



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 57

NEW YORK, TUESDAY, DECEMBER 27, 1949

TEN CENTS

WEB, STATION '48 EARNINGS REPORTED

Stanton Predicts '50 Will Be Fine As '49

Nineteen Hundred and Forty-nine, in many respects, was the most successful year in CBS' 22-year history, Frank Stanton, CBS president, said in his year-end statement, released Friday.

He cited the "unique" position of the web in radio programming; its top rated TV programs; its increase in network coverage with 185 stations now in the network fold, and its record time sales for both radio and television during the past year.

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Pope Replies to Fly Plea In WINS-Employe Row

Washington Bureau of RADIO DAILY

Washington—Recalling statements in the original petition filed by WINS employees against sale of the station to Publisher Generoso Pope, attorneys for Pope have told the Commission they cannot understand the recent statement by James Lawrence Fly, counsel for the WINS employes, that "the question of whether foreign-language broadcasting is good or bad" is not involved in the protest.

Filing further comments for Pope, (Continued on Page 3)

Lever Sales Personnel Announced By Official

W. W. McKee, Lever Brothers vice-president in charge of sales has announced the company's present organization of Lever Brothers' Merchandising Department.

McKee said that the department would continue under the direction

(Continued on Page 3)

For Uncle Joe

The "Voice Of America" gave Santa Claus extensive air time on broadcasts to the Russian people during the Christmas season, it was revealed Friday by a "Voice" official, in order to show the Russians what a fine season Christmas is here in the land they are taught to hate and fear. Christmas once was Russia's outstanding holiday.

AM Total For Year Is \$407,000,000, 10.9% Over '47; Expenses Up 17.5%; Figures For FM Also Issued

Washington Bureau of RADIO DAILY

Washington—The FCC reported on Friday that AM networks and stations earned a total of \$407,000,000 in the calendar year 1948, with an additional \$621,000 reported by 77 FM stations affiliated with AM stations and \$1,026,208 reported by 89 of the 107 FM stations on the air in 1948 without affiliation with an AM outlet.

The \$407,000,000 figure for AM was 10.9 per cent over the 1947 total—but expenses were up 17.5 per cent. Total profits before taxes, fell off thus by 10.7 per cent to \$64,100,000, with networks accounting for 28.2 per cent of the total. The network profit figure of \$18,100,000 includes the take of the 27 owned-and-operated stations. The four national webs and three regionals are included.

A \$46,000,000 profit figure was reported by the 1,797 other stations covered in the study.

Average station income (before taxes) in 1948 reported by 1,313 stations in operation at least two full years was

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Past Year OK; Next Also Good—Sarnoff

"The year 1949 has been a good one for the radio-television industry and 1950 promises to be another good year," David Sarnoff, chairman of the board of RCA, said in his year-end statement just released.

"Television shook off its adolescence and came into man's estate" in 1949, the medium's "first big year," he said. By the end of 1954, Sarnoff predicted, there will be about 20,000,000 receivers in American homes for a total audience of about 75,000,000. The 61,000,000 radio

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Special Mid Century Prog. Gets Sponsor On CBS

"Mid-Century," a special one-shot CBS broadcast sponsored by Chevrolet, will be heard over the entire web from 5 to 5:45 p.m. on New Year's Day, it was announced Friday.

The program, which entails flying in to the United States all CBS news bureau chiefs from key news centers throughout the world, will examine the accomplishments and the status

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Record Business Reported By WJR in Detroit

Detroit—With \$684,533.00 signed in renewal and new business between December 1st and 19th, WJR is having its best month in the station's history, Harry Wismer has announced.

All major program accounts expiring in December have renewed, including Shell Oil, Standard Oil.

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Federal Court O'Kays Station's Decision New Sales Records Forecast By Baker

Boston—A suit asking damages and an order to force WLAW in Lawrence to broadcast a sermon has been dismissed on the ground that the station has the right to decide what programs will best serve the public.

Judge Francis Ford said that the Federal Communications Act "does not expressly confer on anyone any right to broadcast any material at any time" in tossing out a breach

(Continued on Page 2)

New sales records for 1950 in the electronics industry are anticipated by Dr. W. R. G. Baker, vice-president and general manager of the electronics department of the General Electric Company. An estimated 80 per cent of the company's receiver business next year will come from TV set sales, Baker continued.

"The public will spend over \$800,000,000 for TV receivers in 1950, plus \$60,000,000 for installations," ac-

(Continued on Page 7)

BMB Again Postpones Date Release Of Second Study

The release date for the Second Study by the Broadcast Measurement Bureau has been again postponed, it was learned Friday by RADIO DAILY. Release date had been set for the 27th of December this year, but is now postponed indefinitely until after the "first of the year."

Dr. Ken Baker, BMB chief, Friday

said the reason for the delay is that "my production estimates based on the 1946 survey were wrong." Dr. Baker said, however, that 21 states had been completed of the "49" (including the District of Columbia) that were being surveyed.

This postponement is the second since the Second Study was started earlier this year.

Real Trouper

Bob Hope—the original "Mr. Showbusiness" to twenty million GI's—left Los Angeles by plane Friday morning to spend HIS Christmas entertaining thousands of servicemen now doing duty in Alaskan outposts. A transcription of his departure was made at the airport and will be part of his next Tuesday night show over NBC.



Vol. 49, No. 57 Tuesday, Dec. 27, 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 Dahlgren 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: Riverdale 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.

Andrews Sisters, Levey Settle Contract Dispute

West Coast Bureau of RADIO DAILY

Hollywood—Contract between Andrews Sisters and Century Artists, as radio representatives, has been cancelled by mutual agreement upon payment of accrued commission which had been withheld pending settlement of suit filed on behalf of the Andrews Sisters on Nov. 7th.

Lou Levey, who has been personal representative of the trio for 12 years, will continue to represent them in all fields. Radio contracts for their CBS "Club 15" show, which has two years to run, remains in force with no future commission to Century Artists.

New Emerson Officers

Three new officers have been elected by the Emerson Radio and Phonograph Corporation's Board of Directors, it has been announced. These include Commodore John D. Small, vice-president; Abraham Rosen, assistant treasurer; and A. A. Vogel, controller. Small also serves as assistant to the president. Mr. Rosen was formerly controller and Vogel was assistant controller.

Buys Participating Time

CBS has signed Doubleday & Co., book publishers, to sponsor two separate 15-minute weekly Sunday afternoon programs effective Jan. 8. Programs are a Galen Drake commentary and a quiz show details of which are forthcoming. Huber Hoge & Sons is the agency in charge.

Record Business Reported By WJR in Detroit

(Continued from Page 1)

Metropolitan Life, Richman Brothers, Mennen Shave Products and Minute Maid Orange Juice.

In addition to program renewals, extensive spot renewal contracts have been signed by the Goodwill station with Colgate Palmolive Peet, Kellogg's Cereals, Bulova Watch Company, Chrysler, Chevrolet, Hudson, Pontiac, Oldsmobile and Ford.

Along with the brisk renewal business, WJR completed negotiations for two new shows with the signing of the "Eddy Arnold Show," sponsored by International Milling Company, five times a week for 52 weeks starting January 2nd and the sponsorship of "The Hermit's Cave" for 52 weeks starting December 25 for the Coal Heating Service of Greater Detroit. Two other new major program sales are expected shortly.

"We plan to release the exact figures for the entire year 1949 within a week," Wismer said. "We know it will be another record year even higher than 1948 when we broke all previously existing business records for WJR. The recent renewals plus the tremendous new business points to a banner year for WJR in 1950."

Nielsen Nov. Report Issued on Top Twenty

The latest release of National Nielson-Ratings for the "extra-week" November 13 to 19 shows Lux Radio Theater, 26.2; Jack Benny, 22.3; and "My Friend Irma" in positions, respectively, one, two and three.

Other top rated shows in the first twenty include: "Talent Scouts," 20.3; Charlie McCarthy, 18.3; Walter Winchell, 17.9; "Amos n' Andy," 17.9; Bob Hope, 17.1; "Mystery Theater," 16.9; Red Skelton, 16.7; "Fibber McGee and Molly," 16.4; Dennis Day, 16.4; "Mr. Chameleon," 15.9; "Mr. Keen," 15.2; Judy Canova, 15.1; "You Bet Your Life," 15.1; "Inner Sanctum," 14.9; "Crime Photographer," 14.5; "Truth or Consequences," 14.5; and "Dr. Christian," 14.4.

Nielsen Highlights show that 34 different programs have placed in the top twenty since last October and that "Radio Theater," Jack Benny, "Talent Scouts," Charlie McCarthy, "Amos n' Andy" and "My Friend Irma" have consistently been among the first ten leaders each time.

Admiral Buys Plant

Chicago—The Admiral Corp. has bought the General Mills plant in Bloomington, Ill. The plant was taken over by General Mills in January, 1948 from the Colonial Radio Corp. for making pressure cookers and was later used as a warehouse. Admiral's purchase was effective December 15 and the company plans to make radios and television receivers at the 64,000-square-foot plant.

Special Mid Century Prog. Gets Sponsor On CBS

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of civilization at the half-way mark of the 20th Century.

Ed Murrow will act as chairman of the discussion and featured will be the following CBS bureau chiefs: Howard K. Smith, London; David Schoenbrun, Paris; Winston Burdett, Rome; Bill Downs, Berlin; and Bill Costello who recently returned to this country from Tokyo. Eric Sevareid, Washington bureau chief, and Larry Lesuer, chief UN correspondent for CBS will also take part. Those correspondents not already in the United States will arrive in New York on Dec. 30 to prepare for the ambitious broadcast.

Agency for Chevrolet is Campbell-Ewald, Detroit.

Motorola Has Open House For About 12,000 People

Chicago — Motorola's second annual open house attracted an estimated 12,000 persons for a tour of their radio and television plants last week, Paul V. Galvin, president has announced. Door prizes were awarded each evening and a grand prize of a television set was given after the last night. The visitors were given free run of the plants and were served coffee and doughnuts in Motorola's cafeteria.

Federal Court O'Kays Station's Decision

(Continued from Page 1)

of contract suit brought by the Massachusetts Universalist Convention. The suit was started when WLAW refused to carry a sermon "Is Jesus Risen?" over their airplanes last Easter. The convention asked that the station be ordered to broadcast the sermon this Easter.

The attorney for the station, James A. Donovan, said that the sermon raised "the question of the divinity of Christ and the theory of the Resurrection." The charge of the convention that constitutional freedom of religious expression had been violated was answered by Judge Ford who said that the constitution limited only the action of Congress and Federal agencies and not private corporations.

Suspending FM Operations

WMCA-FM suspended operations on Friday, December 30 after being on the air for a little more than a year. Norman Boggs, general manager of WMCA, says that no decision has been made regarding disposition of the FM equipment. Summing the situation up, Boggs said "Operating FM at WMCA is like having a champagne taste with a beer pocketbook."

"Well,
I'll be
darned!"



Timothy, the jaguar from South America, seems to be overcome with amazement at what he sees. Maybe Tim is seeing for the first time one of the new hair-dos our young ladies are sporting these days.

Many businessmen are amazed when they see how much their sales have increased after advertising over W-I-T-H. This might be due to the fact that W-I-T-H covers 92.3% of all the radio homes in the Baltimore trading area!

Remember W-I-T-H, the radio station that produces amazing results. Call in your Headley-Reed man, he'll tell you the whole W-I-T-H story.



W-I-T-H

BALTIMORE, MARYLAND

Tom Tinsley, President • Represented by Headley-Reed

Stanton Predicts '50 Will Be Fine As '49

(Continued from Page 1)
to bolster his claim that CBS has had a terrific year.

In programming, he said, CBS has consistently, over the period of the last few months especially, led the Nielsen and Hooper ratings in nighttime, daytime and Saturday ratings. Similarly, he continued, the web today has more top-rated TV programs than any other video network.



STANTON

Time sales, according to Stanton, were the highest in the company's history with television sales alone increasing more than ten-fold.

CBS' 179 radio stations at the beginning of 1949 have increased to 185 by the end of the year, he said and pointed out that its TV network now embraced 56 stations as against 24 at the beginning of the year.

Reviews Talent Gains

Stanton said that talent-wise, CBS had added Jack Benny, Edgar Bergen, Bing Crosby, Groucho Marx, Burns and Allen, Horace Heidt, Red Skelton, Garry Moore, Dick Haymes, and Joan Davis to its star roster. And that CBS television had added Ed Wynn, Fred Waring, Clifton Fadiman, George S. Kaufman, Abe Burrows, Herb Shriner, "The Goldbergs", Faye Emerson, Ralph Bellamy, Peggy Wood, Peter Lind Hayes, Mary Healy and others. Ken Murray, he said, has also been signed for a 1950 show.

He dwelt on the success which CBS has had in creating and building new programs and said that it had been "outstanding."

Columbia, Stanton stated, has also continued its leadership in the public service programming field.

LP Records Expanding

He said that Columbia Long-Playing records had found increased public acceptance and pointed out that all major record companies, with one exception [Ed. RCA], are producing LP Microgroove Records. RCA, he said, plans to market 33 1/3 RPM records next year.

The CBS president referred to the organization's intensive work in color television and said that Columbia's color system had given an excellent performance at recent FCC hearings in Washington.

Real Estate Holdings

CBS, according to Stanton, has expanded plant facilities for both radio and television broadcasts. He cited the augmenting of the Grand Central Terminal TV studios with new space on E. 54th Street—a full acre — for belt line production of scenery and to provide storage space. He said that CBS had con-

FCC Issues 1948 Earnings Of Networks, Stations, FM

(Continued from Page 1)

\$38,465, or 5.9 per cent below the 1947 income average for the same stations. For these stations, the increase in average station revenues of 6.9 per cent was over-shadowed by a 10.4 per cent increase in average station expense. Average station income (before taxes) in 1948 ranged from \$341,257 for 46 clear channel, 50-kw unlimited-time stations to \$4,464 for 66 local part-time stations.

A total of 581 stations, or 32 per cent of all those in operation, reported losses from broadcast operations. The great bulk of such stations (442) were from the total of 900-odd stations which started operation since the end of the war. Stations going on the air for the first time in 1948 accounted for 235 of the total losers. About 320 stations went on the air some time in 1948.

The Commission said that 593 of the 700 FM stations on the air at the end of last year were licensed to parties holding AM licenses, and that in most cases financial reports covered the figures for both stations. Only 77 of these stations had additional rates for FM, with total

sales over those of their AM stations amounting to \$621,469.

Charged against these FM stations were expenses of \$2,153,659 for an overall loss of \$1,532,190 per station. The revenue amounts to \$8,070, and expenses for \$27,970 for a loss of \$19,900.

Fifty-four of these FM stations were on the air all of 1948, averaging \$9,300, with expenses of about \$33,600 for an average loss of \$24,000—or \$2,000 monthly. Of the 77 stations, the Commission said, "four reported an income from FM operation during 1948."

Expense data for FM in joint FM-AM operations was submitted by 65 stations — with average costs at about \$15,000.

Eighty-nine of the 107 independent FM stations reported an overall income of \$1,126,208—for an average of \$12,650. The expense figure of \$4,182,558 came to \$46,990 each, with a total loss of \$3,056,350 coming to \$34,340 per station.

Fifty-two of these stations were on the air all year, averaging an income of \$19,000 with expenses of \$53,300 for an average loss of \$34,300. Three stations reported net profit.

Pope Replies to Fly Plea In WINS-Employe Row

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Attorney Marcus Cohn recalled the statement by Fly in the original protest that "the very principle of foreign language broadcasting is a questionable one," and that "such broadcasting may be affirmatively harmful."

"No amount of protestations can alter the meaning of that paragraph," said Cohn.

Fly, former FCC chairman, is counsel also for the International Ladies Garment Workers Union, AFL, which has applied for the WINS frequency with the claim that it can do a better job for the public than Pope. Cohn was formerly counsel for ILGWU's New York FM station, WFDR, and continues to represent ILGWU's other FM stations in Chattanooga, Tenn., and Los Angeles.

The ILGWU petition in this case seeks an AVCO-like determination, with the union offering to match the \$512,000 purchase price Pope has put up to buy the station from Crosley. Although the union's application was filed over a week ago, it has not yet been given a Commission file number.

verted two Broadway theaters and the entire Liederkranz Building to TV studios.

And finally, Stanton said, CBS' introduction of the Ed Wynn TV Show from the west coast helped launch Hollywood as the future world television capital.

Lever Sales Personnel Announced By Official

(Continued from Page 1)

of Frederick Schneller, general merchandising manager. Three assistants have joined him in the company's new New York offices. They are:

James G. Gammel, formerly sales promotion manager for the Osborn Manufacturing Company, Cleveland, Ohio, who is in charge of merchandising for Surf, Lifebuoy, Swan and hotel sales. Mr. Gammel was previously associated with the Compton Advertising Agency and with Benton & Bowles, in New York City.

H. E. Wholley, formerly with Swift & Company in New York, is assistant merchandising manager for Lux Toilet Soap, Lux Flakes, Silver Dust, and glycerine.

A. C. West, previously assistant product manager with Standard Brands, Inc., in New York City, who is in charge of merchandising for Rinso, Spry, Breeze and bulk edibles.

The newly-created Lever post of assistant merchandising manager for copy and art is filled by Julian Bers, who came to Lever Brothers from the Federal Advertising Agency, New York. Prior to joining Federal, Mr. Bers was a staff member of BBD&O and of Hicks & Geist, Inc.

William B. Bisker, as merchandising office manager, fills the second newly-created post in Lever's merchandising department. Mr. Bisker came to Lever Brothers from the Dupont Company.

Mid Century-Theme Of NBC Documentary

NBC's "Living—1949," as might be expected, becomes "Living—1950" on January 1, and, coincident with the change in title, will undertake an extended inventory of the 20th Century at midpoint, according to Thomas C. McCray, the web's national program manager.

He said the series, in what he believed to be an innovation in network programming, will devote a three-month cycle of broadcasts to an "interpretive treatment of important social, political, economic, and scientific facets of contemporary culture" starting with the first broadcast of the new year at 4 p.m. (EST) on Sunday, Jan. 1.

The first program in the new series will be documented by local items, feature stories, international dispatches, and advertisements from actual newspaper files of Jan. 1, 1900.

The over-all conception of the series, according to McCray, is that the 20th Century is essentially the story of man's world-wide effort to adjust for survival in a time of swift, great change and trouble—a struggle having two phases; (a) man and his relationship to nature, and (b) man and his relationship to himself and his fellows.

Scripts to be broadcast include: On Jan. 8, "Man and The Earth"; Jan. 15, "Man and Man"; Jan. 22, "Balance Sheet of Freedom"; Jan. 29, "As The Twig Is Bent." Other titles will be announced later.

"Living" is a presentation of the NBC Public Affairs and Education Department. Program is written and produced under the supervision of Wade Arnold, public affairs director for NBC. Lou Hazem writes the scripts and Ed King directs. Ben Grauer is narrator.

McCray said that the University of the State of New York will continue to make available its home study course in contemporary living to listeners anywhere in the country in cooperation with the "Living—1950" series.

WAAM-Brewery 'Benefit' Nets \$13,000 In Two Days

More than \$13,000 was collected Friday and Saturday in the second phase of the Gunther Brewery sponsored "Benefit Auction" for the Baltimore Colts football team over WAAM, Baltimore video station. A total of \$6,575 was received from bidders Saturday.

Among the prizes offered by the program was a rent-free, \$100-per-month apartment with milk, cleaning, diaper service and root beer free for a year. The winner, Marty Walther, is the father of a 15-day-old baby. His bid was \$1,300.

Wedding Bells

Helen Gerard, an NBC actress for the web, and James Dolan, librarian for the NBC Symphony, were married in New York yesterday.

Traveling S



Salesman

Entertainment has always drawn a crowd. The crowd has always sought it, or waited for it to come to them. Wherever there was a crowd, there were customers. And wherever there were customers, there were people with things to sell. (*A crowd that was in a good mood always bought more*).

Today the entertainer still gets the crowd, only he gets it faster and bigger.

Through radio he reaches crowds of ten and twenty millions in a split second.

And along with him goes the advertiser.

In radio the largest crowds gather at that point on the dial where the entertainment is the best. That point today is CBS.

For the Columbia Broadcasting System continues to be the most creative network in providing the kind of entertainment which captures the largest audiences.

Only on CBS will you find most of the *sponsored* programs with the largest audiences in radio (11 out of the "top 15").

And only on CBS can advertisers find most of the *available* programs with the largest audiences (7 out of the "top 10").

This is what makes CBS the most effective traveling salesman in radio...reaching more people with better entertainment...making the strongest impressions in all advertising.



CBS

—where 99,000,000 people gather every week

LOS ANGELES

By ALLEN KUSHNER

KENDALL FOSTER, vice-president in charge of television for the William Esty Company, arrived in Los Angeles from New York to assume production control over the Ed Wynn TV show. According to present plans, Foster's on the spot supervision of the Wynn show will continue for several weeks, with no definite date set for the agency executive's return.

Jeanne Gray, radio commentator and producer of "The Woman's Voice," and Ralph Hancock, author, have joined forces to produce a series of television films, under the banner of Gray-Hancock Productions. Shooting on the first package of shows is already under way.

Russ Johnston, newly named vice-president in charge of sales and distribution of Jerry Fairbanks, Inc. returned to New York following a week of conferences with producer Jerry Fairbanks. Johnston flew back to Manhattan to wind up his affairs as director of NBC's tele film division, actively joining the Fairbanks organization January 1st.

KNBH will televise the world famous Rose Parade at Pasadena Monday, January 2 from 9:15 a.m. to completion with two cameras, one using a Zoomar lens. The telecast will be sponsored by a local sponsor.

Richard A. Moore, ass't. general manager and director of television operations for the ABC western divisions, has been appointed to the television committee of the L A Chamber of Commerce, one of whose more important projects is to make Los Angeles the TV capital of the nation.

KNBH announced the following spot sales for the past two weeks: U.S. Tobacco through Kudner Agency, Inc., Noma Electric Company through Albert Frank Gunther Law, Western International Fur Animal Show through Julian R. Besel and Associates, First Federal Savings and Loan of South Pasadena through Elwood J. Robinson Adv. Agency, Van Kamp Seafood Company through Brisacher Wheeler and Staff, Mission Pak through Brisacher Wheeler and Staff and Chevrolet Dealers Service Inc., through Campbell-Ewald Company Inc.

The Farmers Insurance Company, Los Angeles, will sponsor the KNX 5:55-6:00 p.m., PST newscast Saturdays, beginning Saturday, December 24th. The order, for 52-weeks, was placed through Brisacher, Wheeler and Staff, Los Angeles, and Meredith Pratt is the KNX account executive. Paul Masterson will be the newscaster.

WANTED

Total \$70,000, 12 months, an controlling interest in 3 new stations. All or any part. Interesting proposition. Need active managers.

Box No. 297, RADIO DAILY
1501 Broadway, New York 18, N. Y.



California Commentary. . . !

● ● ● Martin and Lewis won't be on video until next spring and only then if a fat sponsor is ready with the coin, according to Abner Greshler, agent for the comedians. . . . Jack Carson's proposed CBS show also postponed until next year because of two picture commitments and heavy schedule of personal and hospital appearances. . . . Ken Carson (Garry Moore show singer) this week has signed for a singing role in a Paramount picture, as yet untitled.

☆ ☆ ☆ ☆

● ● ● Effective immediately, Harry Long has been appointed program director of KVI, Seattle, Wash., replacing Larry Huesby, who has resigned. . . . Station KTTV is again adding space. . . .

Hollywood

Thirteenth floor of Bekins Building, 1025 North Highland Ave., Hollywood, is being annexed. . . . Ernest Felix, assistant treasurer of

ABC will be in San Francisco for several days on budget matters pertaining to KGO, owned and operated station of ABC. . . . Three new half-hour shows bowed in on KECA-TV last week. "The Paul Whiteman Goodyear Revue" featuring the Whiteman orchestra and chorus. "Mysteries of Chinatown," a new mystery series written and produced by Ray Buffum, directed by Richard J. Goggin and starring Marvin Miller and a new situation comedy series co-starring comics Dick Wesson and Jim Backus in "Hollywood House," involving the adventures and misadventures of hotel men.

☆ ☆ ☆ ☆

. . . Leo De Lyon got his big H'wood cabaret break Dec. 13th when he opened at the Mocambo. . . . Howard Dietz and Arthur Schwartz penning a tune called "Voodoo," inspired by a whiff of the new perfumes. Guy Lombardo will record the tune. . . . At Lindy's Jack Gilford's companion was wondering why a waiter was acting so polite to them. "Why shouldn't he be polite to us?" explained Gilford. "This isn't his table."

Weekend Of Sports Scheduled For ABC

A broadcast of the Sugar Bowl football game on Jan. 2 from New Orleans will climax a four broadcast series over ABC covering the week long athletic schedule of the Mid-Winter Sports Association in that city during Christmas week. Series will start with an airing of the Sugar Bowl boxing matches on Wednesday, Dec. 28. Other events to be broadcast include the Sugar Bowl basketball championships on Thursday and Friday, Dec. 29 and 30.

The football game will bring Oklahoma and Louisiana State together on the gridiron while boxers from the University of Syracuse will meet LSU leather tossers in the squared circle. Tulane, Bradley, Villanova and Kentucky will vie for top honors in the basketball championships.

In connection with the Sports Carnival, Harry Wismer will air a 15-minute pick-up from the southern grid classic's pre-game dinner which will feature interviews of famous sports personalities present. Gillette Cavalcade of Sports will sponsor the football game.

Boston Baseball Player Becomes WBZ Sportcaster

Boston — Elbie Fletcher, former Braves first baseman, has become a WBZ sportscaster, the Westinghouse station announced recently.

Fletcher will work with WBZ sports director Bump Hadley in both radio and television sportscasts during the off-baseball season.

The heavy schedule of sports broadcasts on WBZ and WBZ-TV necessitated the addition. The stations carry the Boston Bruins home hockey games, six radio shows weekly and five TV shows per week. Hadley, the director, is a veteran of 16 seasons in the major leagues and is also a native of the Boston metropolis.

Stork News

Rev. Edward C. Parker, director of the Protestant Radio Commission, is the father of a boy born Thursday to Mrs. Parker in White Plains, (N. Y.) Hospital. Baby, who weighed in at seven pounds, six ounces, will be named Truman.

AGENCIES

GEORGE PAL, an independent movie producer, has named Roy S. Durstine, Inc., for his new Technicolor production, "Destination Moon."

HAFFENREFFER & CO., INC. brewers of Pickwick Ale, have named Alley & Richards, effective January 1.

MASONITE CORP. to the Buchen Co. of Chicago for all national advertising.

THE WALDORF - ASTORIA HOTEL to Needham & Grohmann, Inc., effective Jan. 1. The Hilton Hotels Corporation, which now operates the Waldorf-Astoria has the same agency.

STUART M. LERNER COMPANY, makers of plastic hangers and display equipment, to Ritter, Sanford & Price, Inc. Howard Sanford is the account executive.

FRED P. FIELDING has been named v-p in charge of radio of the McLain-Dorville Advertising Agency. He was formerly a v-p for the Neal D. Ivey Agency.

POLLY WATSON has joined J. G. Williams & Associates as an account executive. She was formerly with N. W. Ayer & Son, Inc. and the Raymond R. Morgan Co., Hollywood.

WESLEY I. NUNN, advertising manager of the Standard Oil Co. of Indiana, has been elected a member of the board of directors of the Advertising Council, Inc.

ROBERT MILLER has been appointed manager of a new Long Island branch of Miller Advertising Agency, Inc. It is located at 116-55 Queens Boulevard, Forest Hills.

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

TELEVISION DAILY

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SARNOFF HAILS VIDEO PROGRESS

TELE TOPICS

CBS, WE'RE TOLD, has dropped its plans to buck Berle with a wrestling pickup from St. Nick's with running commentary by Abe Burrows. . . . Esquire shoe polish is looking for a 15- or 30-minute nighttime network show. Emil Mogul agency has the account. . . . CBS is sending out a call for showgirls for the new Ken Murray show. No previous show-biz experience necessary, they say, only outstanding physical endowments. Call is for tomorrow, Dec. 28, 2-4 p.m. at the web studio building, 49 East 52nd Street. . . . A return visit to "The Truex Family" last week revealed the show to be as consistently entertaining as ever. . . . NBC is using a new black screen, developed by Trans-Lux Corp., for several dramatic shows. Used for rear projection background, the screen is said to be able to absorb more "spill-light" without noticeable loss of clarity. Screen will be used in the future on "Howdy Doody" and, after Jan. 1, on "One Man's Family."

YOU LEARN all sorts of things reading the newspapers. Take the ad for a new movie showing a scantily-clad houri and copy as follows: "LIPS against LIPS . . . SWORD against SWORD . . . in the world's fabulous city of SIN! Papan Queen of 1001 Adventures!" And they call people who watch television videots. . . . Or take the theater columnist who was shocked to learn "that Robert Montgomery is abandoning Hollywood for Manhattan, but his devotion, unfortunately, will not be theater but television." These lines, published Friday, were followed by: "From an unimpeachable source, it was learned yesterday that Mr. Montgomery has closed a deal to produce a television show for Lucky Strike." The columnist's "unimpeachable source" must really be an astute guy, since the news of the Montgomery show was first published in the trade press several weeks ago.

A NEW SERIES based on "Our Hearts Were Young And Gay" probably will be the CBS replacement for "Tonight On Broadway," which was dropped by Esso Sunday. . . . Standard Oil of New Jersey getting ready for the TV plunge. . . . DuMont's Morey Amsterdam will emcee NBC's special 75-minute New Year's Eve show to be produced by Vic McLeod and directed by Allan Newman. . . . Ed Sullivan will perform similar chores on CBS' holiday stanza which will feature Arthur Godfrey, Ed Wynn, Robert Q. Lewis, Abe Burrows and Fred Waring. Wynn and Godfrey will be recorded. Marlo Lewis is producing and Dave Rich will direct. . . . The "Kathi Norris Television Shopper" office, previously in two rooms, has moved to a five-room suite at 510 Madison to accommodate the growing staff, which now numbers nine.

Says Medium 'Came Into Man's Estate' In '49; Predicts 20,000,000 Receivers By End 1954; Reveals New Portable Camera For Remotes

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sets in the U. S. "reveals the great potentials of television's further growth. Eventually every radio home should be a television home."

Sarnoff revealed that RCA soon will be ready to field test a new field-type camera, "about the dimensions of a home-type motion picture camera," which "is expected to have wide-spread use in outdoor pickups as well as in medical and industrial television applications."

Turning to color, the RCA chief said, "Much experimental work, as well as further engineering development and exploration of the radio spectrum, will be required before color television attains the present status of black-and-white. To this end, field tests of the new RCA color system are now under way in Washington, D. C. The preliminary results have been highly encouraging."

Cites "Progress Made"

"Notable progress is being made by RCA Laboratories in the development of a color picture reproducer of the single-tube type. Perfection of this color picture tube will greatly simplify television sets of the future, because in an electronic system it will replace the three tubes now necessary to reproduce the three primary colors and will make conversion of a black-and-white receiver for reception of color pro-



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grams a relatively simple matter."

There are at present 98 stations on the air and 3,700,000 receivers in use, Sarnoff said. "In February, 1950, RCA Victor will manufacture its millionth television set, and sets will come off the production lines in greater numbers as increased mass production makes it possible."

The year's outstanding achievements in radio-electronics and TV, Sarnoff said, were:

Outlines "Achievements"

"1. Expansion of television as a service to the public.

"2. Development of the RCA all-electronic, high-definition compatible color television system now being field tested.

"3. Introduction of the RCA 45-rpm system of recorded music featuring the simplest and fastest phonograph record changer ever devised and providing the best quality of reproduction.

"4. Advanced development of radar and its increased application for national security and safety at sea and in the air.

"5. Application of the electron microscope and electronic techniques in the fields of biology and medicine; for example, its use in research for close-up study of cancer cells and tissues."

"Auction-Aire" Renewed

Libby, McNeill & Libby has renewed sponsorship of "Auction-Aire" on ABC and will extend the show to three mid-western stations beginning Jan. 13. New outlets are WENR-TV, Chicago; WTVN, Columbus and WXYZ-TV, Detroit.

Inter-Connection Ordered For Television 'Carriers'

Washington Bureau of RADIO DAILY

Washington — Interconnection of common carrier and private intercity TV connections was ordered Friday by the FCC. Both AT&T, which had objected to interconnection with such systems as the Philco and other proposed private carriers, and Western Union were ordered to file amended tariffs by March 1 to permit interconnection. At the same time the Commission ordered a public hearing for January 25 on whether AT&T should be required

to interconnect with Western Union facilities.

The Commission has already said clearly that it feels the burden of inter-city TV relay should eventually be born by common carriers. It has warned that private firms anxious to invest in TV carrying facilities should plan on a short-term amortization of their investment. The thinking is that while speed in the readying of TV relay is all to the good now, it should be a common carrier operation.

New Sales Records Forecast By Baker

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According to the GE official. The industry plans to produce some three-and-a-half-million receivers in 1950 to meet this demand, he added. This represents an increase of 30 per cent over 1949 with half of the receivers being table models.

Television will be available to about 65 per cent of the American people by the end of 1950, but Baker went on to say that many communities cannot expect television "next year or in five years—perhaps never in the foreseeable future." Radio will remain the major and exclusive service in these places with the phonograph a necessity for many hours of leisure, he declared.

General Electric will supply these markets with many new features in 1950 and will continue to improve the quality of equipment, Baker said.

Highlights of G.E.'s 1949 line cited by Baker were the first plastic cabinet receiver for TV, built-in antennas, a black daylight picture tube and automatic sound. As for color TV, he said the company would be ready to supply receivers when applications are commercialized by the FCC. The vice-president believed that color would not be available on a national scale for at least five years, however.

Manufacturers will market an estimated \$175,000,000 worth of radio and television receiving tubes during the year, Baker said. The market for transmitting and associated tubes will be about \$25,000,000 and for industrial tubes, \$10,000,000 in 1950, he added.

A new picture tube plant at Electronics Park in Syracuse, New York will be completed in the first quarter of the year, Baker stated, giving the company "the most modern tube engineering and manufacturing facilities in the world."

The government will spend about \$300,000,000 for electronics equipment in 1950, the official estimated. The use of radar for commercial marine and aviation projects will also be developed further in the coming year, he said.

Doubleday Buys WPIX Films

In its largest single TV expenditure to date, Doubleday & Co. has signed with WPIX for sponsorship of the 13 feature films that make up the station's Film Package No. 3. Huber Hoge is the agency. Films include George Bernard Shaw's "Major Barbara" and "Pygmalion."

COAST-TO-COAST

Clark Assistant To Cole

Charlotte, N. C.—Announcement has been made by Charles H. Crutchfield, general manager of the Jefferson Standard Broadcasting Company of the appointment of J. B. Clark as assistant to Grady Cole, whose WBT daily morning program is one of the oldest radio features in the South. Clark was formerly with the announcing staff of WBT and program director of WRAL, Raleigh, WDNC, Durham, and WAYS, Charlotte.

Awarded By Treasury Dept.

Miami, Fla.—A special treasury department citation for promoting the sale of U. S. Savings bonds was presented to radio station WIOD during the Singing Keyboard program on December 14th. The presentation, the only one of its kind awarded in the south, was made by Raphael H. O'Malley, director of payroll savings, U. S. Savings Bonds division, to James LeGate, general manager, and Robert L. Fidler, commercial manager, who assumed all responsibility for promotion during the opportunity bond drive last summer.

WGBI Sets Essay Contest

Scranton, Pa. — WGBI has launched an essay contest in connection with its forthcoming 25th anniversary. Students in the station's listening area will compete for ten prizes of twenty-five silver dollars with a maximum of five-hundred words on: What Radio Means to Me. WGBI celebrates its Silver Jubilee January 12, 1950.

Sponsoring Show

Trenton, N. J.—Taylor Provision Company has signed for a thirteen-week series of spots on WTTM's afternoon femme feature, "It's A Woman's World." Sports will plug company's top seller, Taylor's Pork Roll.

Elected Vice-President

Saginaw, Mich.—Robert W. Phillips, manager of the new "Booth Station" WSGW, was made a vice-president of Booth Radio & TV stations, Inc., at a corporation board of directors meeting held Thursday, December 15. Phillips is a former sales manager of WSAM and WBCM, Bay City.

Appeal For Fire Victims

Amsterdam, N. Y.—An appeal by station WCSS, in behalf of fire victims brought the following statement from the Chapter Chairman of the local branch of the American Red Cross—"because of the fine appeal broadcast from your station, enough furniture and household equipment was donated by generous folks of our city to completely furnish an apartment for them and enough clothing to take care of the entire family; father, mother and three children."

★ THE WEEK IN RADIO ★

New Highlights of the Holidays

By BILL SILAG

RADIO stations and networks will save many thousands of dollars annually as a result of the new Fair Labor Standards Act, said R. P. Doherty, NAB director of employer-employee relations. The Act permits hiring of minors and excludes a "wide range" of talent fees from overtime pay consideration.

The FCC's revocation of KWIK's license was seen by Washington lawyers as of great possible meaning in unraveling the knotty Don Lee case. The KWIK license is being sought by the International Ladies Garment Workers Union.

WSB, Atlanta, presented Emory University with a \$13,000 twin-scanner facsimile transmitter. . . . Lever Brothers announced its new advertising staff headed by vee-pee James A. Bennett . . . and H. V. Kaltenborn defended radio's position at a Harvard Law School Forum.

P. Lorillard & Co. signed "Dr. I.Q." over 52 ABC stations. . . . Miles Laboratories bought the Edwin C. Hill newscasts over ABC and 15-minutes of "Ladies Fair" over MBS . . . and Paramount Pictures will use heavy paid radio exploitation to ballyhoo "Sampson and Delilah."

Field Enterprises, Inc., the Marshall Field company which operates WJJD, Chicago, announced the organization of an FM service under the name Functional Music, Inc. Field spokesmen claim that the new service can compete with present wired music services at about one-third to one-half the cost.

Gene Pope Jr. told WINS employees that, if Pope's application to buy the station is approved by the FCC, only a hand-full may expect to retain their jobs. Record business was reported by radio and video set retailers and opponents of Transit Radio. Washington, D. C. promised a court test of the D. C. Public Utilities Commission's okay of street car and bus wired music provided by Transit.

WOR, N. Y., said a recent survey showed news listening up over wartime. . . . Margaret Truman's appearance over ABC was fanfared with heavy promotion . . . and B. T. Bab-

bitt Co. signed soap-operas "Nona From Nowhere" over CBS replacing "David Harum" which goes to NBC next week . . . and ABC and NBC made time available to leaders of major political parties to discuss national policy.

Grand Central Terminal broadcasts of 17 hours a day of music and commercials was attacked, and defended, in a series of hearings before the Public Service Commission. Led by New Yorker editor Harold Ross, the opponents of the broadcasts were most vociferous and, at this writing, had the upper hand argument wise.

Mutual announced \$3,000,000 worth of new billings and \$2,000,000 worth of recent renewals. . . . CBS topped the Hooperatings with nine of the Top 15 positions . . . and changes in CBC financing were suggested by William Guild, chairman of the Canadian Association of Broadcasters. He asked for Federal grants.

"Mutual Newsreel" scored a radio newsbeat with inside and outside the church coverage of the O'Dwyer-Simpson nuptials. . . . WHOM, N. Y. plans a series of educational broadcasts . . . and ABC expanded its scripting division with the addition of four writers.

Mark Woods, ABC president, stressed the "bold thinking" of new sales tecnic developed by ABC, in his year-end statement. Woods said these tecnic accounted for an increase in advertising and opened radio to a new field of advertisers. He cited the 39,281,000 home radio sets in use to bolster his assertion that radio "has gone forward" as the dominant mass communication medium.

Radio advertising of retail men's wear was lauded by the Better Business Bureau . . . the Sun Oil Co. renewed "Three Star Extra" . . . and the FCC was asked for a full hearing on the whole problem of the future of FM broadcasting. . . . Gordon Olive was named head of CBC's engineering department and Gov. Forrest Smith of Missouri was awarded a life membership in the St. Louis Advertising Club.

Pierce Leaving WGAR; Heads WDOK Operations

Cleveland—R. Morris Pierce, v-p of WGAR, will become president of a new AM station, WDOK, scheduled to begin operations about March 1. The new outlet will be on 1260 kc with 5 kw.

Pierce, who resigned his present post effective January 1, has been with WGAR since it went on the air in 1930. He was also v-p of engineering with WJR, Detroit, and KMPC, Los Angeles, sister stations of WGAR.

Robert A. Fox will succeed Pierce as chief engineer for WGAR.

Negro Couple Featured In New Series On WWRL

Activities and news in the Negro world will be covered by Mr. and Mrs. Uptown New York in a new Monday through Friday series over WWRL from 9:30 to 10 a.m. as of yesterday, December 26.

Harlem Theme To Fore

The Mr. and Mrs. of the program will be Ernest and Eva Callaway, a veteran stage and screen couple. The series will spotlight news occurring in Harlem and leading Negroes from various fields will be interviewed. The sponsorship of the show will be on a co-op basis.

PROMOTION

Don Lee Sales Brochure

A series of maps depicting the Pacific Coast as it actually is, a detailed analysis of all coast broadcasting facilities, the facts behind the 14 million residents of the western states who spend fifteen and one half billion dollars annually—these are the salient features of a new Don Lee promotion piece showing the network's strong position in Pacific Coast radio to carry a sponsor's message to all the people.

The report shows that "Pacific Coast radio is different, and that only one network. Don Lee, is designed for dependable coverage of it." It emphasizes that the great distance between markets, the mountains and other natural barriers such as low ground conductivity on the coast, make long-range broadcasting impractical. Hence, is demonstrated the necessity of using local network stations—located in the important markets—to reach all the people at all times. This, Don Lee does with its 45 network outlets.

Concluding that "What the advertisers want is sales response," the logical study goes behind the story of the Pacific Coast market. A sales response map pointedly shows a statistical breakdown of all counties in the entire coast region and clearly demonstrates the pulling power of commercial messages broadcast on the Don Lee chain.

The project was the combined work of Herbert Sonnenburg, Promotion director for the Don Lee network, and the R. W. Webster advertising agency.

Safety Campaign

"Safety in the home is being emphasized by public service announcements for retailers prepared by the Advertising Council, Inc. An advertising portfolio has been sent to all member stores of the National Retail Dry Goods Association and to subscribers of three leading advertising mat services.

The wide-spread accident rate in homes is pointed out in the material provided and retailers are urged "to tie in profit-making merchandise promotion with this safety in the home campaign."

Movie Tieup

A contest to attract the general public to the opening of the film, East Side, West Side, at Loew's State has been conducted by MGM through the WNBC Tex and Jinx program. Cash prizes and 500 tickets were awarded for giving reasons for attending a Hollywood premiere. A disabled war veteran, Wilfred Puentes, was given the first prize of \$500. He is a news dealer in a vets housing project in New York. The contest ended on Sunday night after having been conducted for a week.