



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 56

NEW YORK, FRIDAY, DECEMBER 23, 1949

TEN CENTS

## CBS WILL SEND COLOR-TV TO 3 CITIES

### Government Inquiry In TV Sales Methods

An inquiry of reported television tie-in sales by manufacturers and distributors has been started by the anti-trust division of the Justice Department in Philadelphia. One subpoena returnable before the March term Grand Jury of the eastern district of Pennsylvania which convenes Feb. 14 has already been issued to RCA and others are being drawn up for other companies. William L. Maher, assistant chief in the Philadelphia office of the department reports.

The investigation will cover sales in which a manufacturer or distributor

(Continued on Page 3)

### Woolley Retains Post In NBC Sound Broadcasting

Easton C. Woolley continues as director of the sound broadcasting station relations department of NBC in a shuffle of top station relations personnel at the web, it was announced yesterday by Harry C. Kopf, vee-pee in charge of NBC sales.

Kopf said that Woolley would be assisted by Burton M. Adams, Norman E. Cash, Paul M. Hancock, William M. Kelly and Paul Ritten-

(Continued on Page 3)

### Record Players And Discs Promoted For Hospitals

Martin Block's campaign to provide records and record players for the wards of 18 city hospitals paid off with 65 record players and 10,000 recordings delivered to the WNEW studios in New York yesterday. The record players were purchased from funds donated on the Block pro-

(Continued on Page 2)

### Hospitality

An appeal to civilians to ask servicemen to their homes during the holidays was made by Frank Weil, chairman of the President's committee on religion and welfare, on WMGM yesterday. The Armed Forces are conducting a campaign this year to help servicemen who are unable to go home for the holiday and who would enjoy some pleasure here.

### No Paper Monday

With Christmas Day this year falling on Sunday, its country-wide celebration will be extended to Monday. In observance, RADIO DAILY will not be published on that day.

### MBS Closed Circuit Talk Given By White

Frank White, president of Mutual, yesterday told a closed circuit conference of network and Mutual station executives that the year 1950 held bright prospects for the co-operatively owned network. White, who has been the web's chief executive for the past six months, said that he would issue a year-end statement of the web's 1949 accomplishments next week.

His complete statement to web and affiliated station officials follows:

"We at Mutual have a continuing

(Continued on Page 3)

### Grand Central Viewpoint Given At PSC Hearing

Persons irritated by broadcasts in New York's Grand Central Terminal should turn their mind "somewhere else" or "go window shopping in the terminal, get a cigar or a soda, get a shoeshine, or go to the Trans-Lux," according to Dr. Gordon H. Hyslop, a psychiatrist who testified at the State Public Service Commission hearings yesterday.

The hearings being conducted by

(Continued on Page 2)

## Tele Time Sales \$8,700,000 In '48; Expenses \$23,600,000

Washington Bureau of RADIO DAILY

Washington—Television time sales in 1948 amounted to a total of \$8,700,000, the FCC said yesterday, for the four TV nets and 50 stations on the air at the end of that year. Aggregate expense was \$23,600,000, all nets and stations sharing in the reported loss from operations in 1948.

Of the \$8,700,000 in revenue, \$2,500,000 came from network stations and the rest from local sales. The

### Four Transmitters And 50 Home Sets To Be Utilized For Tests In N. Y., Washington And Philadelphia

### FCC Gets Petition To Reconsider Grant

Washington Bureau of RADIO DAILY  
Washington—The FCC was asked yesterday to reconsider its decision of two years ago okaying a new station for Louisville, Ky., on the strength of its proposed local, non-network program service. The Commission's decision to license WKLO on the 1080 band in Louisville, instead of permitting WINN to boost

(Continued on Page 4)

### Free Political Time Offered By WFIL In Philly

Philadelphia — Free broadcasting time has been offered to the Democratic and Republican City Committees by WFIL to make reports to the people, Roger W. Clip, general manager of the Philadelphia Inquirer station has announced.

The Democratic chairman, James

(Continued on Page 3)

### 'Rebuttal' Package Show Sold To Muntz On MBS

West Coast Bureau of RADIO DAILY  
Hollywood — Masterson - Reddy - Nelson firm's new radio show, "Rebuttal," was sold to Mutual Broadcasting System. Muntz television

(Continued on Page 2)

Plans for "the most comprehensive and intensive" color test in history were revealed yesterday by CBS in a detailed letter filed with the FCC. Running from Jan. 2 to Feb. 1, the test will utilize more than 50 home receivers, four transmitters, pickup devices in New York and Washington and 450 miles of coaxial cable.

Cooperating with the web in the tests are WOR-TV, New York;

(Continued on Page 7)

### REC Christmas Party Raises Over \$6,000

Over \$6,000 for New York children charities was raised by the Radio Executives Club of New York at their annual Christmas party at the Hotel Roosevelt on Thursday afternoon.

The party, attended by 800 radio executives, was referred to by Abe Burrows, master of ceremonies, as the most successful Christmas get-together in the history of the club;

(Continued on Page 3)

### Crosley Sales In N. Y. Show 35% Increase

1949 sales of the Crosley Distributing Corp. in the New York area are 35 per cent higher than in 1948. Bert Cole, v-p and general manager, said at the firm's annual Christmas dinner on Wednesday night.

Crosley's new line of television re-

(Continued on Page 3)

### Santa's Helper

Milton Cross will play Santa Claus to the children of all ABC and NBC today at the combined webs' annual Employees Children's Christmas Party at the RCA Building. A gala and festive occasion, the party will be emceed by Bert Parks and luminaries of both nets will take part in the Rockefeller Center entertainment.

four nets and their 10 owned and operated stations reported revenues of \$4,800,000, with expenses of \$11,200,000. Balanced against this loss of \$6,400,000 is the \$8,500,000 loss reported for 40 other video stations on the air at the end of last year. These showed revenues of \$3,900,000 and expenses of \$12,400,000.

Of the 50 stations, only 17 were on the air the entire year, with 25 op-

(Continued on Page 4)





Vol. 49, No. 56 Friday, Dec. 23, 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 Dahlonega Rd.
Phone: Wisconsin 3271
CHICAGO BUREAU
Hal Tate, Manager,
812 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 22)

Table with columns: ABC, High, Low, Close, Net Chg. Lists various stocks like Admiral Corp., Am. Tel. & Tel., CBS A, etc.

Transatlantic Program Set
French students from the Sorbonne will exchange views with two American students on the subject "Is Youth Preparing for World Citizenship?" during a transatlantic broadcast over WQXR on Saturday, December 31 from 10:15 to 10:45 p.m.

Xmas Messages By Stars
Christmas messages from top entertainers will be presented by WMCA tomorrow, December 24 from 2:03 to 3 p.m. Perry Como, Guy Lombardo, Dinah Shore, Tony Martin, Vaughn Monroe, Frank Sinatra, Xavier Cugat, Lena Horne, Sammy Kaye, Gordon MacRae and Ray McKinley are among the stars who have recorded messages for the program.

★ COMING AND GOING ★

J. L. VAN VOLKENBURG, vice-president of the Columbia network in charge of television operations, has returned to the New York headquarters of the web following a business trip to Hollywood.

JOHN DERR, associate sports director for the Columbia network, tomorrow will leave for Miami, where he will set up arrangements for the network's broadcast of the Orange Bowl football game, which will be played on January 2.

ALBERT H. JAEGGIN, night news writer for WOR, today will leave by train for Baltimore, there to spend the holidays on the nearby family estate.

JUDSON BAILEY, of the Columbia network sports staff, has left for his home town in West Virginia, where he plans to spend the Christmas season.

JACK BENNY and DINAH SHORE are back in Hollywood after having visited Houston, Texas, where they were starred in benefit performances for the Damon Runyon Cancer Fund, the National Kids Day Foundation and Holly Hall.

NORMAN LIVINGSTON, commercial program operations manager for WOR and WOR-TV, has left on an eight-day cruise to Nassau, in the Bahamas

JACK MAAS, newswriter for the American Broadcasting Company, is back at his Radio City desk after having spent two weeks of leisure in Florida.

SARAH BERNER, who plays the part of the telephone operator on the Jack Benny program over CBS, has returned to Hollywood following a vacation of three weeks in New York.

Grand Central Viewpoint Given At PSC Hearing

(Continued from Page 1)
the PSC because of complaints received about the system moved through their second day with another hearing and possibly the final one being scheduled for today. A psychiatrist had testified on Wednesday that the music and commercials might produce ulcers or other illnesses, but Dr. Hyslop said yesterday that "the broadcasts certainly wouldn't give me any ulcers."

A division chairman at the terminal for the Brotherhood of Railway and Steamship Clerks, Freight Handlers, Express and Station Employees, Edward T. Butler, said that none of the employees in the terminal had complained of the broadcasts. He went on to say that jobs would not be as secure without the revenue from the programs.

One witness who identified himself as a New York Central Railroad stockholder, Irving Taylor, told the PSC that he was opposed to the presentations by the Terminal Broadcasting Company. Other persons testifying were Sherman Gregory, general manager of the broadcast system and representatives of Fact Finder Associates, who reported in a poll that about 85 per cent of

Record Players And Discs Promoted For Hospitals

(Continued from Page 1)
gram and the childrens' recordings were the donations of seven recording companies. Those providing the records were RCA-Victor, Capitol, MGM, Adventure, Caravan, Decca and Columbia.

Block will make the presentations to Marcus D. Kogel, commissioner of hospitals in New York, at the Governor Hospital today.

'Rebuttal' Package Show Sold To Muntz On MBS

(Continued from Page 1)
will pick up tab. Show will be produced in New York by John Reddy and will include both live and taped material. First of its kind, program will provide a rebuttal for people who have been attacked in press which allowed them no chance to talk back.

the persons interviewed in the station were in favor of the programs. The broadcasts are presented 17 hours a day from 7 a.m. to midnight from a control booth on the balcony of the terminal. The system began on October 1 of this year.



Taking it easy

This strange looking bird is a Malayan Wood Ibis. And he's now taking a little nap. Believe it or not, that's the way this queer fellow sleeps.

There's a simple way, too, for time buyers to take it easy and get results in the rich Baltimore market. They just buy W-I-T-H, the BIG independent with the BIG audience.

Yes, sir! W-I-T-H delivers more listeners-per-dollar than any other station in town! It covers 92.3% of all the radio homes in the Baltimore trading area.

And don't forget, Baltimore is the sixth largest market in the country.

So if you're looking for low-cost sales in Baltimore, W-I-T-H is your best buy. We say so. Advertisers say so. Time buyers say so. Call in your Headley-Reed man today and get the full W-I-T-H story from him.

50,000 watts at 800kc. Now covering a 17,000,000 population area at the lowest rate of any major station in the Detroit Area! CKLW Detroit and Windsor J. E. Campeau, President Adam J. Young, Jr., Nat'l Rep. • Canadian Rep., H. N. Stovin & Co.

AM WITH FM Baltimore 3, Maryland TOM TINSLEY, President Represented by Headley-Reed



## MBS Closed Circuit Talk Given By White

(Continued from Page 1)

faith in the future of radio—a faith fortified by a constructive program to cope with the changing patterns of the industry. Mutual has always been a different kind of network, a factor of increasing importance in these times of business transition.



WHITE

“Throughout 1950 and the years ahead, we plan to stress and emphasize these differences, which we feel will contribute greatly not only to Mutual’s strength in the broadcasting industry, but also to its effectiveness as a merchandising medium for the advertiser.

“These differences add up to a plus in dollars for the Mutual advertiser, a broader and yet more intimate service to our listeners. These differences enable us to offer a solution to the problem of radio budgets which must be stretched to help finance experiments in television. These differences give to the network a firm foundation to withstand the shocks and dislocations of this transition period, and are the basic factors that make Mutual confident of its future.”

### WBAX Xmas Party

Several thousand children will be guests of WBAX in Wilkes Barre, Pa., at a three-hour Christmas party to be held in the local armory on December 24. The party is being sponsored by the station in cooperation with the merchants of the Wyoming Valley area. All the youngsters will be given Christmas packages in addition to special prizes to be awarded at the affair. A two-hour program of carols and entertainment has been prepared for the occasion with the entire show being broadcast by WBAX.

### Mel Allen WBEC Guest

Pittsfield, Mass.—N. Y. Yankee sportscaster Mel Allen was recent guest of Mac McGarry on “The Mac McGarry Show” over WBEC. The two found they once lived within nine blocks of each other in Jackson Heights, L. I.

### Emergency Gift

Ade Hult, MBS vice-president in charge of sales, yesterday received what may become a very valuable Christmas present. Gift, from one of his major Chicago clients, was a ten-gallon drum of water. Hult recently moved to New York from the Windy City.

## REC Christmas Party Raises Over \$6,000

(Continued from Page 1)

John Karol, vice-president of CBS, and president of REC, introduced Burrows who adlibbed his way through two hours of prize drawing and favored the club with a song or two.

Gifts which went to the members in the drawings came from many radio executives associated with stations outside New York. Ben Gimbel of WIP, Philadelphia, won an electric toaster which Burrows said “he could use to toast his money”; President Karol of the club walked away with a 15-pound ham and Frank Donato of the New York office of C. P. MacGregor won a dinner in a Chinese restaurant in Omaha. Eleanor McClatchy of the McLatchy stations in California, absent from the party, was announced the winner of a bushel of Virginia apples.

The attendance and interest in the drawings was proof positive that the giveaway era is a box-office attraction. Burrows, seeming to have fun as he plodded through hour after hour of credits and drawings, at one stage said: “Hey isn’t there a sponsor in the crowd? I’ve got a couple of shows I want to sell.”

Reggie Schuebel of the Duane Jones agency, who was chairman of the women’s prize procuring committee, turned up with nearly a 100 worthwhile prizes. They included a TV set and a trip to Bermuda.

## Free Political Time Offered By WFIL In Philly

(Continued from Page 1)

A. Finnegan, has already accepted the offer and beginning January 3, a 15-minute program, Report to the Voters, will be presented by the party every Tuesday at 10:30 p.m. for at least 16 weeks.

The chairman of the Republicans, William F. Meade, has not indicated his acceptance as yet, Clipp said. However, he added, the offer will stand if the GOP decides to take advantage of it. If the Republicans accept, the program will become a half-hour presentation.

Clipp declared that “it has always been our policy to broadcast information of importance to the people of Philadelphia and its suburbs. With this in mind,” he continued, “we feel that the interests of the public in the new year of 1950 will best be served by bringing to the WFIL studios those speakers best qualified to present their parties’ views on subjects of local significance.”

## Substituting For Husing

“Mr. and Mrs. Music”—Andre Baruch and Bea Wain—take over the podium of the WMGM Bandstand for three weeks starting Monday, Dec. 26, while conductor Ted Husing vacations in Florida.

## Woolley Retains Post In NBC Sound B’casting

(Continued from Page 1)

house. A. W. Kaney and Jennings Pierce, he said, would continue as station relations liaison for the central and west coast divisions, respectively.

All the men named as members of the sound broadcasting stations relations department have had long experience with the web in this and other fields.

Wooley joined NBC in 1931. In 1933 he became contact man in station relations, which position he held until 1936 when he was appointed general manager of radio station WWJ, Detroit. Returning to NBC in November, 1937, he was appointed manager of the station relations service division, serving in that post until 1942, when he was named assistant to the vice-president in charge of stations. In 1945, he was appointed director of the NBC stations departments.

## Crosley Sales In N. Y. Show 35% Increase

(Continued from Page 1)

ceivers and radio models have been well received, Cole disclosed, and current demand exceeds supply. He added that other Crosley appliances had also been in great demand during past months.

## Government Inquiry In TV Sales Methods

(Continued from Page 1)

butor requires a dealer to buy slow-selling items along with his regular purchases. Maher indicated that sales of television receivers together with record players are involved. The government official has made it clear however, that no charges are being made at this time.

In answer to the inquiry, RCA says it has been asked to furnish information on sales distribution methods.

The corporation believes that the investigation will show their practices to comply with the law.

Maher said parties found guilty of tie-in sales would face a fine up to \$5,000 for a corporation and up to \$5,000 and a year in jail for individuals. The charges would involve anti-trust provision of federal laws.

The sales might involve slow-selling radio receivers, record players or other appliances which a dealer was forced to accept to acquire better-selling items.

## Mrs. Harry M. Bessey

Mrs. Harry M. Bessey, wife of Harry M. Bessey, executive vice-president of Altec Service, died December 10, following a short illness, at Montclair, N. J.

for profitable selling **INVESTIGATE**

**WDEL**

WILMINGTON  
DELAWARE

**WGAL**

LANCASTER  
PENNSYLVANIA

**WKBO**

HARRISBURG  
PENNSYLVANIA

**WRWA**

READING  
PENNSYLVANIA

**WORK**

YORK  
PENNSYLVANIA

**WEST**

EASTON  
PENNSYLVANIA

**WDEL-TV**

WILMINGTON  
DELAWARE

**WGAL-TV**

LANCASTER  
PENNSYLVANIA

STEINMAN STATIONS

Clair R. McCollough, Managing Director

Represented by **ROBERT MEEKER ASSOCIATES**

Chicago San Francisco New York Los Angeles





## FCC Gets Petition To Reconsider Grant

(Continued from Page 1)

its power from the 1240 to the 1080 band in the same city was upheld in April by the U. S. Court of Appeals.

WINN reported yesterday that it is losing its ABC affiliation to WKLO next month. WINN seeks to have the FCC reopen the whole question, pointing out that the decision to permit the new station rather than to give WINN the frequency shift and a power boost from 250 watts to five kilowatts day and one kilowatt night was based on the fact that WINN was relying upon ABC programming whereas WKLO would be primarily local in its programming. WINN planned to take the full ABC network wire.

That Mid-America, licensee of WKLO, would affiliate with ABC was predicted by WINN during the proceeding before the Commission.

The Commission and the court, said WINN yesterday, based their preference for Mid-America upon its commitments that its operation will be based upon a non-network schedule unless a network affiliation can be secured which will not be at the expense of its local program service and which will not prevent a fair proportion of its time between 7:00 and 11:00 p.m., from being devoted to local live sustaining programs.

Standard option hour provisions in ABC contracts leave only two free half-hour periods between 6:00 and 11:00 p.m.—from 7:00 to 7:30 and from 10:30 to 11:00. This would mean, said WINN, that WKLO cannot continue to provide the service pledged when it received its permit.

In view of the change in network affiliation, said WINN, "it is apparent that basis for preferment of the Mid-America application over that of petitioner no longer exists, and that the public interest requires that the entire matter be reconsidered in the light of the changed circumstances. . . . petitioner's prospective operation as a non-network station entitles it to a comparative consideration for the better broadcast facility originally granted to Mid-America on the basis that the latter proposed to operate as a non-network station."

## Greets Barkley On WIOD

Miami — WIOD's Harry Munyan obtained an exclusive greeting to Miami from Vice-President Alben Barkley upon the veep's arrival at his Miami Beach honeymoon hide-away December 15th, and WIOD's Billie O'Day, women's commentator obtained an interview with the veep and Mrs. Barkley both aired Friday over WIOD. The veep was principal speaker at the Dade County Jefferson Jackson Day Dinner, December 17th.



## Man About Manhattan. . . !

● ● ● **BIGTOWN SMALL TALK:** Radio station owners have started promotion campaigns to sell radio via TV and proving, through some highly interesting statistics, that AM is still as big as ever. . . . Walter Winchell switched his plans and instead of trekking off to the coast will spend the holidays with his family at the Roney Plaza in Miami Beach. . . . Frank Cooper has set Martha Tilton and Harry Babbitt for a year's recording contract on the Coral label. . . . "Luncheon at Sardi's" heading toward its 4th year on the air with the highest daytime rating on WOR. . . . Sheriff Bob Dixon sought by a major film outfit for series based on his "Chuck Wagon" characterization. . . . Frank Saunders putting on the "Paddy" show for WPIX for a one-time shot Dec. 26th at 8:30 p.m. . . . Xavier Cugat's about to launch a nationwide search for a new Latin vocalist for whom a \$5000 prize awaits plus a tour of So. America and Europe with him in '50. Cugie's Norma Calderon has been signed for the "So. Pacific" road company. . . . Talented kids from the Wally Wanger Dancing School will put on a half-hour show on "Market Melodies" via WJZ-TV tomorrow. . . . Jerry Devine back to the coast after hopping down to Washington to gather some more inside stuff for his "This is Your FBI" series. . . . Leo De Lyon sez it's too bad about the shortage of water here. Now if there can only be a shortage of "shortage of water" jokes.

☆ ☆ ☆ ☆

● ● ● The Radio Executives Club party at the Hotel Roosevelt yesterday was a really worthwhile charity gesture. All of the proceeds—\$6,000—goes to worthy charities and the 800 men and women who attended had a real good time. John Karol, president of the club and Reggie Schuebel of Duane Jones agency, who was chairman of the prize committee are to be congratulated. . . . ditto to Claude Barrere, secretary-treasurer, and some Christmas candy to Bill Hedges and O. B. Hanson who had the courage to wear Santa whiskers at the Radio Pioneers table.

☆ ☆ ☆ ☆

● ● ● **THAWTS WHILE THINKING:** While they're at it, those TV stations who've been beefing about the blood-and-thunder material unloosed upon the television screens might as well include those shows dealing with ghosts and the supernatural. Wed. nite's edition of "The Clock," for instance, which was the story of a lad who died at 10 p.m.—or just about the time his 'spirit' visited his sweetheart and vowed eternal love. We don't know how the kiddie trade took it, but it was enough to chill our insides. . . . Talking about a chill, coldest delivery on the air (despite his excellent text) belongs to Martin Agronsky. It takes the Fitzgeralds ten minutes to warm up the air again after Agronsky leaves it.

☆ ☆ ☆ ☆

● ● ● **THE MORNING MAIL:** "Let me relate briefly a hair-raising incident," writes Roger Kay. "Right after your kind words about our presentation for the Paul Lukas show, 'The Cheater,' we got a lot of calls from execs who wanted to see it. However, before we could get around to showing it, tragedy struck, sometime during the fateful night, 'The Cheater' vanished from behind locked doors at the executive offices of GAC. Needless to say, we all went quietly nuts the next day. At 7 p.m., bless him, the quickwitted Rockefeller Center detective triumphantly returned, with IT under his arm. The innocent cause of all this furore was an art-loving charwoman who had taken it home, figuring it was just a beautiful 'picture book.' All's well that ends well, however, and we're all happy again—except perhaps our bewildered charwoman who shall, from now on, limit her collection to dated magazines."

## TV Time Sales In '48 Totalled \$8,700,000

(Continued from Page 1)

erating less than six months. Average monthly income ranged from \$20,000 for stations on the air all year to only \$5,000 for those on the air two months or less.

Fourteen stations on the air all year reported an average operating cost of \$538,000—about \$45,000 per month. Among these, one reported an annual operating expense of \$814,000, and another only \$59,000.

The FCC said TV revenues accounted for about 10 per cent of the overall take of TV sound radio stations in Philadelphia, and about 8 per cent in New York and Washington.

## Santa Claus On WTAG

Kris Kringle has been having a busy time for himself at WTAG in Worcester, Mass. The Julie 'n' Johnny program used a pickup of Santa complete with static and interference as if from overseas. A second try to reach the bearded gent was on "FM" and it came in clear. Santa said he'd have some FM sets in his bag. On the Letters to Santa part of the same show, a letter was read from a 20-year-old girl named Arlene whose left arm had been amputated. Pledges totaling \$250 came into the office to help the girl with a few minutes after sign-off.

Hollywood's New

## COUNTRY CLUB HOTEL

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

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

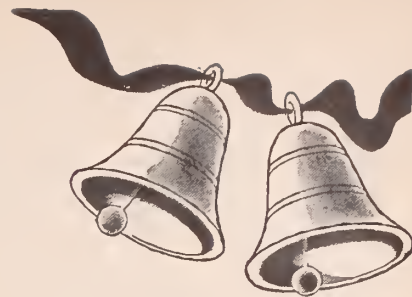
## COUNTRY CLUB HOTEL

445 North Rossmore Avenue (Vine St.)  
Hollywood 4, Calif.

Telephone: HOLLYWOOD 9-2701



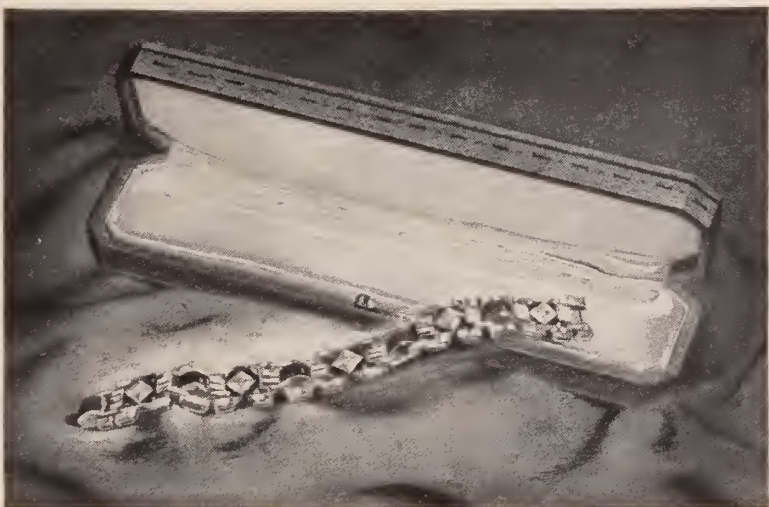
# What other Christmas present can you name that...



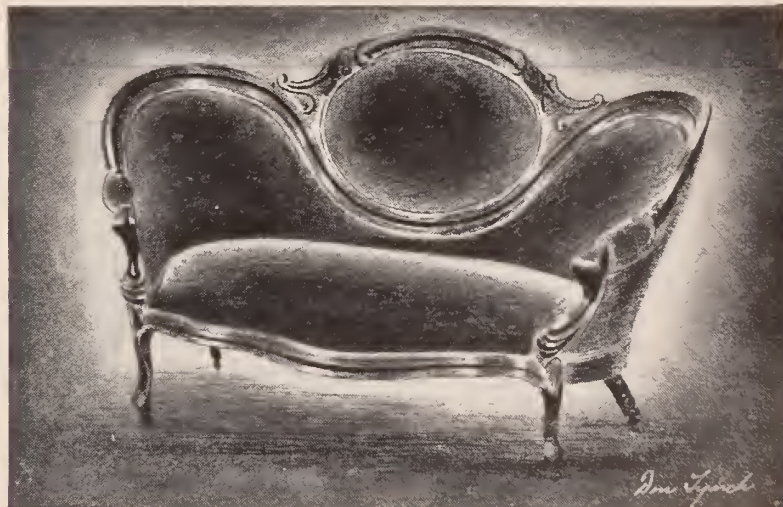
... you wouldn't want to exchange



... comes in so handy on rainy days



... never wears out



... keeps increasing in value

... is so quick and easy to buy  
... pleases everyone on your list  
AND ... gives itself all over again  
(with interest) ten years later?

A decorative, wavy flourish on the left side of the U.S. Savings Bonds text.  
**U. S.**  
**Savings Bonds**

Automatic Saving is Sure Saving



THIS SPACE CONTRIBUTED BY RADIO DAILY



## AGENCIES

**ALBERT R. WHITMAN** has resigned as v-p and account supervisor at Benton & Bowles, Inc. to join Campbell-Mithun, Inc. Minneapolis, as executive v-p on February 1.

**BOWKER & CO., INC.**, new advertising and public relations organization, has been established in Toledo, Ohio, with offices in the Manhattan Building.

**W. RODNEY ERICKSON** has been appointed manager of Young & Rubicam's radio and television department, Everard W. Meade, v-p of the agency has announced.

**FOOTE, CONE AND BELDING** have established an office in Houston, Texas, to service the Gulf Brewing and Hughes Tool Company accounts.

**STANWOOD A. MORRILL** has been named director of marketing and advertising for Lambert Pharmaceutical and Pro-phy-lac-tic Brush Co.

**W. RICHARD GUERSEY** has joined the staff of MacManus, John & Adams, Inc. in Baltimore.

**EDWIN F. COLEMAN** is now with Advertisers Production Services, Inc. in an executive capacity. He was formerly an account manager with Kenyon & Eckhardt, Inc.

## Send Birthday Greetings To—

December 23

Howard Breslin Don McNeill  
Pinkie Herman John Waters  
W. A. Stretch, Jr. Jack Lloyd

December 24

Jack Alicoate Doris Sharp  
Dick Crans Naylor Rogers

December 25

Matt Brooks Peggy Stone  
Ron Gamble George Lasker  
Betty Olson Bob Ripley  
Gladys Swarthout Josef Stopak  
Arthur Perles Larry Goddean

Herman Katzman

December 26

Bernard Dudley Hibbard Ayer  
Charlie Alicoate

December 27

Charlotte Chain Sam Coslow  
Jack Lathan Joseph E. Crenshaw  
Charles Holland Ralph Smith  
Oscar Levant Mark Woods  
Roy Amos Thomas Mary Hutter

December 28

Dick Joy Noel McMahon Burr  
Blanchard McKee  
William Bohack

December 29

George Field Clyde McCoy  
Wendell Niles Pat Padgett  
Larry Stevens

## WINDY CITY WORDAGE

By HAL TATE

● ● ● **Larry Kurtze** of the Service Unlimited TV package firm, beaming because his "Second Cup" TV daytimer on WBKB starring Linn Burton garnered top honors in a special survey conducted by the local Jay & Graham research firm. . . . **Tommy Bartlett**, star of NBC's "Welcome Travelers" flew to Montgomery, Alabama over the week-end as guest of the Maxwell Field Air Force base. Tommy was guest of honor and emceed the gala program dedicating the air field's new theater. . . . **Chicago's** pioneer disc jockey, **Norman Ross**, beaming over the wonderful pre-Xmas business at his record shop in Evanston. . . . **Ben Park's** new documentary transcribed show will be released over more than 400 stations by the American Medical Association right after the first of the year. It's a public service program based mainly on Ben's prize-winning "It's Your Life" show.

★ ★ ★ ★

● ● ● **Rosemary Wayne** is considering making her TV debut very soon. . . . The fact that Tom Moore got some 200,000 entries on his "Home Made Toy" contest on his MBS "Ladies Be Seated" show, aided him in snaring the Miles Laboratories firm for a sponsor. . . . **Harold Isbell** recently celebrated his first—and very successful—year on television. . . . **Chuck Sebastian** is the new prexy of the Chicago Radio Correspondents Association succeeding **Charles Ahrens**. Chuck is with FM station WFJL while Ahrens is with UP. . . . Other officers elected were: **Richard Elliott**, WCFL, vice-president; **Will Whitney**, WGN, secretary; and **Sam Paxton**, WMBI, treasurer. . . . A recent Chicago visitor to the Mutual offices was **Don C. Wirth**, vice-president and general manager of WNAM, Meenah, Wis.

★ ★ ★ ★

● ● ● **The Barthel, Inc.** record firm has reorganized with **Nick Wayne** elected president and **Paul Cwik**, vice-president. **Larry J. Anazalone** is secretary-treasurer. . . . Initial artists signed are singers **Johnny Hill** and femme thrush **Toni Rami**. . . . **Jerry Colonna** and **Sonny Tufts** guested this week on **Tommy Bartlett's** "Welcome Travelers" show. . . . **Don Getz**, WGN promotion director, recuperating from his recent illness. Don was hospitalized for several weeks. . . . Another hospital case is **Norman Felton**, NBC television director, who underwent an appendectomy. . . . **Oliver Morton**, manager of the NBC Central Division national spot sales department, and salesmen **Robert Flanigan**, **Howard Meyers** and **George Halleman** are back from their sales confab at WGY, Schenectady. . . . **WJJD** and **WGES** disc jockey **Al Benson** does all his programs from his south side home.

★ ★ ★ ★

● ● ● **NBC exec Niles Trammell** attended the Ad Council's Directors meeting at the Blackstone Hotel last week. Mr. Trammell said he didn't sign any talent while in Hollywood but he did sign up **KFI** for another couple years. . . . Friday, December 23rd is a gala day for "The Breakfast Club." It's Emcee **Don McNeill's** 42nd birthday and the gang will put on a special Christmas show featuring the appearance of Don's wife, **Kay**, and their three sons, **Tommy**, **Donnie**, and **Bobby**. . . . Recent ABC visitors were **Joe Hartenbower** and **Dick Evans**, general manager and sales executive respectively of **KCMO**, Kansas City, and **Don Searle**, ex-v.p. of the network's western division. . . . Many moons ago this column predicted that one of the best radio and TV comedians in town was **Cliff Norton**. The accolades he's receiving at the Sherman Hotel's "College Inn" show proves we were right. . . . **WMOR's** "Press Conference of the Air" getting an excellent reception. **Chicago Congressman Sidney R. Yates**, who recently returned from Europe, was a recent guest speaker.

★ ★ ★ ★

## PROMOTION

### MBS' 'Queen' Contest

Mutual is drawing to a close its three-month "Queen of America" contest to select the outstanding clubwomen in the nation and will select the winner from among five semi-finalists on the Jan. 6 "Queen For A Day" program.

The promotion idea was based on remarks made in the U. S. Senate by distaff Senator **Margaret Chase Smith** of Maine relative to the civic contributions of the nation's clubwomen.

Mutual has selected, tying local affiliated stations into the stunt, one quarter finalist from each station area and will announce their names on the program Dec. 27. On Dec. 30, the semi-finalists, chosen from among the 5,000 station area winners, will be announced.

Finale comes when, on the Jan. 6 program, the studio audience picks the winner from among the semi-finalists. The clubwoman selected will be cited for her "leadership and civic contribution to her community" and will receive a large jackpot of merchandise prizes.

### "The Greatest Is Charity"

**WORZ**, Orlando, NBC outlet for central Florida, has a "Toy Terminal" set up on Main Street as a depot to receive contributions of used toys, clothes etc. At regular intervals the American Legion "locomotive" picks up the articles and delivers them to the Orlando Rescue Mission for repair and distribution to needy families this Christmas. Many of WORZ's local programs are scheduled for origination at the "Toy Terminal" and are attracting large crowds interested to see how broadcasters go about the business of helping worthy causes.

### Wiig Elected President Of N. Y. AP Broadcasters

Albany—No curtailment of news services on holidays was voted by the New York State Associated Press Broadcasters' Association at their annual meeting.

The AP broadcasters also re-elected **Gunnar Wiig** of WHEC, Rochester, as president at their one-day session held in the Hotel Ten Eyck. **Jim Healey** of WOKO, Albany, was named v-p of the group and **Norris Paxton**, AP Albany bureau chief, secretary.

Another recommendation passed was the substitution of Friday's sports broadcasters football consensus by a roundup of major football games. The delegates decided to hold a Monday meeting early in October and have an interim meeting for New York City members in January of the coming year.

**Bill Meenam** of WGY, Schenectady, **Tom Brown** of WGVA, Geneva, and **Bernard Buck** of WNYC, New York, were elected directors of the organization.



# TELEVISION DAILY

Section of RADIO DAILY, Friday, December 23, 1949 — TELEVISION DAILY is fully protected by register and copyright

## NEW CBS COLOR TEST PLANS SET

### TELE TOPICS

THE ABC HANDOUT heralding the return of "A Couple of Joes" described the show as a "television potpourrie (sic) salted with humor, crackling with odd gags and gimmicks, and flavored with popular music played by acknowledged experts in their field." Sounds good, but without casting any doubts on the veracity of the drumbeaters or their powers of observation, we want to say that just 'tain't so. The show this week was divided into two half-hour segs aired 30 minutes apart. We caught the second one and what we saw was something like this: Emcee Warren Hull reads listener requests for songs. The band, headed by Milton DeLugg, plays the number or Joan Barton sings it. If the musicians don't know the requested song, the writer gets a prize such as a year's supply of soap. That's all there is and it adds up to an informal nothing. So informal, in fact, that trumpet player Bobby Hackett left when the stanza was about ten minutes old to go to work at Nick's down in the village. . . . Hull is a glib, polished emcee and Miss Barton a most attractive lass, but they need more than what the show offers. Program's major gimmick is J. J. Morgan, a sad-eyed Basset who roams around the top of the piano totally indifferent to the proceedings around him. . . . A World Video package, show is produced by Ed Kenner and directed by Eddie Nugent.

RED SMITH, sardonic sports columnist of the Herald Tribune, loosed his lethal typewriter the other day at sports announcers who describe action plainly visible to viewers and at the practice of reading aloud the sponsor's slide as it appears on the screen. Said he: "When the telecasting of sports was new, the notion was that the retreaded radio announcers employed to furnish the running comment would have to learn a new technique. They would have to acquire some respect for facts, in order to avoid glaring discrepancies between the thing seen and the thing heard. And they would have to confine their comment to collateral details not revealed in the picture, lest they offend their auditors by telling them things they could plainly see for themselves. This notion has proved grossly over-optimistic. Videots apparently do not object to the implication that they are too stupid to understand what is going on before their eyes. They don't even take offense at the advertiser's assumption that they are too ignorant to read a printed line." . . . This business of reading slide or flip-board copy has been annoying us for some time now. It may make for impact, as the Madison Ave. boys would say, but it seems that in doing so they demonstrate that their appraisal of their audience is the same as Brother Smith's.

### Web To Transmit Color From Three Cities, Showing Images To Public For First Time; WOR-TV, WOIC, WCAU-TV To Co-operate In Test

(Continued from Page 1)

WOIC and WTOP, Washington; WCAU-TV, Philadelphia; Smith, Kline & French, Philadelphia pharmaceutical house, and AT&T and local phone companies.

The test will make color airings available to segments of the general public for the first time. CBS will install 15 color sets in one or more Washington locations to which the public will have access. In New York the web plans to use members of the public as observers in tests to produce technical allocations data. Primary purpose of the New York tests is to provide the FCC with such information as the extent to which color stations in different cities on adjacent channels or on the same channels may interfere with each other, and the effect of diathermy and other interference.

Another phase of next month's tests is the installation of color receivers in Washington homes so that the pictures can be observed under normal viewing conditions. CBS has offered to install color receivers in the homes of the seven FCC Commissioners.

To assist laboratories and manufacturers, CBS is making all the color broadcast signals available for technical tests. It also is providing color receivers for test purposes to the FCC Laboratories in Laurel, Md., (already delivered), and to the Senate Advisory Committee on Color Television.

In New York the broadcasts will be over the standard transmitters of WCBS-TV and WOR-TV. The Washington broadcasts will be carried by WOIC. Studio facilities of WTCP, CBS radio affiliate in the

capital, also are to be used in Washington operations. Broadcasts in Philadelphia, which will start after the tests in the other cities have gotten under way, will be over WCAU-TV.

AT&T and the local telephone companies in New York, Washington and Philadelphia are providing extensive circuits not only for the local operations but also for inter-city transmission of the color signals via coaxial cable.

#### To Air Live And Via Film

The tests, which will include both live and film programs, will be conducted during hours that will not interfere with the regular local or network broadcasting schedules of the cooperating stations. The color transmission periods will generally be scheduled to alternate with standard black and white transmissions so that installation of standard sets in homes in the three test areas can continue without interruption.

Existing black and white sets will not receive the color transmission as usable pictures unless they are adapted.

In Washington the live pickup equipment will be that developed by CBS for Smith, Kline & French, for demonstrations of the teaching of surgical and medical procedures before professional groups in major cities throughout the country.

In New York, CBS will use color film and slide pickup equipment, together with standard black and white film and live pickup equipment, in order to study the comparative interference behavior of color and black-and-white as requested by the FCC.

### NBC-TV Station Dept. Set; Hickox Director

Continuing its divorcement of AM and TV, NBC yesterday announced establishment of a separate TV station relations department to be headed by Sheldon B. Hickox, Jr., manager of the combined department before separation.

On the staff of the new department are Thomas E. Knode, formerly assistant to Carleton D. Smith, director of tele operations; E. B. Lyford, Stephen A. Flynn and Robert J. Guthrie, station relations execs.

Hickox joined NBC in 1929, shortly after graduation from Amherst. In 1931 he became assistant sales traffic manager and in 1933 was named supervisor of commercial traffic. Two years later he was named assistant manager of station relations and in 1939 took over management of the department.

### Johnson Will Describe Filming With 3 Cameras

The three-camera technique used by Jerry Fairbanks, Inc., in the production of low-cost video films will be described by Russ Johnson, vice-president of that organization when he addresses the distribution session of the National Television Film Council's third quarterly forum to be held Dec. 28 at the Hotel Astor.

John Mitchell, of UA Television, who also is distribution chairman of NTFC, will head the morning session on production. He will discuss the availability of bank financing for television films.

### Strahorn Joining Y&R

Lee Strahorn, indie radio producer, will join Young & Rubicam to handle production on the Fred Waring TV show, it was announced by Everard W. Meade, radio-tele chief of the agency. Strahorn previously was with NBC and Foote, Cone & Belding. He will leave California for New York Dec. 28.

### Cassyd Elected By ATAS

Hollywood—Syd Cassyd has been elected president of the Academy of Television Arts and Sciences, succeeding Harry Lubcke. James Vandiveer and H. L. Hoffman were named vice-presidents; Robert Packham, treasurer; Betty Mears, secretary; Mark Finley, corresponding secretary, and Dick Lane, recording secretary.

## Press-Time Paragraphs

### IATSE Organizing Make-Up Artists

In the first NLRB election for TV make-up and hair stylists, employees in that category at NBC this week unanimously voted IATSE Local 798 as their collective bargaining agent, the union announced yesterday. Contract negotiations will be started soon by Sal J. Scoppa, business agent of the local, which is now organizing make-up personnel at all other stations, IA said.

### New Pilot Plant Set By Corning Glass

Corning, N. Y.—A new pilot plant to be used initially for development of new production methods for video tubes will be constructed here by the Corning Glass Works. Plant will be equipped with a 60-ton glass melting tank and various types of conventional and experimental glass forming and finishing machines.



# AM TV EQUIPMENT FM FAX

Section of RADIO DAILY, Friday, Dec. 23, 1949

## Master Antenna For All TV Areas

A multiple-outlet master television antenna system for apartment houses, hotels, stores, schools, hospitals, and office buildings is now available for installation in all TV areas throughout the nation, according to an announcement by the RCA Engineering Products Department.

The installation, known as the RCA Television Antennaplex System was first publicly announced last May, but initial sales were restricted to the eastern seaboard.

Antennaplex is designed to meet requirements of both landlords and tenants by providing TV antenna outlets in all apartments, offices, or other space units with a minimum of rooftop equipment, consisting essentially of an individually tuned antenna for each transmitting channel in the given area, a master signal amplifier to boost the signals received on all channels, and one or more vertical lines of coaxial cable, running through pipe wells in the walls, with branch connections for all outlets.

Three New York apartment owners have signed contracts with the Commercial Radio Sound Corp., RCA sound products distributor in the New York area, for installation of Antennaplex systems. They are: owners of Schwab House at 11 Riverside Drive, and developments at 40-44 and 715 Park Avenue.

## Top TV Reception Atop Mt. Washington

Reception of TV programming across a distance of some 150 miles has been reported from the Mount Washington Observatory, atop Mt. Washington in New Hampshire. In a letter to the Hub Company, a Boston department store, the Observatory commended the sensitivity of their TV set, a 12½-inch Tele-tone table model, which they reported was operating on a routine antenna installation. "The set works fine on both Boston stations," the letter stated. "There are no signs of 'snow' even during the daytime when signals are down. We are over 140 airline miles from Boston, but we do not use amplifiers of any type. The 6000-foot elevation probably helps eliminate the necessity of such. The Tele-tone set is providing and will undoubtedly continue to provide many hours of enjoyment as we at the Observatory will shortly be without outside contact except by radio and television," the message concluded.

## Army SC Developing Miniature Equipment

Small, light-weight Army Signal Corps equipment which can be easily carried by men and withstand extremes of climate is being designed to provide fast, effective communications networks for combat troops in the field, the Department of the Army announced. A crystal rectifier reduced to the size of a match head, a field switchboard that weighs only 22 pounds and a portable teleprinter weighing 45 pounds are among items developed through S. C. research projects. Miniature and sub-miniature radio tubes have also been produced.

## GE Tube Div. Announces Three Appointments

Three new appointments have been announced in the tube divisions of the General Electric Company by J. M. Lang, manager. E. F. Peterson has been named manager of sales of the divisions, with headquarters at Schenectady. L. B. Davis has been appointed manager of the receiving tube division at Owensboro, Ky., and K. C. DeWalt has been appointed manager of the cathode ray tube division at Electronics Park, Syracuse, N. Y. All have been associated with General Electric for a number of years in various capacities.

## Motorola Plant Plans To Double Set Output

In order to free its Chicago plant for greater video production, Motorola, Inc., will double the capacity of its Locust Avenue radio plant in Quincy, Ill., according to an announcement by Paul V. Galvin. Construction of the new plant began this week, with completion scheduled for March 1.

### Statement By Galvin

"This step is both a consolidation and an expansion for increased production of our television receivers," said Galvin. "The new plant addition in Quincy will be devoted to the production of home and auto radios, a move which in turn will enable us to turn out more television sets in the headquarters factory in Chicago. Although our chief concern is greater TV production, this move can also be taken as evidence that, far from being dead, demand for radio continues strong."

### Two New Assembly Lines

Through the addition of the Quincy plant, radio set output there is expected to increase from approximately 2,800 units per day to 3,800. Two new assembly lines are being incorporated in the construction, which will consist of about 15,000 square feet. The new facilities will require the addition of some 100 new employees in the stepped-up manufacturing schedule.

## PRODUCTION PARADE

### Deflection Yoke Shield

In keeping with the trend of developing new time and money-saving components for TV sets, Henry L. Crowley Co., West Orange, N. J., announce a new powdered-iron deflection yoke shield. In the shape of two half cylinders, this new item saves time in the assembly work on the deflection yoke. In place of usual winding procedure with soft iron wire, these two cylinder halves are slipped into place around the electrical winding and held with a few wraps of tape. The powdered-iron shields cost approximately the same as the soft-iron windings material while the electrical characteristics of the powdered-iron are better than those of the iron wire.

### Joins Airborne Instruments Lab

Herbert DuVal, Jr., for many years with GE, has joined Airborne Instruments Laboratory, Mineola, N. Y., as technical assistant to H. R. Skifter, president. DuVal was with GE for 14 years during which time he became head of the company's naval electronics commercial activities. Prior to joining AIL, he was vice-president of station WPTR, Albany, N. Y.

### New Magnavox Radio-Phono

The Wedgewood, a new Magnavox radio-phonograph, which also features Add-A-Television feature, has been announced by Magnavox. The

new model is designed with storage space for 14 large record albums, part of which may quickly be converted to accommodate the addition of a TV receiver at the owner's convenience. The Wedgewood is designed in 18th century cabinetry and lists at \$275 for the radio-phonograph and \$469.50 with TV.

### Smaller Paper Capacitors

Aerovox Corp., New Bedford, Mass., is making a smaller paper tubular capacitor available to the radio electronic industries. Known as Type P85, the capacitors feature the same materials and general processes used in the Aerovox Aerocon Type P87. To achieve the miniature size new production techniques were required for handling minute sections, wires and other components without sacrifice of quality and mass production requirements.

### DuMont Inputuner

A new DuMont four-section Inputuner incorporating the latest Mallory-Ware spiral-type Inductor, is announced by the Electronic Parts Div. of Allen B. DuMont Laboratories. Among its advantages is the doubling of the gain over previous models, together with greatly improved selectivity in keeping with the advent of more and higher powered TV transmitters, local FM stations, amateur radio and other services.

## ENGINEERS— CONSULTANTS

### RALPH B. AUSTRIAN

Television Consultant

1270 AVENUE OF THE AMERICAS  
NEW YORK 20, N. Y.

Tel.: CO. 5-6848

### A. R. BITTER

Consulting Radio Engineers

4125 MONROE STREET  
TOLEDO 6, OHIO

Tel.: Kingswood 7631

### WILLIAM L. FOSS, Inc.

Formerly Colton & Foss, Inc.

927 15th St., N.W. REpublic 3883  
WASHINGTON, D. C.

## ENGINEERS— CONSULTANTS

### McNARY & WRATHALL RADIO ENGINEERS

906 Natl. Press Bldg. 1407 Pacific Ave.  
Washington 4, D. C. Santa Cruz, Cal.

Member AFCCE

### L. W. ANDREWS, INC. RADIO CONSULTANTS

219 WHITAKER BLDG.

DAVENPORT, IOWA

Phone 2-7824

### GEORGE P. ADAIR

Radio Engineering Consultants

EXecutive 1230

EXecutive 5851

1833 M STREET, N.W.  
WASHINGTON 6, D. C.