nations project first and Return to Thanksgiving, second.

In television, Know Your Schools and John Kiernan's Kaleidoscope were named in education. The Philco Television Playhouse and Ed Wynn were selected for entertainment.

The Ford Newsreel and Weather Report received first spot in the news category and for children's programs, Time for Beany was first with Kukla, Fran and Ollie, second.

The chairman of the committee is Mrs. Clara Logan who is president of the Southern California Association for Better Radio and Television.

Name Olive Head Of CBC Engineering Department

(Continued from Page 1)

Montreal, recognized technical authority on television.

Olive's appointment comes at a time when the CBC is planning to add television to its work in AM, FM and shortwave broadcasting. He has been interested in development of radio since his youth.

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.

AC - DC Transcription Players
Tape, Wire, Disc Recorders
Sales-Rentals-Service

MILLS RECORDING CO.
161 N. Michigan Ave.
Chicago, Ill. De 2-4117



Man About Manhattan...!

● ● ● UP AND DOWN THE STREET: Bea Wain and Andre Baruch repay Ted Husing an old debt when they pinch-hit for "the old master" for 3 weeks starting on the 26th. It was only a year or so ago when Ted batted for Andre on his "Mr. & Mrs. Music" session when latter was bedded with a leg injury. . . . Send Tom Slater congrats at Ruthrauff & Ryan. The lad's been upped to a veep. . . . While you're in the mood to send congrats, add Walter Kiernan to your list. His zingy five-minute daily series came up with a big 3 on the latest Hooper—and the stanza is only two months old. (And don't throw away that pen yet. While you're still writing, drop a line to ABC and tell 'em to line up a big nite-time variety show for Walter to emcee. Quote the col'm and tell 'em Walter's only wonderful) . . . Best news of the week is the report that the FitzG's (Ed & Pegeen) are gonna go coast-to-coast with their daily chatter. Their trivia is almost as delightful as they themselves are. . . . "Strike It Rich" due to come back to the airwaves right after the turn of the year. Walter Framer, as always, will produce, direct and write. . . . John Tillman ponders on how times have changed. We used to save for a rainy day—now we're waiting for a rainy day to save us.

★ ★ ★ ★

● ● ● Arthur Van Horn put on a plea last Sunday on his "Heart Beat in the News" stanza for a 4-and-½ year old girl who was suffering from a rare blood disease and who needed a pint a day to remain alive. Within the hour 39 calls came through with pledges amounting to over 100 pints. But what must amaze WOR as much as it does Art is the fact that one of the calls came in from Ypsilante, Mich.—and "Heart Beat" is only a local program,

★ ★ ★ ★

● ● ● Seems we've been all wrong about Ed Gardner's 'woes' down in Puerto Rico. Like most of the scribes around town, we've been bombarded with tales of his mounting troubles—such as unhappiness of the cast and writers plus Petrillo's threat to step in and force him to import musicians from the States. We just got it first-hand from his director-producer, Jack Cleary, that all these reports are just so much eyewash. Talk of bringing musicians in from Florida is absurd, contends Jack, as there are plenty of AFM musicians down there. As for the cast being unhappy, that's equally ridiculous, he asserts. "Why even Finnegan (Charlie Cantor) is going to night school now to learn Spanish," he sez.

★ ★ ★ ★

● ● ● IN ONE EAR: The United Hospital Fund Christmas Eve show on WPIX should be one of the outstanding events of the season. Every important headliner in town is volunteering his services for the marathon program. . . . Frankie Carle opens at the Hotel Statler's Cafe Rouge on the 26th for the 6th straight year. With him will be his vocalist-daughter, Marjorie Hughes, who like her famous Dad, is also a solo recording star on the Columbia label.

★ ★ ★ ★

● ● ● NOBODY EVER: Approached the all-night music show as prepped for WJZ by Kent-Johnson. . . . Had the all-round dance band quality of the late Hal Kemp's crew of 1934. . . . Comes close to Frances Langford's peak version of "I'm in the Mood for Love." . . . Saw a television fight with the thrills, class and excitement of the second Pep-Saddler clash. . . . Gave nightly baseball scores with the flowing ease of Paul Douglas. . . . Wore a double-breasted vest with the aplomb of Adolphe Menjou. . . . Gave quiz shows and audience participation airs the lift supplied by Ralph Edwards.

M-G-M Not Buying Mutual's Facilities

(Continued from Page 1)

is also the parent corporation of Metro-Goldwyn-Mayer, Inc., and KMGM-FM, Los Angeles. Licensee which operates WMGM is the Marcus Loew Booking Agency.

In an office memorandum addressed to all Mutual employees, released to RADIO DAILY by the web's press department, Frank White, MBS president, said:

" . . . Over a period of time, we have had discussions with MGM regarding the possibility of some form of joint program production arrangement. There is nothing in contemplation which need give any member of our staff concern from a security standpoint. I am most anxious that this premature report of preliminary discussions should raise no question in your mind as to the future of Mutual and of its staff. . . ."

Major stockholders of cooperatively owned MBS, all of whom operate stations in their respective cities are: The Yankee Network with headquarters in Boston; The Chicago Tribune which operates WGN in the Windy City; Don-Lee web on the west coast; United Broadcasting Co. with offices in Cleveland; station CKLW in Detroit; and Gimbel Brothers in Philadelphia which operates station WIP.

Ted Striebert, Mutual's chairman of the board and president of WOR, the web's New York flag station, issued, through WOR's press department, a terse "No comment" statement. He said, however, that:

"WOR has no intention of getting out of Mutual, and WOR is not for sale."

Stork News

Frank Chizzini of the NBC sales department is a proud and beaming father today. A daughter was born to Mrs. Chizzini yesterday at the Caledonian Hospital in Brooklyn.

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

Fly Gives Testimony At State Hearing

(Continued from Page 1)

spectators. The presiding commissioner, George A. Arkwright, asked the persons to refrain from further applause.

Harold Ross, editor of the New Yorker magazine which has waged a fight against the terminal programs of music and commercials, said the employees of Grand Central "must be going slowly nuts" because of the broadcasts. He added that amplifying systems on trains will soon be used for the broadcasts.

Kenneth F. Stone, assistant general counsel of the New York Central Railroad told the PSC that a poll had shown 85.4 per cent of the public liking the broadcasts and only 11.3 per cent against them. Replied Ross: "I know of another poll taken by an outfit called Datum Diggers, who found 86.4 per cent of the persons questioned didn't like it." Ross added "The huckster has a foot in the door."

Called Medically Dangerous

Dr. Harold J. Harris, a psychiatrist, said the broadcasts "could be the straw that broke the camel's back." Ulcers, hypertension or other illnesses due to rage and hostility could be produced by them, he continued.

Other persons testified against the programs with the exception of Ralph A. Brooks, who represented the Commerce and Industry Association of New York. His group opposed the intervention of the PSC, he said, because it would comfort those "who would have a collectivist government regulate and control every aspect of our economic and social life."

The hearings started at 10 a.m. and were adjourned at about 4 p.m. until 10:30 today.

Two College Workshops Start

Burlington, Vt.—A radio workshop for students at St. Michael's College of Winooski and Trinity College of Burlington has been opened this week. The youngsters were placed in all phases of the station's operations from programming to the workings of the 5 kw transmitter. Milton Slater, WCAX program director, and James Tierney, chief engineer, supervised the workshop.

For The First Lady

Margaret Truman's selections on the "Carnegie Hall" program Tuesday were broadcast only on ABC stations east of Cleveland, Ohio. For a while it seemed that Mrs. Truman, home in Independence, Mo., would be on the outside. But ABC's proxy Mark Woods arranged a pickup by KCMO, web affiliate in Kansas City, in order that the First Lady might hear her daughter.

Thesaurus Complimented On Xmas Bonus Program

Thesaurus has received much favorable comment on its special bonus Christmas show from subscribers to the library service, which recently has become a member of RCA Division. Telegrams and letters, praising the program for its inspirational value and announcing widespread local sponsorship, have been pouring into RCA Recorded Program Services headquarters.

The show, titled "A Christmas Visit With Ted Malone," is a half-hour open-end program based on the meaning and music of the holiday season. Starring Ted Malone, nationally-known radio network story teller, as narrator, the program features Richard Leibert, Radio City organist, and the Church In The Wildwood Choir, a brand new group in Thesaurus.

Music is provided by a full con-

Bidwell Named V.-P., On Benton & Bowles Agency

M. Oakley Bidwell has been elected a vice-president of Benton & Bowles, it is announced by Clarence B. Goshorn, president of the agency, and is assuming duties of an account supervisor on General Foods advertising.

Bidwell came to Benton & Bowles in 1945, and has been account executive on various General Foods accounts, including Gaines, Certo and Sure-Jell. During the war he served in the Pacific with the army, attaining the rank of colonel. Before entering the army, Bidwell was advertising manager for Serutan.

cert orchestra under the baton of Ben Ludlow, musical director of the "Mr. Feathers" radio show, and the producer is Bert Wood, program manager of RCA Recorded Program Services.

Governor Honored By Advertising Club

(Continued from Page 1)

December 20, in the Gold Room of the Jefferson Hotel, attended by more than 1,000 persons. The governor received a gold-plated card symbolic of the life membership in the club.

KCNA Joining ABC

West Coast Bureau of RADIO DAILY

Hollywood—KCNA, Tucson, Arizona, joins ABC Pacific group, January 1. Wayne Sanders, manager, announced. Licensed owner of outlet is Catalina Broadcasting Co. Station, a 250-watter, has received construction permit from FCC to increase to 5,000 watts days: 1,000 watts nights, on 580 kc.

Here's proof of WTAG WORCESTER DOMINATION

HOOPER STATION AUDIENCE INDEX

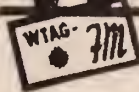
Months: October - November, 1949

TIME	WTAG	B	C	D	E
Weekday Morning Mon. thru Fri.	43.0	11.5	16.7	0.8	27.6
Weekday Afternoon Mon. thru Fri.	41.5	4.4	7.3	6.0	36.0
Evening Sun. thru Sat.	45.0	7.5	13.1	7.3	14.0
Total Rated Time Periods	42.4	7.6	11.4	5.9	24.1

WTAG

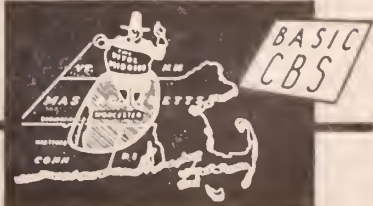
WORCESTER

580 KC 5000 Watts



PAUL H. RAYMER CO. Notional Sales Representatives.

Affiliated with the Worcester Telegram & Gazette.



PLUG TUNES

On Records and Transcriptions
TELL ME WHY

RYTVOC, Inc.
1585 Broadway New York 19, N. Y.

"HUSH LITTLE DARLIN"

Recorded By
Perry Como Eddy Howard
Dick Haymes Curt Massey
Koy Kyser Jerry Falligan

MICHAEL MUSIC CO., Inc.
1619 Broadway New York City
Jerry Johnson
Gen. Mgr.

You'll LUV this novelty!
IT MUST BE L U V

MANOR MUSIC COMPANY
1619 Broadway New York City

Nothing Can Stop This!

"FOREVER WITH YOU"

by the writer of "My Happiness"

FORSTER MUSIC PUB., INC.
1619 Broadway, New York 19, N. Y.
216 S. Wabash Avenue, Chicago 4, Ill.

On Records & Transcriptions

Billy Reid's Latest

"TOO WHIT TOO WHOO"

AL GALLICO MUSIC CO., INC.
501 Madison Ave. New York, N. Y.

Revival of a Million Copy Hit!

**"AM I WASTING
MY TIME ON YOU"**

STASNY MUSIC CORP.
1619 Broadway New York City

**THE OLD
MASTER PAINTER**

recorded by

PHIL HARRIS RCA Victor
RICHARD HAYES Mercury
DICK HAYMES Decca
SNOOKY LANSON London
PEGGY LEE-MEL TORME Capitol
JACKIE PARIS National
FRANK SINATRA Columbo

with others to follow

ROBBINS MUSIC CORPORATION**WORDS AND MUSIC**

By PINKY HERMAN

● ● ● **MERRY CHRISTMAS AND HAPPY NEW YEAR**—to you, you and most especially YOU. . . . with songs like "Santa Claus Is Comin' To Town," "Jingle Bells," "White Christmas," "Silent Night," "Adeste Fidelis," "Jolly Old St. Nicholas," "That's What I Want For Christmas," "I Want An Old Fashioned Christmas," "Little Star Of Bethlehem," "That Christmas Feeling," "Rudolph, The Red-Nosed Reindeer," and about a thousand and one other Yuletide melodies, the spirit of good cheer and good will towards men permeates the atmosphere. . . . our only regret is that this wonderful feeling is with us for a week or ten days instead of dominating our thoughts, words, deeds and habits EVERY DAY OF EVERY YEAR.

☆ ☆ ☆ ☆

● ● ● **TIN PAN ALLEY OOPS**:—Duchess Music Corporation should have a 1950 hit in "The Wedding Samba," written by A Ellstein, Allan Small and J. Liebowitz. . . . though recorded several years ago on Decca by Ethel Smith, this waxery has just released a new version by Carmen Miranda and the Andrews Sisters which is just what the tune needed. . . . ● BMI has just published "That I Gotta See," a rhythmic novelty penned by Bob (Dick's Brother) Haymes and Marty Clarke. . . . incidentally Bob's current smash ditty is Michael Music's "Hush Little Darlin'." . . . ● Al Gallico's follow up to his initial song success, "Blue For A Boy, Pink For A Girl," is an importation from England, "Too Whit Too Whoo." . . . tune was written by Bill Reid, writer of the hits, "The Gypsy" and "Tree In the Meadow." . . . ● "I've Got Tears In My Ears" (From Lyin' on my back in my bed while I cry over you) is the title of the new Feist plug tune. . . . number was originally published by the writer, Harold Barlow who turned it over to Harry Link. . . . ● Ace NBCcommentator Kenneth Banghart squired Faye Emerson to "Gentlemen Prefer Blondes" Saturday Nite. . . . (new twosome?)

☆ ☆ ☆ ☆

● ● ● **Pickwick Music**, which acquired the Milton Weil catalogue, will revive the smash oldie, "After I Call You Sweetheart" (How Can I Call You Friend) penned by Bernie Grossman and Little Jack Little. . . . ● Betty O'Leary and her daughter Jo Ann Paul will portray 'mother and daughter' in the NBChristmas Eve presentation of "According To Joseph." (perfect casting, no?) . . . ● The way the tune "If I Had A Million Dollars" is selling, looks like the composers may get their wish. . . . ● Patt Barnes, WJZ platter spinner, raconteur and wit, has been invited to address the Chicago Radio Management Club next month. . . . ● The Johnstone-Monte ballad, "Crocodile Tears," is starting to go places. . . . number was clefted by Jimmy MacDonald and Billie Weber. . . . ● Helen Dallam, music teacher in Columbus, Ohio, has composed several books of songs for children which rate the attention of recording execs. . . . ● Arden E. Swisher, for the past ten years associated with the Cowles Network, is the writer of "Mabuhay," published by Mogul Music and recorded for Mercury by Richard Hayes. . . . ● Kenneth F. Nelson, California composer, has set stirring music to the "Pledge of Allegiance" which is published by Century Songs.

☆ ☆ ☆ ☆

● ● ● **ON AND OFF THE RECORD**:—Blue Barron's latest waxing for MGM, a coupling of "Big Movie Show In The Sky" from the Broadway musical "Texas' Lil' Darlin'" and "Mister Disk Jockey," is a pancake that will get plenty of attention from deejays. . . . Bobby Beers, former vocalist with Lawrence Welk comes thru with a fine vocal effort supported by a choral group. . . . ● Victor can't miss with Perry Como's platter of two songs from the Walt Disney flicker, "Cinderella," namely "A Dream Is A Wish Your Heart Makes" and "Bibbidi-Bobbidi-Boo." . . . Carson Robison who was re-signed last week by MGM, rounds out his 25th year as a recording artist, cutting his initial record for Victor back in 1925. . . . ● Eddie "Gin" Miller's Rainbow platter of "Music Music Music," could be a sleeper.

PLUG TUNES

**Give Me Your
Hand**

LAUREL MUSIC CO.
1619 Broadway New York City

Bing Crosby, Gracie Fields,
Sammy Kaye, Johnny Desmond,
Jo Stafford, Doris Day
Are All On

THE LAST MILE HOME**LEEDS MUSIC CORPORATION**

Making Our Debut With A Hit!

"A NEW SHADE OF BLUES"

MAYPOLE MUSIC CO.
22 E. 67th St. New York City
Phone: REgent 7-4477

I WISH I KNEW

Should step right out in front—
Just recorded for RCA-VICTOR

by DOLPH HEWITT

ADAMS, VEE & ABBOTT, Inc.
216 S. Wabash Ave. Chicago 4, Ill.

**WHERE ARE
YOU BLUE EYES?**

Russ Morgan - Decca 24819
Merrie Musette - Victor 25-1134
KNICKERBOCKER MUSIC PUB. INC.
1619 Broadway New York, N. Y.

My Heart Goes With You

by Thomas G. Meehan

—◆◆—

JAMES MUSIC, Inc.

1650 Broadway Room 709 N. Y. C.

Brand New Novelty!

**"If I Had A
Million Dollars"**
(I Would Give It All to You)

TONY PASTOR'S
Sensational COLUMBIA Record
#38577

RYTVOC, Inc.

1585 Broadway New York 19, N. Y.

TELEVISION DAILY

Section of RADIO DAILY, Thursday, December 22, 1949 — TELEVISION DAILY is fully protected by register and copyright

YULE SET SALES REACH NEW HIGH

TELE TOPICS

WITH PRODUCER Martin Gosch reportedly unable to line up a legit show for scanning on the final edition of "Tonight On Broadway" Sunday, program will present instead a half-hour variety show emceed by Robert Q. Lewis. Produced by Barry Wood, program will feature Harold Lang, Byron Palmer, the DeMarco Sisters and Dorothy Morrow. End of the thirteen-week cycle for "Tonight" means a temporary absence from TV by Esso, although the agency, Marschalk & Pratt, is looking at availabilities and has plans for building its own package should the oil company decide to re-enter the medium. . . . According to the superintendent of schools in Akron, Ohio, school officials there are considering the possibility of providing an additional rest period for pupils during the school day to compensate for the youngsters' lack of sleep because so many stay up too late to watch tele. The official said that the schools are considering extending the rest periods accorded kindergarten set and first graders to those in higher classes because of a noticeable increase in "television fatigue."

EZRA R. BAKER, sales chief of Hollywood Television Productions, sends along the following, titled "What Are They Doin' To Me!"

I'm praised to the sky—
I'm abused to the ground.
I'm peddled at a price—
I'm sustained at a loss.
I'm looked at and enjoyed—
I'm ridiculed and scored.
I'm young for my years—
I'm old for my age.
I'm Television!

Paul Winchell and Jerry Mahoney will emcee the Abraham & Straus show over WNBT Sunday, with Brooklyn Dodger hurlers Ralph Branca, Rex Barney and Don Newcombe also participating. (Do you think those guys will be good for 60 wins next season?)

JAMES LAWRENCE FLY has filed incorporation papers in Albany for the new National Society of Television Producers, embracing New York's ITPA and TPA, of Hollywood. Latter two groups are now negotiating to decide on the best method for inclusion of other local and regional producers' organizations under the national charter. . . . Tom Gleba has been named program director of WLW-C, Columbus, and Walter Jacobs has been promoted to production manager of the Crosby station. Both have been with the outlet since it went on the air last April. . . . Joel Chaseman has been named publicity director of WAAM, Baltimore, in addition to his emcee chores on the daily two-hour "Sports Room" stanza. Harriett George remains in charge of local publicity.

Editorial Treatment Needed For TV News

TV reporting of United Nations sessions and similar news events require editorial treatment and background if they are to prove effective in arousing the interest of young people. This is the conclusion of students of the Graduate School of Journalism of Columbia University who took part in a competition for the best critiques on the recent coverage of the General Assembly.

Theater tele received high praise from the students on two counts—the inherent interest in large-screen presentations and the increased dramatic impact obtained by presenting edited highlights.

Presentation of awards to the students this week concluded the first phase of a continuing study of TV news techniques. It was jointly conducted by the UN Department of Public Information, Paramount Pictures and the Graduate School of Journalism, with financial requirements assumed by Para.

Sloat To KEYL

William Sloat, assistant chief engineer of WPIX, has resigned effective Dec. 23, to become chief engineer of KEYL, San Antonio. Before joining WPIX in February, 1948, Sloat was with WEW, Cleveland, and CBS, New York.

Chevy Renews Derby

Chevrolet Dealers Association has renewed sponsorship of Friday night Roller Derby airings over WJZ-TV for 13 weeks beginning Dec. 30. New contract was placed through Campbell-Ewald agency.

TV Gridiron Coverage Aids Gate, L. A. Survey Reveals

Los Angeles — Video coverage of college football games creates greater interest in the sport and tends to increase gate receipts of games, according to a survey by the Los Angeles Chamber of Commerce.

The findings of the survey are contradictory to those put forth by the Eastern College Athletic Conference earlier this month when it urged its members to make no TV commitments for the 1950 grid season and recommended action on tele by the NCAA.

The Los Angeles study was based on interviews with 805 ticket-hold-

Crosby Firm Signed To Do 10 P & G Films

West Coast Bureau of RADIO DAILY

Hollywood — Negotiations have been concluded between Procter and Gamble Productions, Inc., Compton Advertising, Inc., and Bing Crosby Enterprises, Inc., whereby the latter company will produce a series of ten television film programs of 26-minutes duration. Cost of the films will run between \$8,000 and \$12,000 with P&G paying varied amounts to be based upon station use and re-use. New series will be shown on "Procter and Gamble Fireside Theater," which is telecast each Tuesday evening over NBC television network. Bing Crosby Enterprises, Inc., will begin production of the films in the immediate future. Frank Wisbar will produce and direct.

Contracts were signed yesterday by Everett N. Crosby, president of Bing Crosby Enterprises, William F. Craig, manager of television for P&G Productions, Inc., and Brewster Morgan, manager of television for Compton Advertising, Inc. Gilbert Ralston and Morgan will supervise for P&G and Compton, respectively, with Floyd Holm, manager of Compton's Hollywood office acting as permanent liaison.

WAAM Staff Changes

Baltimore—John Pondfield, staff projectionist at WAAM, has been promoted to chief projectionist and film editor, it was announced by program manager Herbert Cahan. Also announced was appointment of Barry Cassell, free lance announcer, as staff announcer-writer.

TV Seen Nation's Number One Gift For Household

Holiday sales of TV receivers reached land-office proportions during the last few weeks with virtually every manufacturer reporting demand far in excess of supply. A nationwide survey by Motorola, Inc., stated yesterday that seasonal sales are from 100 to 600 per cent ahead of last year indicating that video receivers may well be the country's number one household gift.

Coupling the Christmas demand with video's fast growing popularity due to lower prices and technical improvements as the reasons for the buying spree, Motorola's vice-president in charge of merchandising Walter H. Stellner said Yuletide sales would have been far greater had manufacturers been able to meet the unprecedented demand.

Popular lines are on allocation in most cities and many customers have been forced to wait as long as six to eight weeks for deliveries. Stellner said. He added that the head buyer of one big metropolitan outlet reported that Motorola's sales were eight times greater than last Christmas.

While the tube size in greatest demand has been the 12½-inch set, with price a primary factor, Motorola said, the trend is definitely toward larger tubes, as shown by the increasing popularity of 16-inch receivers. Customers show a preference for dark wood chassis, consoles instead of table models, and traditional design, although blond wood is favored in modern cabinets.

1949 Film Roundup Set

"Exit '49," an hour-long roundup of the most important news events of 1949 is being prepared by Tele-news for airing over NBC Jan. 1, 5 p.m., EST, under the sponsorship of P. Ballantine & Sons, through J. Walter Thompson agency.

Produced and directed by Paul Belanger, program will be narrated by Robert Trout. Newsreel clips will include the signing of the Atlantic pact, the Hiss-Chambers trial, the probe of the "five percenters," the Kentucky Derby and World Series, Secretary Forrestal's Death and the B-36 inquiry.

Quinn Joins WBTV

Charlotte, N. C.—Appointment of Bill Quinn to the production staff of WBTV was announced by Larry Walker, director. Quinn formerly was with WTYC, Rock Hill, S. C., and Rural Radio Network.

AGENCIES

H. LAWRENCE WHITTMORE will succeed Courtland N. Smith as president of Alley & Richards, effective January 1. Harry M. Billerbeck, who has been elected to succeed Whittmore as treasurer, will also serve as vice-president.

DAVID MICHAEL & CO., INC., vanilla products, to Adrian Bauer Advertising Agency, Inc.

JOSEPH L. BOLAND, JR. has been elected a director, vice-president and general manager of Briggs & Varley, Inc.

RENAULT AUTOMOBILE of France has appointed Smith, Smalley & Tester, Inc., effective January 1. Newspapers, posters and spot radio will be used. Philip Kerby is the account executive.

NEIL O'BRIEN has joined Kenyon & Eckhardt in the copy department of the radio and television division.

DEANE WITT has joined the creative department of Fred Gardner Company, Inc.

GEORGE A. VOLZ has been elected vice-president of Gardner Advertising Company, St. Louis.

THE FIRST ARMY AND AIR FORCE recruiting program to A. W. Lewin Co., New York.

MANNIE GREENFIELD ASSOCIATES retained to handle all press relations and record exploitation for Tommy Dorsey and the Tommy Dorsey Orchestra.

WALTER McCREERY, INC., Los Angeles advertising agency, formally dedicated new offices at 9344 Wilshire Boulevard, Beverly Hills, with "open house" gatherings held on December 8 and 9. The agency moved from its Sunset Boulevard location in Hollywood a few weeks ago.

EDWIN FUNK has joined McCann-Erickson, Inc., as an account executive in the agency's National Biscuit Company account group. He was formerly advertising and sales promotion manager of Sheffield Farms Company, Inc.

SCHNEFEL BROTHERS CORPORATION of Newark has appointed Kastor, Farrell, Chesley & Clifford, Inc. for its La Cross manicure implements and Naylor cosmetic products.

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.

NAB, Armstrong Ask FCC For Hearing On FM Future

(Continued from Page 1)

made it impossible for FM broadcasting to be competitive with AM broadcasting, in spite of its obvious superiority. That superiority exists in almost every particular. An FM station costs much less than an AM station of comparable power. The expense of operating and maintaining it is substantially less. If properly located, its area of primary service is considerably greater than that of an AM station of comparable power; and its service is not marred by disturbances from static and man-made interference."

NAB, pointing out that its membership included 515 FM stations December 1—of which 475 were affiliated with AM stations, pointed out that the Commission's proposed amendment is in line with proposals advanced this year by FMA. "However, a vital part of the FMA proposal would have required the relaxation of any expanded minimum hours rule in instances where it was shown that hardship would result to particular stations." NAB, opposing the rule, urged that if it is adopted there be provisions for waiver in hardship cases.

Wants "Fact-Finding" Hearing

NAB asked for a hearing "primarily fact-finding in nature, to determine whether modification, revision or postponement of the proposed rule will be necessary to prevent loss of service to the public . . . and to determine whether a sufficient factual justification exists to justify establishing different standards of operation for licensees of the same class."

(The proposed amendment fixes minimum hours of operation at six hours daily in the first year for all FM stations, eight hours in the second year and 12 hours thereafter, with stations affiliated with AM stations to operate as long as their AM parents.)

"The proposed rule is not in the public interest because its adoption is more likely to bring about a reduction in FM service than increase in such service," said WCOA-FM, Pensacola, Fla., and dozens of other stations were in obvious accord.

Lebhar Gives Viewpoint

Bertram Lebhar, director of MGM stations WMGM-FM, New York, and KMGM, Los Angeles, wrote that the additional hours would cost his company \$15,000 more in Los Angeles and half that much additional in New York. He said operating losses on the two stations currently exceeds \$300,000, with a 1950 loss of \$75,000 anticipated.

"In view of our previous sizeable outlay," he wrote, "we would not demur at the prospect of an additional expenditure of \$22,500, if we believed the greater public service would justify the cost. We have had no indications that our efforts are in the least appreciated by those within our coverage area.

"The public apathy toward FM in

view of, first, the manner in which it has been by-passed by television, secondly, the failure of set manufacturers to cooperate in its promotion, and thirdly the inability of FM to prove to the listener its consequential superiority to AM broadcasting, leads us to believe that the additional expenditure would impose a hardship upon us without appreciable compensatory public benefit."

Along the same line of reasoning, KONO-FM, San Antonio, Texas, reported that when it was forced to go off the air for over an hour one day last month "not one single call was received from listeners to inquire as to the reason for interruption of service."

ILGWU Files Protest

The International Ladies Garment Workers Union, which operates FM stations in New York, Chattanooga and Los Angeles, said it feels the new rules mean hardship. It suggested that if stiffer minimum hours are to be required, the Commission not insist that unaffiliated FM stations use a specified number of "low-revenue daylight hours. Instead, ILGWU suggests, permit the station to use its own discretion as to what hours it shall be on the air.

In addition the union suggested that the minimum be kept to seven and one half hours for independent stations, in order that the need for keeping technicians for more than a full eight-hour shift daily be eliminated.

WFHA, New Britain, Conn., said it has found its FM operation impractical because of the concentration of the set manufacturing industry upon AM and TV. It said "one Zenith distributor of a large section of New England has discontinued promotion of FM because sufficient sets cannot be obtained from the factory to warrant the promotion.

Zenith Praised

"Zenith has been one of the more progressive FM manufacturers, and the situation is reportedly much worse with distributors of other nationally known sets. This lack of production and promotion by set manufacturers keeps FM removed from the public eye while AM and TV are heavily emphasized, with the result that FM receiver distribution is seriously curtailed even among those most FM conscious."

ABC commented that the slowness of FM development "is probably due to the fact that FM was oversold in the beginning. In practice, the actual performance of the receiving sets that have been produced to date falls on the average far below what the public and industry were led to expect.

"Another difficulty is the obvious one that even with equally good or improved reception the listener receives substantially the same end product, namely an audio program of one type or another."

COAST-TO-COAST

WCCO Xmas Programs

Minneapolis, Minn. — The Baker Company, department store here, has purchased a series of half-hour programs being heard Wednesday nights over WCCO throughout the Christmas season. The program titled "My Favorite Christmas Story" will feature a special guest each week, and will be emceed by Bob DeHaven. The Moline Company here sponsored a program of Christmas carols and favorite songs presented by the Apollo Club.

Annual Xmas Party

San Diego, Calif. — Doug Oliver, morning man at KFSD, NBC affiliate, has announced the date of his second annual "Slumber Busters" Christmas party. The gathering is being held at crack of dawn in the KFSD studios on December 22, with a gift for a needy youngster the price of admission.

Xmas Carols On WDRC

Hartford, Conn. — The choral group at Teacher's College, conducted by Dr. Etzel Willhoit, chairman of the music department, will be heard in a Christmas carol program over WDRC, Sunday, Dec. 25, at 9:45 a.m.

WISN Xmas Feature

Milwaukee, Wis.—Fred E. Eriksen, advertising manager of the Wisconsin Electric Power Company, will narrate his renowned Christmas story, "There Is A Santa Claus," over WISN at 6:00 p.m., Saturday, December 24th. Eriksen has recited this story for radio listeners each Christmas for the past 15 years. This year, the story will be beamed by Armed Forces Radio Services to servicemen in hospitals and bases in America and throughout the world.

Transcribed Greetings

Omaha, Neb.—Station KOIL and station KFOR in Lincoln, made it possible for two football coaches to personally greet one another although they were 60 miles apart. D. X. Bible was principle speaker at the University of Omaha's annual football banquet. A three-minute transcribed greeting from Navy coach, George Sauer was a highlight of the banquet, and at the same time his greetings were being transcribed here. D. X. Bible's transcribed greeting was heard at the Lincoln annual football banquet.

WGBA Appointment

Columbus, Ga.—Ed. J. Hennessy, former account executive of WCON, has been appointed commercial manager of WGBA.

Season's Greetings from QUANTITY PHOTO CORP.

119 W. HUBBARD ST.
CHICAGO 10, ILL.