



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 58

NEW YORK, WEDNESDAY, DECEMBER 28, 1949

TEN CENTS

VIDEO IS FEATURE OF RMA PRODUCTION

State Moves To Avoid Wide Radio-TV Strike

Frederick H. Bullen, executive director of the State Board of Mediation, met yesterday behind closed doors with representatives of the major networks and the Radio and Television Directors Guild in an effort to prevent a walkout which would affect live radio and television programs throughout the country. The meeting was held in an office at the headquarters of NBC.

The current contract between the union and the webs expires at mid-

(Continued on Page 3)

Tide Of Toys Drive Sponsored By Pearson

Drew Pearson began a back-breaking schedule of appearances on radio and television programs yesterday in behalf of the Tide of Toys sponsored by the American Legion.

Children in the United States are being asked by the famed columnist to contribute a toy from under their Christmas tree to the Legion to be sent to a child in Europe. Some 17,300 Legion posts will serve as depots for the toys.

Pearson will appear altogether on 22 network programs including the

(Continued on Page 2)

Radio Spots Offered By RCA To Plug Program

Camden — Spot announcements recorded by six Hollywood stars for promotional activities over local radio stations are being offered RCA Victor dealers. Consumer products will be tied-in with an appeal for the Screen Directors' Playhouse

(Continued on Page 2)

For Uncle Sam

Cleveland—An appeal broadcast by WTAM during a strike of Cleveland Transit System employees has enabled the Post Office to deliver mail on schedule. Postal authorities asked the station to request that drivers give the mailmen a ride and bulletins were aired by WTAM. A second call thanked the station and said the mail was getting through.

Distinction

Mrs. William Paley, wife of the chairman of the board of Columbia Broadcasting System, headed the 1949 list of America's ten best-dressed women in a poll of fashions editors released yesterday by the New York Dress Institute. Mrs. Paley was accorded the same honor last year.

Gross Radio Sales Of ABC Revealed

Revealing gross radio sales of approximately \$42,300,000 for 1949 as compared to \$44,300,000 for the preceding year, Robert E. Kintner, executive vice-president of American Broadcasting Company, yesterday issued a year-end statement on the company's radio and television activities.

In referring to ABC's position in radio, Kintner said:

"Our radio operations early in the year reflected the general uncertainty of the business world. At that

(Continued on Page 3)

Dean Drewry Recovers; Victim Of Ga. Shooting

Athens, Ga.—John E. Drewry, dean of the Henry W. Grady School of Journalism at the University of Georgia and director of the annual George Foster Peabody radio awards, was recovering yesterday from gunshot wounds reported inflicted by the professor's ex-wife. Miss Miriam Thurmond, secretary of

(Continued on Page 2)

Cleveland Stations Aid Public In Yule-Week Transit Strike

Cleveland, Ohio—Cleveland's radio and TV stations did comprehensive jobs with bulletins, news coverage, special interviews and remotes as the city's five-and-a-half-day transit strike came to end shortly after noon yesterday. Excellent news coverage by radio and TV stations resulted in much verbatim pick-up by newspapers. Stations cooperated fully with all parties in the interest of public service to dis-

New Tele Receivers 414,223 In Nov., Totaling 2,121,863 For 11 Months; AM-Only Also Hit New High

Washington Bureau of RADIO DAILY
Washington — Fulfilling advance predictions, TV receiver production by RMA members zoomed to a smashing 414,223 in November—an average of 82,845 sets for each of the five weeks covered in the tabulation. Actual turnout by member companies in the final week of the five was said to be 95,813 sets.

Thus set production was well over 100,000 weekly by the middle of last month, with non-member companies

(Continued on Page 5)

P. R. Venture Rumor Denied By Gardner

San Juan, P. R.—Ed Gardner, producer-star of "Duffy's Tavern" yesterday spiked rumors that he planned to pull out of Puerto Rico and move his radio-movie and TV production activities back to the mainland.

"There have been a lot of wild rumors about our giving up this whole thing, but, believe me, there

(Continued on Page 5)

Woulfe Gets New Post With Lever Brothers Co.

Henry F. Woulfe, president of the Pepsodent division of Lever Brothers Company, has been elected vice-president in charge of the parent company's mid-western operations. Charles Luckman, president announced yesterday. He will assume his new duties early in February

(Continued on Page 4)

Chevy Dealers Signed For WJZ Radio-TV Spots

WJZ and WJZ-TV have signed the Chevrolet Dealers Association of New York for a three-week schedule of radio station breaks and one-

(Continued on Page 2)

Recording Production Increases At WOR

More than 200,000 commercial vinylite pressings have been produced by the WOR Recording Division in what was described by its manager, Harry Lockwood, as "one of the best years in our history." The service which began ten years ago to make reference recordings and delayed broadcasts, is now the largest in the East and produces the

(Continued on Page 2)

Blair Staff Expanding; Opening Dallas Office

Chicago—John Blair, head of the radio representative firm bearing his name, announced here this week that effective January 2nd, his company will open their seventh national office to be located in Dallas,

(Continued on Page 5)

Unprogrammed

Norfolk, Va.—A young woman, a resident of this city, last Sunday perched for an hour-and-a-half atop the new 330-foot TV tower of station WTAR before she was forcibly brought down by two local police officers. Apparently bent on a suicide attempt, the young woman, about 25, climbed the tower and prepared to jump.

(Continued on Page 3)



Vol. 49, No. 58 Wed., Dec. 28, 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 Dahlonga Rd.
Phone: Wisconsin 3271

CHICAGO BUREAU

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

SOUTHWEST BUREAU

Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverside 3518-0

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 27)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8 1/2	8 1/4	8 1/4	— 3/8
Admiral Corp.	18 3/4	18 1/4	18 1/2	— 1/8
Am. Tel. & Tel.	145 3/8	145	145 1/8	— 3/8
CBS A	27 3/4	27 3/8	27 5/8	+ 3/8
CBS B	27 1/4	27	27	— 3/8
Philco	33 1/4	32 7/8	33	— 1/8
Philco pfd.	85	85	85	— 1/4
RCA Common	12 3/4	12 3/8	12 3/8	— 1/4
RCA 1st pfd.	72 3/4	72 3/4	72 3/4	— 1/4
Stewart-Warner	12 1/4	12	12 1/8	— 1/8
Westinghouse	32	31 1/2	31 1/2	— 3/8
Westinghouse pfd.	103 1/2	103 1/2	103 1/2	— 1/4
Zenith Radio	33	32 5/8	32 5/8	— 7/8

NEW YORK CURB EXCHANGE

		Bid	Asked
Nat. Union Radio	25 1/2	25 1/2	25 1/2

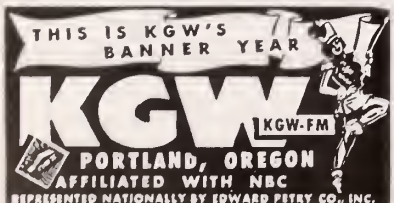
OVER THE COUNTER

	Bid	Asked
DuMont Lab.	15 3/8	16 5/8
Stromberg-Carlson	11	12 1/4

Tide Of Toys Drive Sponsored By Pearson

(Continued from Page 1)

Breakfast Club, Superman, the Henry Morgan Show, Arthur Godfrey's program, Winner Take All and others. He will appear on all four networks between now and next Tuesday. Another Pearson project for gifts to Europe was the Friendship Train idea which he originated.



★ COMING AND GOING ★

HOWARD K. SMITH, chief of the CBS European news staff, on Friday will arrive in New York from London. On Sunday he will take part in the 45-minute "Round Table" to be broadcast over the web.

MINDY CARSON, singing star on NBC, today will leave for Miami, where for the next three weeks she will fill an engagement at Copa City, and will broadcast her web programs from WIOD.

JOHN DERR, assistant director of sports at CBS, together with MEL ALLEN and CONNIE DESMOND, are leaving for Miami, where next Monday the network will broadcast the Orange Bowl football game.

DR. RICHARD E. EVANS, the original Izaak Walton of Chicago radio fame and heard frequently on WLFB, is back in New York following a number of out-of-town engagements speaking on the interfaith angle of Christmas and Chanukah.

MILTON GREENEBAUM, president and general manager of WSAM, affiliate of NBC in Saginaw, Mich., is in New York for conferences at the station relations department of the network.

JEAN GOLDSTEIN, featured on "Market Melodies" over WJZ-TV each Thursday, yesterday was in Washington for a guest spot on a Capital station and a speech before the Women's Club.

JOSEPH P. COCCIARELLI, script writer for Italian programs, has left on a business trip through New England.

HOWARD MEIGHAN, Columbia network vice-president and general executive, is in New York from Hollywood for conferences with officials of the network.

AL LEVIN, sales manager for WMCP-FM, Baltimore, Md., is in New York for a few days on business.

Recording Production Increases At WOR

(Continued from Page 1)

largest part of all commercial recordings, Lockwood stated.

WOR Recording, the only large service bearing the station's name, transcribes for many advertising agencies exclusively, for popular recording companies and another network in addition to regular work for Mutual, WOR and the Yankee network.

Plans for making television films are now in the making when WOR's new studios open on 67th Street, Lockwood said. The films will not be available commercially until later, he added.

One project of the studios has been the making of sound tracks for old fight films. The film is run with an announcer recording a narration on a disc which is then synchronized.

The number of WOR commercial recordings used nationally was not available, Loekwood said, but he pointed out that 70 per cent of all spots and announcements used by WOR were recorded by their studios.

The use of tape recording was noted by the manager of the recording studios. He said that Mutual was obliged to record its broadcasts during daylight saving time so that they could be replayed at a later hour for other parts of the country. For 22 weeks and 16 hours a day, WOR recording taped the web shows with good results.

Improved programming also results from the use of tape, Lockwood declared. Shows can be timed precisely and edited with ease, he said.

Employing about 100 people, WOR Recording operates seven days a week from 8 a.m. to midnight.

Moves To WHAT

Pottsville, Pa. — Jerry Gaines, WPPA disc jockey, has joined the staff of WHAT in Philadelphia. He was in charge of radio production and assistant program director for WPPA and has been with the station since it opened in 1946.

Radio Spots Offered By RCA To Plug Program

(Continued from Page 1)

which will be sponsored by RCA Victor beginning January 6.

Cary Grant, Shirley Temple, Ray Milland, Fred MacMurray, Betty Hutton and Alan Ladd are featured on the 54-second transcriptions. A strong promotional campaign for the playhouse heard on NBC every Friday evening at 9 p.m. (EST) is also being planned by RCA Victor. Newspaper ads every week in 66 cities will supplant the spots.

Chevy Dealers Signed For WJZ Radio-TV Spots

(Continued from Page 1)

minute video announcements in behalf of the new 1950 Chevrolet. The deal marks one of the most extensive combined campaigns to date.

The WJZ station break promotion calls for 30 spot announcements starting on Dec. 29 and the video spots are set for Dec. 28, and January 4 and 11. Campbell-Ewald is the agency.

Dean Drewry Recovers; Victim Of Ga. Shooting

(Continued from Page 1)

Dean Drewry, who was felled by bullets from the same gun was reported to be in a serious condition at a local hospital. The shooting occurred Friday night.

Takes RCA-Victor Post

Camden — Constance Hope has been named general public relations consultant to RCA and subsidiaries in matters related to promotional and musical activities, Paul A. Barkmeier, general manager of RCA Victor's record department announced yesterday.

Miss Hope formerly headed her own publicity and public relations organization before joining RCA in 1944 as director of artists relations for the Red Seal division. She will assume her new post on January 1.



The Lion's Share

This is a picture of a baby lamb and a baby lion. At this tender age the lamb needs four times as much milk as the lion. So the lamb really gets the lion's share.

There's a sure way for you to get the lion's share of business in Baltimore. You just buy W-I-T-H, the BIG independent with the BIG audience.

W-I-T-H regularly delivers more listeners-per-dollar than any other station in town. And that means that you can produce BIG results from SMALL appropriations on W-I-T-H.

For the full W-I-T-H story, call in your Headley-Reed man today.



W-I-T-H
Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

Gross Radio Sales Of ABC Revealed

(Continued from Page 1)

time, some advertisers were reluctant to commit themselves to long-term programs in face of lack of assurance that such advertising would be remunerative. Others were not sure whether to cast their lot with television, with radio, or a combination of both. Nevertheless through our development of new sales ideas and techniques, the network ended the year with gross radio sales of approximately \$42,300,000 as compared with the preceding year's \$44,300,000 gross."

TV Development Reviewed

Turning to television, Kintner disclosed that the completion of a program for plant facilities for TV operations had been accomplished by a capital expenditure of more than \$8,000,000. He pointed out that these capital expenditures had enabled ABC to put in operation five television stations located at strategic points in New York (WJZ-TV), Chicago (WENR-TV), Detroit (WXYZ-TV), Los Angeles (KECA-TV), and San Francisco (KGO-TV).

The Kintner statement also points out that approximately \$3,700,000 has been spent on the ABC-TV Center in New York and that the network is completing the purchase and reconversion of a 23-acre area into the Hollywood Television Center at a cost of approximately \$1,250,000.

Plans Baseball Series

Boston—The 1949 pennant winners and World Series are still providing fuel for the hot stove league, but WHDH is getting ready for spring training and the 1950 baseball season. The station has begun a Friday night series, Closed Circuit, with Leo Egan under the sponsorship of the Motor Car Company of New England.

Top baseball personalities, players and managers are interviewed by Egan on plans for the coming season. Newcomers to Boston baseball teams are also being introduced in the Hub City.

Stork News

Ernest Lee Jahncke, vice-president of the American network in charge of stations, is the father of a son born yesterday to Mrs. Jahncke at the Doctors Hospital. The newcomer weighed in at nine pounds, four ounces and will be named Redington Townsend. He is the Jahnckes' fourth child, the others being Leila, Carter and Ernest, III.

WANTED

Total \$70,000, 12 months, on 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

Cleveland Stations Aid Public In Yule-Week Transit Strike

(Continued from Page 1)

tion of service. WGAR, which is on regularly until 2:30 a.m., carried news stories regularly until sign-off. WSRS signed on an hour earlier Thursday morning to warn listeners of service stoppage.

All stations co-operated immediately with the Mayor's emergency committee headed by C. M. Hunter, WHK program director, using spots with a share-the-ride pitch and telling where to get ride information for the city's workers without private transportation.

WTAM-WNBK's Ed Wallace had feeds Thursday to the Camel TV show and the Alka-Seltzer AM-network shows. WJW fed two pick-ups to ABC news shows.

On the first day of the strike, WTAM had statements from the union head, Tom Meany, also transit manager Donald C. Hyde and Mayor Thomas E. Burke. Recorded phone conversations with the Mayor's aide, Joseph Sullivan, and David Ralph Hertz, impartial umpire in strike, were used Friday. The station had Mayor Burke on air Saturday.

A Tuesday phone recording with transit system operating superintendent regarding resumption of service was aired.

WGAR covered the CTS (Cleveland Transit System) board meeting Friday and taped a statement by Hyde. This was used on the same night's news broadcast with an interview with Meany. A special feature was the interview with CTS comptroller W. H. Morrison, who explained the process of redeeming CTS weekly passes sold in large numbers to regular riders and students. Station also used the recorded Burke talk on Saturday.

WHI used an interview with an official of the Automobile Club and scheduled a special panel broadcast Thursday night. WJW carried several on-the-street broadcasts the

Headley-Reed Expansion Announced By Officials

Headley-Reed Co., radio and television station reps, will move to new and larger quarters in the Graybar Building, 420 Lexington Avenue on January 3, F. M. Headley, president, has announced. The company will acquire more than double the amount of space they now occupy in the Chrysler Building.

Headley also said that William B. Faber will head up the newly created television department of the company and Patrick J. Sullivan will be in charge of the new traffic and availability department.

Cameron Higgins, formerly of ABC and Miss Naomi Zieph of the New York Post are new additions to the research & promotion department, it was announced. William Shrewsbury, formerly with Transit Radio, and Walter Dunn, formerly of ABC spot sales, have joined the AM sales staff.

first day of the strike in addition to telephone recordings of interviews with strike principals.

WJMO had the city's law director, Lee Howley, on Thursday explaining the Ferguson Act, which covers striking of public workers. Station taped interviews with CTS personnel at the meeting on Saturday, and more yesterday at the union meeting which ended the strike. Also included were phone interviews with Hyde and Lang. WSRS used Burke talk Saturday.

WEWS's Dorothy Fuldheim had Meany and Lang live and films and remote of the first day's traffic jam. On Saturday the station signed on at 10:30 a.m. for a remote from the union meeting and followed with a talk by Mayor Burke, which it made available to radio stations. WEWS cameras filmed the union meeting yesterday for use on later newscasts.

WNBK and WXEL, the city's newest TV station, confined most of the coverage to regular news shows and bulletins.

All stations used bulletins Monday on Common Pleas Judge Joseph A. Artl issuing the court order which enjoined CTS workers from continuing the strike, also bulletins following the union meeting which sent workers back at 2 p.m.

State Moves To Avoid Wide Radio-TV Strike

(Continued from Page 1)

night on Saturday of this week and it is reported that members have authorized a strike at that time.

A spokesman for the union who yesterday discussed the possibility of a strike and its effect on the industry as a whole intimated that the union's picket lines would be respected by other labor groups such as actors, engineers, cameramen and stage hands. Such a development, obviously, would result in a virtual crippling of radio and television program production.

Ralph Edgar

Ralph Edgar, 29, WGAR, Cleveland announcer, died last Thursday in (Cleveland) Huron Road Hospital following two-month illness. He was best known for his program "Ask City Hall," regular WGAR feature for three years. This was only program on which Mayor Thomas E. Burke appeared regularly.

Edgar, member WGAR staff since January, 1942, and served with information and education section Caribbean Wing Air Transport Command between 1943-46.

Native of Chicago spent two years at Northwestern also attended radio school in Chicago. Broke into radio with WGRC, Louisville, and was with WACE, Pittsburgh, briefly.

Insomnia

Was it insomnia that led almost a hundred farm leaders.. county agents.. agricultural educators.. to gather at the KDKA studios at 5:30 the other morning? No! It was the celebration of KDKA's Eighth Annual Farm Conference, an early-morning institution throughout the rich, tri-state agricultural area served by KDKA's Farm Hour. This eye-opening program offers an ever-growing audience in more than 117 BMB daytime counties. Participation costs? Most reasonable, as you'll find from KDKA or Free & Peters.

PITTSBURGH
50,000 WATTS
NBC AFFILIATE

KDKA



WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • WOWO • KEX • KYW • KDKA • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV;

for WBZ-TV, NBC Spot Sales

LOS ANGELES

By ALLEN KUSHNER

BELIEVED to be the largest video advertising drive of its type, 56 stations now are regularly televising the Doge Corporation talking animal commercials produced by Jerry Fairbanks studios for Ruthrauff and Ryan.

William J. Andrews of the KNBC, San Francisco sales staff last week celebrated his 25th anniversary in the broadcasting business. He broke into the business in November, 1924, when he was employed by KLV, Oakland, as a field engineer-announcer.

Milton Shrednik, KOA, Denver, director of music, is in New York for a ten-day visit. His NBC network program "Sketches in Melody," originates from KOA every day.

Jennings Pierce, NBC manager of public affairs, station relations and guest relations, has been given an extension of leave of absence to help him further recover from the results of the airplane crash which killed singer Buddy Clark. The extension carries over to January 1, 1950.

Sears, Roebuck & Co., has extended its contract with Don Lee Television-KTLS to include 20 additional announcements under two contracts, started Dec. 7th and concluding March 13, 1950. Film spots are scheduled for Monday, Wednesday and Thursday nights. Mayers Co. placed advertising.

Appointment of Owen James, former KECA-TV staff announcer, as a television salesman, and Bill McDaniel, former KECA-TV salesman, as acting sales manager for the station was announced by Robert Laws, sales manager of the ABC western division.

Howard S. Meighan, vice-president and general executive of the Columbia Broadcasting System, made public the contents of a letter mailed last week to various theater exhibitors in the Los Angeles area regarding the exclusive rights of CBS in the radio and television broadcast of the Pasadena Rose Bowl football game next Monday.

NBC has renewed its affiliation with radio station KFI, Los Angeles, for two years beginning Jan. 1, 1950. KFI is owned and operated by Earle C. Anthony, Inc. and has been affiliated with NBC since April 5, 1927.

Chet Huntley, CBS newscaster and news analyst, returned from a six-week tour of Europe last week and will resume his Columbia Pacific Network "Ten O'Clock Wire."

**Man About Manhattan. . . !**

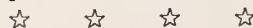
● ● ● **UP AND DOWN THE STREET:** Another N. Y. indie station is up for sale—at the right price. . . . Geo. Jessel nixing all radio offers. Too busy making films. . . . Bob Nathan, who's taking to the airways as news commentator for the CIO, is being considered for a network series by an auto manufacturer. . . . Buzz Blair taking over the direction of the Buddy Rogers ABC show, "Pick a Date." Also continuing with his TV activities. . . . Two of the cleverest Christmas cards to reach this desk were from Frank Stanton and Mr. Hooper himself—both dealing with the television theme. . . . Jill Warren has dated the Stork for a mid-January arrival. . . . Robert Montgomery, the actor turned radio commentator, has established residence in Nyack, N. Y., with local political ambitions in mind. . . . For the first time in 4 years (since *The Tempest*), Arnold Moss is co-starred once again with Vera Zorina. They are to be soloists (speaking) with the Boston Symphony ork at Boston Dec. 30th and 31st. . . . WWRL to celebrate the New Year by boosting its power to 5000 wattage. . . . 1950 will find Hit Parade singing star, Jeff Clark, a very busy lad with a dozen or more TV guest shots lined up, plus a recording deal and a screen contract in the making. . . . Bill Bertolotti knows a guy who's so weak-willed that New Year's Resolutions break him.



● ● ● Can't say as we envy Ed Fitzgerald right at this moment. Ed let Carol Irwin 'con' him into accepting a role in CBS-TV's "Mama" this Friday. Not that the part isn't good (next to "Mama" it's the fattest part on the show) and not that the show itself isn't a worthy one—it's just that Ed, who's been chatting away daily and gaily for these past nine years with Pegeen over the breakfast table, hasn't assayed a part in radio or the theater in some 20 years now and how does a guy get back into harness so fast and so soon. In Ed's own words, all he hopes is that he doesn't fall flat on his pan and let his pals down. We got a hunch Ed'll be great. How can he miss?



● ● ● **THE MORNING MAIL:** "Dear Sid," writes Paul Gardner. "Radio's stagnation is nowhere better exposed than in its treatment of news. One who stayed home during the holidays could hear the same items, word for word, on every major or minor station. Why must this be? I don't say that the news rooms should editorialize—however, they shouldn't use wire service releases verbatim from morning to night with no change. To my mind, the worst exemplification of this tendency of radio is the 11 p.m. report on WOR followed by the Herald-Trib news. For the most part, they only change the POSITION of the items. Only when the Herald-Trib broadcast points up an article by Lippman or the Alsops or one of the feature writers does the supplementary program acquire any freshness. I suggest that you write an open letter to the networks, Sid. Why can't they build up their own features? Why is it that, in the N. Y. Times or Tribune of the next day, there are 50 or more stories that might have been played up for broad listener interest? People are not only concerned about world affairs, they're also excited about human affairs. News is a dominant part of living today but the radio stations are missing a bet when they all serve up the same paprikash. Personalize it, analyze it, dramatize it, but, at least, give it a change of pace. I say. So—what's new?"



● ● ● **OUR HAT'S OFF DEP'T:** Guy Lebow's zingy sports-casting. . . . The Mariners' platter of "Island of Oahu." . . . Pupi Campo's sizzling rumba sessions at the Havana-Madrid. . . . Ernest Truex's delightful antics on his WPIX series. . . . Vic Damone's crooning at the Roxy.

CHICAGO

By HAL TATE

LARSEN Television Picture Corporation, headed by William Burton Larsen, has opened new TV film production studios at 3177 North Broadway. They are specializing in low-cost action commercial films.

"Two Ton" Baker is back doing his WGN programs after being confined to his home for a week due to laryngitis.

"Kukla, Fran and Ollie" are celebrating their third TV Christmas. When they went on in 1947 there were only 10,000 sets with WBKB the only Chicago station. Now they're on 54 stations and seen by millions.

Chicago is certainly turning out top TV production men. Robert Banner, a member of the NBC staff for the past nine months, has resigned to join the Fred Waring organization as TV director. Banner won national recognition for his work on the "Garro-way-At-Large" show.

Ernie Simon celebrated his 1st anniversary on television November 29th. Television Appliance Mart is his sponsor with Irving Rocklin & Associates handling the account.

Harry Christian has started a new interview show, "Food for Thought" over WMOR. The program originates from the front of Isbell's Restaurant and is broadcast every Monday night at 8:45.

As of October 31st there were 266,460 TV sets in the Chicago area according to the Electric Association. With Xmas business, the 300,000 mark is a certainty.

George Biggar, WLS program executive, was recently elected to the Board of Directors of the Chicago (loop) Kiwanis Club. He was previously agricultural chairman.

Woulfe Gets New Post With Lever Brothers Co.

(Continued from Page 1)

and will make his headquarters in Chicago. In the meantime he will supervise the move of the Pepsodent division from Chicago to the new centralized headquarters of Lever Brothers in New York City.

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

WBAL

means business
in Baltimore

TV Set Production Reaches New High

(Continued from Page 1)

probably shipping at least 20,000 sets per week.

For the first 11 months of 1949, TV production by RMA count reached 2,121,836. Non-member companies are estimated to have turned out another 300,000 sets, with their rate of production constantly increasing. Total production since the end of the war is estimated by RMA to have reached 3,500,000.

Turnout of sound radio sets also rose sharply, with nearly 200,000 units equipped for FM reception. These included 122,603 FM-AM and FM only sets and FM reception bands on 60,108 TV sets.

A total of 787,533 AM-only sets brought the month's total of all types of sets to 1,324,359—the only time this year the total has exceeded the million set mark. The November total of AM-only sets was 200,000 above the highest previous mark for the year.

Beef Giveaway Prizes For WMGM's Pet Beefs

Prizes of beef for expressing pet beefs are being offered over WMGM each Sunday on the Public Performance program sponsored by the Public National Kosher Meat Products. Peeves ranging from "cab-drivers who never have change when the fare is 65 cents" to the girl in the office who has nothing to do and roams about asking "How's it going?" have been expressed.

Prizes of delicatessen are given on the show which also includes the songs of Seymour Rechtzeit and the Feder Sisters.

Other gripes heard in recent weeks include the woman sports enthusiast who calls baseball players cute, wrestlers handsome brutes, and jockeys little boys and the guy at a party who always walks over the women and shouts "Let's play strip poker."

Experimenting With FM For Wired Music Service

Philadelphia — Experiments with FM radio as a replacement for leased telephone wires to transmit canned music are being conducted by the Muse Art Corporation, distributor of Muzak Wired Music Service in this area. Tests to obtain proof that FM can provide satisfactory service have been made in the past few months, according to John B. Kelly, president of the corporation.

Engineers believe that with certain modifications, FM can replace the leased lines, Kelly says. However, he added, no decision will be made until final tests have been made.

The tests have been conducted on WIBG-FM.

Set Production Figures

Below is a month-by-month tabulation of set production as reported by RMA:

	TV	FM-AM and-FM	AM only	All Sets
January	121,238	147,733	561,900	830,871
February	118,938	98,969	49,831	716,538
March (five weeks).....	182,361	71,216	607,570	861,147
April	166,536	37,563	468,906	673,005
May	163,262	28,388	449,128	640,778
June (five weeks).....	160,736	40,512	471,342	672,590
July	79,531	23,843	318,104	421,478
August (five weeks).....	185,706	64,179	559,076	808,961
September	224,532	70,936	461,532	757,000
October	304,773	83,013	587,267	975,053
November (five weeks)....	414,223	122,603	787,533	1,324,359
Total.....	2,121,836	788,955	5,770,989	8,681,780

Blair Staff Expanding; Opening Dallas Office

(Continued from Page 1)

Texas with Clarke R. Brown, veteran time-buyer and salesman, in charge.

Other Blair offices are located in Chicago, New York, Los Angeles, San Francisco, Detroit and St. Louis. The new Dallas office will be located in the Rio Grande Building.

Brown Will Be Manager

Brown, manager of the new Dallas office, was radio director of Lake-Spiro-Furman, Memphis agency, from 1938 to 1946. He handled the buying activities for the Plough, Inc. account. Later he was media director of the Harry B. Cohen ad agency in New York and following that was radio and TV director of the Gardner Advertising Agency, St. Louis. For the past year he has been general sales manager of the Texas State Network. He will continue to handle regional representation for the Texas web which is already represented nationally by the Blair firm.

Mutual Programs Provide Xmas Gifts For Children

A co-operative venture by Mutual network programs and MBS affiliated stations has resulted in the collection of more than one million gifts of toys and clothing for underprivileged or war-suffering children at home and abroad. Carleton Morse will distribute clothing and toy gifts to war-orphaned at the San Michele Colony in Rome, Italy, on Christmas Day.

In addition to the Morse distribution of gifts, more than 200,000 American underprivileged children will receive Christmas mementos from the Salvation Army on Christmas Eve. The Salvation Army gifts were rounded-up by Tom Moore, emcee of "Ladies Fair." Each is hand made and home made.

More than 675,000 children's gifts were contributed to "I Love A Mystery" and "The Bob Poole Show" by Mutual listeners. Both of the latter campaigns were conducted in co-operation with the Foster Parents' Plan for War Children, Inc.

Five Pillsbury Programs Set For CBS Network

Chicago — When Pillsbury Mills, Inc. of Minneapolis starts sponsorship of the 9:15 to 9:30 a.m. (CST) segment of Arthur Godfrey's show on April 10, 1950, the flour firm will be sponsoring five major programs on the CBS network.

In addition to Godfrey, the other shows will be: "Pillsbury House Party," formerly heard on ABC, which switches to CBS, January 3rd; "Fun to be Young," a new show put together especially for Pillsbury's west coast subsidiary, Globe Mills, which starts January 7; "Grand Central Station," which has been sponsored by Pillsbury for five years; and Cedric Adams, newspaper columnist and commentator, whose daily five-minute program will follow "House Party."

The complete revised schedule is as follows: Art Linkletter's "House Party," 2:30 to 2:55 p.m. (CST) CBS coast-to-coast and Cedric Adams, 2:55 to 3:00 p.m. (CST); Both shows are five days a week. "Grand Central Station," 11:30 to 12:00 p.m. noon on Saturdays; "Fun to be Young," audience participation show with Jay Stewart, one of the west coast's most popular emcees, Saturdays 11:30 to 12:00 noon (PST) on a Pacific Coast regional network which includes Salt Lake City; and the Arthur Godfrey show, which will be at 9:15 to 9:30 a.m. on Mondays, Wednesdays and Fridays one week and Tuesdays and Thursdays on alternating weeks.

Labor-Management Series To Be Continued On ABC

ABC will continue its Labor-Management broadcast series during 1950, it was announced yesterday. The broadcast procedure, however, will be reversed with the first 15-minute time segment, 10:30 to 10:45 p.m. being devoted to management and the second segment, 10:45 to 11 p.m. being devoted to labor. New time arrangement bowed last night.

Robert Nathan, the labor economist, will speak for the CIO and the NAM's "This is Your Business" will represent management during the first eight weeks of the series.

P. R. Venture Rumor Denied By Gardner

(Continued from Page 1)

is no truth in any of the stuff that they print about it," Gardner said. "I am very happy—the sponsor is very happy—the writers are very happy and the only people who seem to be unhappy are the guys who don't understand the whole thing."

Teodore Moscoso, Jr., president-general manager of the Puerto Rico Industrial Development Company, confirmed the comment of Gardner.

"It has been forcefully brought to our attention," Moscoso said, "that Ed Gardner is being criticized for avoiding taxes because of his having moved his production activities to Puerto Rico. These accusations have been both unfair and untrue.

"Must Qualify"

"First of all, anyone who lives and works in Puerto Rico is not subject to Federal Income Taxes on income earned in Puerto Rico. In the case of Gardner, he first must qualify under the U. S. Internal Revenue Code regulations, as to Puerto Rican residence and income, before any exemptions apply to his earnings.

Secondly, Gardner was definitely not granted exemption from Insular taxes solely on the basis of his radio recording activities. The certificate of qualification under our Insular laws was granted only because Gardner established a new, complete, independent production unit in Puerto Rico—to plan and film full length feature motion pictures as well as short subject films for television programs, in addition to his radio programs.

"He's posted a bond of \$250,000.00 of his own money—a business investment in good faith—and unless the film productions are forthcoming, local tax exemptions will not be operative."

Short Wave Broadcast Hits Roumanian Market

Sales of textiles, foodstuffs, cigarettes and other goods skyrocketed recently in Romania following a Voice of America broadcast about Romanian currency troubles. The broadcast increased fears among the Romanian populace that they faced another currency devaluation.

Rumors of impending currency stabilization moves have been prevalent in Romania for some time but the buying spree really started following the broadcast which reported that the Bulgarian State Bank was refusing to change Romanian currency.

A reliable source close to the Romanian State Bank said that the Bulgarian move was brought solely on by the growing Romanian currency balance there. He said that Bulgaria had temporarily halted from buying Romanian goods and exchanging Bulgarian money for Romanian money.



Deep are their **roots**

With television, you see far beyond the horizon. Radio brings you sounds from around the world. Electron microscopes peer deep into the world of the infinitesimal.

These, and other "leaves" on our new tree of knowledge are rooted in creative research—as carried out at RCA Laboratories in Princeton, N. J. Here, research scientists seek new scientific principles, improve on old ones, or put them to new uses.

Already on their achievement list are hundreds of important and basic developments in electronics, television, radio, electron tubes, radar, and recorded music. RCA research works continually to give you better products.

Examples now working for you include: Today's sharp-eyed Image Orthicon television cameras, television picture tubes, compact portable radios made possible by tiny new RCA electron tubes, the 45-rpm record-playing system with the fastest record changer

ever devised and distortion-free records.

Research in your behalf: Creative research into new principles is another way in which RCA Laboratories work to improve your way of living. Leadership in science and engineering adds *value beyond price* to any product or service of RCA and RCA Victor.

Examples of the newest advances in radio, television, and electronics—in action—may be seen at RCA Exhibition Hall, 36 West 49th St., N. Y. Admission is free. Radio Corporation of America, Radio City, N. Y. 20.



RADIO CORPORATION of AMERICA

World Leader in Radio — First in Television

TELEVISION DAILY

Section of RADIO DAILY, Wednesday, December 28, 1949—TELEVISION DAILY is fully protected by register and copyright

TV RIGHTS ACQUIRED TO RANK PIX

TELE TOPICS

FOLLOWING "STUDIO ONE" on CBS in New York Monday nites is an informal quarter hour presided over by Faye Emerson, without a doubt the most attractive and charming girl on the air these days. The show isn't much—some gossip by Miss Emerson and possibly a guest or two—but the personality of its hostess is so great that it usually makes mighty pleasant viewing. Most of the time Miss E. talks about the parties and first-nights she attends. It's not bad, as such chatter goes, but we've got a hunch that it would be much more interesting if her material were not so heavily coated with the glossy or nite club side of show business. Miss Emerson has definite ideas of her own on almost every subject, and we'd like to hear her talk about them free from the custom that prevents a performer from saying anything but kind words about fellow artists in public. . . . Commercial for milady's footwear by Ansonia that looks all but impossible to walk in are effectively delivered by Neva Patterson and fit neatly into the rest of the segment. Hardie Frieburg is the producer and Dick Linkroum directs. . . . We'd like to repeat Miss Emerson's New Year wish for her audience because it illustrates a point made above—"A world that's free, a peace that's real and a life that's a little better this year than it's ever been before."

SCORES OF PRESS RELEASES heralding all sorts of activities pass our desk every day. Most are widely divergent in both content and style, but almost all from stations and networks have one thing in common—they seldom mention competitors. We were quite startled, therefore, to receive the following in a wire from a station in Ohio that we shall call, with great originality, Station A: "The announcement by Station A that it would carry a 15-hour schedule on Christmas Day starting at 8 a.m. threw consternation into the ranks of its competitors Stations X and Y." We print this for whatever value it may have to instructors in trade publicity. We withheld the station's call letters because for all we know Stations X and Y may have thrown consternation out of their ranks and right back at Station A.

RCA VICTOR completing plans for introduction of their new receiver line featuring a 16-inch set for \$300. . . . Another casualty of the New York water shortage is water polo at NYAC, scheduled for WOR-TV coverage Jan. 11. Station will air the Columbia-Fordham basketball game instead. . . . "That Wonderful Guy," situation comedy series produced by Charles Irving and starring Neil Hamilton and Jack Lemmon bows on ABC Jan. 4, 9-9:30 p.m. Featured will be Cynthia Stone and Jo Hurt.

Intensive Spot Drive Set By Chevy, N. Y.

One of the most heavily concentrated spot campaigns in TV was launched yesterday by Local Chevrolet Dealers Association (New York, New Jersey and Connecticut) to plug the unveiling of the 1950 car.

The drive, which runs through Jan. 11, provides for nearly 300 airings of one-minute teasers and new car commercials. Success of a similar campaign for the 1949 Chevrolet is the basis for the expanded TV drive. Campbell-Ewald is the agency for the dealers and films were made by Archer Productions.

Using all six New York stations, the campaign calls for complete blanketing of WOR-TV, with the spots to be seen on every available program every night for the two week period. Participations and station breaks have been bought on the other stations.

Spots will be used also on the Association's four local shows "Pantomime Quiz," WCBS-TV; "Famous Jury Trials," WABD; "Roller Derby" WJZ-TV, and "Winner Take All," WCBS-TV.

WPIX Sells Boxing Show To N. Y. Hudson Dealers

Hudson Dealers of Metropolitan New York will sponsor Saturday night boxing from Ridgewood Grove over WPIX beginning Jan. 7. Thirteen-week contract was placed through Klores & Carter. Guy Lebow will describe the bouts and Jack Murphy will direct.

Four Chicago-N. Y. Channels Will Be In Work By Summer

A fourth westbound channel between New York and Chicago will be placed in operation by AT&T next summer thus eliminating time-sharing by the four webs now feeding network programs.

The additional channel will be provided by a \$12,000,000 microwave relay hookup between the two cities. The 31 towers comprising the link have been completed and installation of equipment and testing is expected to be completed by summer. The hookup eventually will be extended to about 50 relay stations reaching Omaha and Des Moines.

There are now three westbound

Feature Low Price Set In New Philco Line

A new low-price 12½ inch receiver has been introduced by Philco. Frederick D. Ogilby, v-p in charge of radio and television sales revealed yesterday. Philco has also introduced six other new TV models for 1950, he announced.

The model 1403 with the 12½ inch screen will retail for \$199.95 and has built-in aerial, Ogilby said. It provides a 97 square inch picture and has 20 tubes and two rectifiers.

Other models introduced range in price from \$229.95 to \$479.95 and contain such Philco features as "No Glare" optical system, new super-power circuit and high gain automatic station selectors. The most expensive model is a combination television receiver and radio-phonograph. The phonograph of this receiver plays all speeds of records, Ogilby added.

The v-p said that production is now in excess of 15,000 sets a week for tele receivers.

and one eastbound channels available by coaxial cable. When the new relay system is opened it will provide the additional westbound channel and the current eastbound channel will be moved from the coax to radio relay. The eastbound TV channel now on the coax will be converted to telephone use.

Towers 25 Miles Apart

The microwave link, in construction since August, runs through central New Jersey, Pennsylvania, Ohio and Indiana. Towers are from 60 to 200 feet in height, depending on local elevation, and are about 25 miles apart.

TvA-SAG Meet

The boards of TvA and SAG have agreed to meet Jan. 6 to discuss their differences and proposals for peace in jurisdiction for TV talent. Place of the meeting and conditions are still being negotiated, with TvA suggesting New York and SAG holding out for Hollywood. TvA has offered to pay half the expenses of the SAG delegation should the meeting be held in New York.

Standard Gets 75, All Produced Since '44

Standard Television Corp. has acquired exclusive TV rights to 75 J. Arthur Rank feature films, all produced since 1944, it was announced yesterday by Irving Shapiro, president of Standard, who negotiated the deal with Robert S. Benjamin, president of the Rank organization in the U. S.

About fifty of the films included in the package have never before been shown in this country and all of these have been produced during the past two years. Total production costs of the 75 films is \$50,000,000.

Among those which have received theatrical exhibition in this country during the past two years are "I Know Where I'm Going," "Tawny Pipit," "Nicholas Nickleby," and "Waterloo Road."

According to Shapiro, "Mr. Rank's courageous and forward step in the development of the television market will result in a greater spread of distribution and greater profits for all motion picture companies."

Robert H. Wormhoudt is general manager of Standard, and Howard Linkoff heads advertising sales.

NBC Names McPartlin Sales Chief Of WNBQ

Chicago—John McPartlin, a member of the NBC Chicago national spot sales staff for the past six years, has been appointed sales manager of NBC's local TV station, WNBQ, according to an announcement made here this week by I. E. Showerman, NBC vice-president and WNBQ's general manager.

George Morris, Jr., formerly on the sales staff of the web's local AM outlet, WMAQ, was named by Showerman as McPartlin's assistant.

McPartlin had been acting as coordinator of TV sales for both local and national spot sales under Oliver Morton, NBC central division national spot sales manager.

Hooper's Top Ten (Network-November)

Texaco Theater...	NBC	65.0
Toast Of Town...	CBS	48.6
Talent Scouts.....	CBS	42.8
Stop The Music...	ABC	39.1
Godfrey Friends..	CBS	39.1
Fireside Theater..	NBC	38.1
Studio One.....	CBS	36.0
Big Story.....	NBC	35.9
Amateur Hour....	NBC	35.7
Lone Ranger.....	ABC	34.8

AGENCIES

PROCTER & GAMBLE has appointed Leo Burnett Co., Inc. Chicago, to work on a special advertising project.

E. HOWARD YORK has been elected a v-p of Doremus & Co., effective January 3. He is now in charge of the agency's Philadelphia office.

VICTOR ARMSTRONG will be transferred from J. Walter Thompson Company's New York office to its San Francisco office on January 1. The agency is also moving Carl Rhodes and Lyman Avery from the Detroit office to New York.

THE DANIEL F. SULLIVAN CO. of Boston has moved from the Statler Building to new quarters in the Union Savings Bank Building at 216 Tremont St., near Boylston.

BOWKER & CO., INC., a new national public relations and advertising agency, has opened in Toledo, Ohio. Benjamin C. Bowker, president, was formerly assistant to the president and assistant to the chairman of the board of Willys-Overland Motors.

ROBERT E. BOUSQUET has been named v-p of Chambers & Wiswell, Inc. Boston, effective January 3.

LAWRENCE WISSER has been named to the executive staff of Storm & Klein, Inc. He was formerly with Lawrence Fertig & Co., Inc. and Federal Advertising Agency, Inc.

BRISTOL-MYERS COMPANY of Canada, Ltd., Toronto, has appointed Kenyon & Eckhardt, Ltd., for Resistab, a new antihistamine.

JOHN D. SMALL has been elected a v-p of Emerson Radio & Phonograph Corp. He will continue as an executive assistant to the president.

WEISS AND GELLER, New York, announces the appointment of Ernie Byfield, Jr. as director of television, effective immediately. Byfield was formerly assistant director and director of sustaining shows at NBC-TV, and for two years was a film writer with MGM in Hollywood. Prior to that he was in charge of the frozen foods division of College Inn food products.

BETTY POWELL, formerly time-buyer at BBD&O, has been appointed radio director of America's Future, Inc., non-profit, educational foundation. She succeeds T. R. Ewart, who has returned to his public relations business in Dallas. Miss Powell will direct promotion of the weekly transcribed series, "Americans, Speak Up!" heard every Monday night over New York's WINS and on approximately 100 station coast to coast.

NETWORK SONG FAVORITES

The top 30 songs of the week (more in case of ties), based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast over Radio Networks. Published by the Office of Research, Inc., Dr. John Peatman, Director. Survey Week of December 16-22, 1949

TITLE	PUBLISHER
A Dream Is A Wish Your Heart Makes	Walt Disney
A Dreamer's Holiday	Shapiro-Bernstein
All The Bees Are Buzzin' Round My Honey	Santly-Joy
Bibbidi Bobbidi Boo	Walt Disney
Bye Bye Baby	J. J. Robbins & Sons
Charlie My Boy	Bourne
Dear Hearts And Gentle People	E. H. Morris
Don't Cry Joe	Harms
Envy	Encore
Farewell Amanda	Chappell
Festival Of Roses	Witmark
Hush Little Darlin'	Michael
I Can Dream Can't I	Chappell
I Must Have Done Something Wonderful	(Undertermined)
I Never See Maggie Alone	Bourne
I Wanna Go Home With You	Paxton
If I Ever Love Again	Paxton
I've Got A Lovely Bunch Of Cocoanuts	Cornell
Jealous Heart	Acuff & Rose
Merry Christmas Polka	Alamo
Merry Christmas Waltz	Advanced
Mistletoe Kiss	Shapiro-Bernstein
Mule Train	Walt Disney
Old Master Painter	Robbins
River Seine	Remick
Room Full Of Roses	Hill & Range
Rudolph The Red-Nosed Reindeer	St. Nicholas
Slipping Around	Peer
Stay Well	Chappell
That Lucky Old Sun	Robbins
There's No Tomorrow	Paxton
You're Always There	Bregman-Vocco-Conn

Second Group

A Thousand Violins	Paramount
Crocodile Tears	Johnstone-Montei
Daddy's Little Girl	Beacon
Everything They Said Came True	Johnstone-Montei
Happy Times	Harms
Hop Scotch Polka	Cromwell
I Want To Wish A Merry Christmas	Republic
If It Doesn't Snow On Christmas	Lombardo
In Santiago By The Sea	Life Music
Johnson Rag	Miller
Just A Kiss Apart	J. J. Robbins & Sons
Just For Fun	Paramount
My Love Loves Me	Famous
My Street	Campbell
Rain Or Shine	Bregman-Vocco-Conn
She Wore A Yellow Ribbon	Regent
Sitting By The Window	Shapiro-Bernstein
Souvenir	Beacon
There's A Bluebird On Your Windowsill	Mellin
Too-Whit Too-Whoo	Gallico
Toot Toot Tootsie Goodbye	Feist
'Way Back Home	Bregman-Vocco-Conn
Wishing Star	Broadcast Music
Younger Than Springtime	Chappell
You're Breaking My Heart	Mellin

COAST-TO-COAST

Get Well Greetings

Hartford, Conn.—Prosecutor Nathan Hillman of the Police Court here personally thanked listeners of WDRC recently for sending him more than 300 letters and postcards during a serious illness. When he returned home from the hospital, Hillman broadcast via telephone on Jack Zaiman's program over WDRC. Listeners were originally asked to send cards and letters to the hospital patient.

Radio Engineer Honored

Pittsburgh, Pa. — Duquesne University honored Ted C. Kenney, chief engineer of KDKA recently at ceremonies which dedicated the University's FM radio station WDUQ. The Rev. Francis P. Smith, S.S.S.P., president of Duquesne, presented a citation to Kenney for his "genuine interest in the cause of education by radio and especially to the establishment and development of educational radio at Duquesne."

Sinatra WTIC Guest

Hartford, Conn. — Frank Sinatra was a guest on WTIC's "Juke Box Jingles" program on December 5. The "voice" played at the State Theater here over the weekend, and his interview by disc jockey Ross Miller was his only radio appearance in the city.

Stork News

Steubenville, O.—It's a boy for Mr. and Mrs. George H. Wilson, Jr., born December 2. George is program director for WSTV, and has currently assumed the role of Santa Claus.

WMMW Stages Program

Meriden, Conn.—WMMW's Talent Party heard Saturday mornings took to the stage for a benefit performance for child welfare, December 17th and was sponsored by the Meriden Junior Chamber of Commerce. The Talent Party features promising young talent of Central Conn. The stage show and broadcast will emanate from the Meriden Theater.

Streibert Participates

Athens, O.—Theodore C. Streibert, president of WOR. N. Y., participated in the inauguration ceremonies of WOUI, educational FM station of Ohio University. Streibert was the guest of John C. Baker, president of the University, who headed the ceremonies. WOUI is a 10-watt station and operates on 88.1 megacycles.

Negotiating Terms

Columbus, Ind.—WCSI-FM is attempting to complete arrangements with WCFL, Chicago, for broadcast rights to the Chicago Blackhawk Ice Hockey Games this year. Station is also negotiating for broadcast rights to Chicago basketball games. WCSI was the key station here to carry the Chicago Cardinals Professional football games, for the past two years.