



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 60

NEW YORK, FRIDAY, DECEMBER 30, 1949

TEN CENTS

NAME KINTNER PRESIDENT OF ABC WEB

Directors' Strike Off; Talks Will Continue

The proposed strike of radio and television directors, scheduled for some time Saturday, was averted yesterday when network representatives agreed to recognize the Radio and Television Directors Guild as bargaining agent for TV floor managers. Frederick Bullen, executive secretary of the New York State Board of Mediation, prevailed upon the directors, after the long-sought recognition had been granted, to postpone the possibility of any strike until January 31, 1950 by a continuation of negotiations on

(Continued on Page 2)

FCC Withholds Reply To Para. On Transfer

Washington Bureau of RADIO DAILY
Washington—The FCC told Paramount Pictures it cannot give a quick answer on the Paramount application for transfer of the licenses of radio and television properties owned by Paramount affiliates to the new United Paramount Theaters, Inc. The company had asked

(Continued on Page 6)

Anahist Company Buys Two Mutual Programs

The Anahist Co., Yonkers, N. Y., which for the past month has been sponsoring "Counterspy" over ABC, announced yesterday the sponsorship of two additional network programs over 345 Mutual stations.

Effective Jan. 1, the antihistimine
(Continued on Page 2)

Top Ten Radio News Events Of 1949

RADIO DAILY'S selections of the top ten radio news events of 1949 and the outstanding network broadcasts follows:

- 1—Russia's Atomic Explosion
- 2—The Atlantic Pact.
- 3—Devaluation of Foreign Currency.
- 4—U.S. Treason Trials.
- 5—Communists Take China.
- 6—Soviet Clashes with Vatican and Tito.
- 7—Labor Strikes for Pensions.
- 8—Washington "Five Per Centers."
- 9—Unification Hearings.
- 10—The "Veep" and his Bride.

Outstanding Broadcasts

CBS' "Mind In the Shadow" Documentary.
NBC's "Living, 1949" Series.
ABC's Documentary, "The Berlin Story."
Mutual's Coverage of "World Series."

Beecham Is Signed To Record For Columbia

Columbia Records, Inc., has signed Sir Thomas Beecham to an exclusive recording contract, Edward Wallerstein, president, announced yesterday. The noted British conductor has recorded with the Columbia Symphony Orchestra in the past week and will make other discs with the Royal Philharmonic Orchestra when he returns to London.

Chartoc Takes Post With TV Research Firm

Chicago — Appointment of Shepard Chartoc as general manager of Jay & Graham Research, Inc., publishers of Videodex Television Reports, was announced by Allan V. Jay, president. The new executive post was created in the firm's recent expansion to 19 cities.

As general manager, Chartoc will
(Continued on Page 3)

Woods Is Elected Vice-Chairman Of Board

Robert E. Kintner, executive vice-president of the American Broadcasting Company, yesterday was named president of the network and Mark Woods was elected vice-chairman of the board of directors, following a meeting of the board in New York City. Edward J. Noble retains

(Continued on Page 3)

Craig Sees Good Year For Radio And Video

"The contention made in the early days of television that radio was on its way out" has been refuted by the sale of 10 million radio sets this year, according to the John W. Craig, v-p of Avco Manufacturing Corporation and general manager of the Crosley Division. Radio sales in 1950 will be only slightly under those of the past year, he said, with a sound market of some six million

(Continued on Page 7)

14 Of 20 Leaders In 1948 Still At Top, Says Nielsen

The latest Nielsen ratings show that 14 of the top 20 evening programs last year are still in the upper brackets. CBS continues to dominate the field with 13 shows in the top 20, with NBC having six and ABC one.

The first five in the ratings for the week of November 20-26 were,
(Continued on Page 2)

Webs Plan Special Pickups As New Year's Eve Features

Catering to America's desire for gay music, light chatter and exuberant spirit on New Year's Eve, the major webs have announced programming plans for late Saturday evening continuing through the early hours of Sunday morning. Dance music, Times Square cut-ins at Midnight (EST), and remote pickups from major cities at Midnight in different time zones across the nation will be the order of the day.

NBC will observe New Year's Eve with the usual four-hour dance parade of name bands across the coun-

try, and, as an added fillip, will cut into a Times Square pick-up at midnight and will pick-up dance music from two night clubs in Paris during the course of the evening.

In addition, in observance of the start of the New Year and a new half-century, NBC has planned an extensive series of special programs devoted to an analysis of the past fifty years and the possibilities offered by the next fifty years.

"Voices and Events," an hour-long one-shot to be broadcast at
(Continued on Page 6)

Historical

A "History of Radio" room at the Carnegie Museum in Pittsburgh will be started on January 10 by Walter Evans, president of Westinghouse Radio Stations, Inc., during the KDKA Day program of the Pittsburgh Radio and Television Club. The exhibit will be opened to the public during National Radio Week next November.

Deadline

Columbus, O.—A deadline of January 16, 1950 for entries in the 14th American Exhibition of Educational Radio Programs has been announced by I. Keith Tyler, director of the Ohio State University Institute for Education by Radio, which sponsors the yearly exhibit. Entries should represent broadcasts between Jan. 15, 1949 and Jan. 16, 1950.



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FINANCIAL

(December 29)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8 1/2	8 3/8	8 3/8	— 3/8
Admiral Corp.	18 1/2	17 7/8	17 7/8	— 1/4
Am. Tel. & Tel.	146 3/8	146 1/4	146 3/8	+ 3/8
CBS A	28	27 1/2	27 3/4	+ 1/2
CBS B	27 3/4	27 1/2	27 3/4	+ 1/2
Philco	33 1/4	32 3/4	33	— 1/8
Philco pfd.	84	84	84	—
RCA Common	125 1/2	121 1/2	121 1/2	—
RCA 1st pfd.	73 1/2	73 1/2	73 1/2	+ 1/2
Stewart-Warner	12 1/2	12	12	—
Westinghouse	32 1/4	31 3/4	32 1/4	+ 1/2
Westinghouse pfd.	103 1/2	103 1/2	103 1/2	—
Zenith Radio	32 3/8	32	32	— 1/2

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 1/2	16 1/4	16 1/2	+ 3/8
Nat. Union Radio	2 5/8	2 1/2	2 1/2	—

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	15 5/8	16 5/8
Stromberg-Carlson	11 1/4	12 1/2

Anahist Company Buys Two Mutual Programs

(Continued from Page 1)
manufacturer will pick up the tab for "The Falcon" and on Jan. 7 will commence sponsorship of "True or False," a quiz show.
The drug maker also announced increased expenditures in other advertising media. Foote, Cone & Belding is the agency.

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.

Directors' Strike Off; Talks Will Continue

(Continued from Page 1)
wages, hours, seniority and vacation and severance pay.
Nicki Burnett, executive secretary of the New York local of the Guild and a free lance director, yesterday told RADIO DAILY that the Guild sought increases in minimum pay for all members. He said the Guild was asking that minimum pay for TV directors be upped to \$300 per week; that associate directors and floor managers be raised to \$200 per week; and that AM directors be given \$200 per week; associate AM directors be upped to \$150 per week; and local directors (WCBS-WNBC etc.) a minimum of \$100 per week. Full directors in both AM and TV now receive a flat \$130 per week minimum. Floor directors and associate directors have been receiving a \$95 per week minimum after ten months of service.

The Guild is also demanding an eight-hour work-day for floor managers and associate directors and is seeking, according to Burnett, "to get rid of the kickback on directors' commercial fees."

It has been customary for the networks to deduct 25 per cent of any commercial fees from the director's regular salary if the fee exceeds \$65, Burnett said.

The agreement to continue negotiations until January 31st was reached after network officials agreed to make retroactive to Jan. 1, 1950 any pay increase which is granted Guild members. However, said the network executives in attendance at yesterday's meeting at CBS, this was in no way to be construed as agreeing to a pay increase.

14 Of 20 Leaders In 1948 Still At Top, Says Nielsen

(Continued from Page 1)
all on CBS and they were: Lux Radio Theater rating 28.1; Arthur Godfrey's Talent Scouts, 22.3; Jack Benny, 22.0; My Friend Irma, 21.7 and Mystery Theater, 18.6. NBC's Fibber McGee and Molly followed in sixth place with 18.9 and Charlie McCarthy with 17.9 on CBS was in seventh. The top ten was filled out by Day in the Life of Dennis Day on NBC at 16.6, People are Funny on NBC with 15.4 and Walter Winchell on ABC with 16.4.
Other top shows were: Amos 'n' Andy, 16.1; You Bet Your Life, 15.9; Bob Hawk, 15.7; Horace Heidt, 15.7; Bob Hope, 16.6; Red Skelton, 15.5; Gene Autry, 15.3; Inner Sanctum, 14.9; Mr. District Attorney, 14.8 and Bing Crosby, 14.8.

Weekday shows were topped by Arthur Godfrey with a 10.4 rating. Programs in the top 20 a year ago not included in this report were Duffy's Tavern, Phil Harris-Alice Fave, Big Town, Mr. and Mrs. North, Stop the Music and Fred Allen. Newcomers were You Bet Your Life, Bob Hawk, Horace Heidt, Red Skelton, Gene Autry and Bing Crosby.

Ed Kahn Of WGN Dies Following Long Illness

Chicago — Ed Kahn, production manager of WGN, died here at his suburban Wheaton home after an illness of several months. He was 38 years old. He had been associated with WGN since 1942.

Ed, whose full name was Edmund Franklin Kahn, was an accountant before entering radio in 1937 in New York in the production office of the "We, the People" program. Within a short time he became production supervisor of such programs as "Sky Blazers," "Gangbusters" and "Mr. District Attorney."

Joining the WGN staff as assistant production manager seven years ago, he quickly built a name as outstanding producer of mystery dramas. Including among his best known shows were such popular programs as "Mystery Playhouse," "Crime Files of Flamond" and "County Sheriff."

Mr. Kahn is survived by his widow, Alice and three children, Dennis, 9, Judy, 6, and Sandra, aged 18 days.

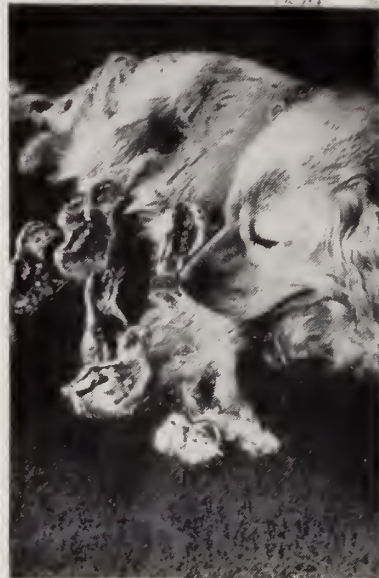
Christian Science services were held Tuesday afternoon in Wheaton, followed by cremation ceremonies.

Will Represent WROL

S. E. Adcock, owner of WROL, Knoxville, Tenn., announced yesterday the completion of arrangements with Avery-Knodel, national representatives, to represent the station in the New York, Chicago, San Francisco and Los Angeles markets.

Send Birthday Greetings To—

December 30	
Bob Hanson	Stanley High
Arthur Kass	Vincent Lopez
December 31	
Bradford Brown	Zeke Canova
Lester Gottlieb	John Kirby
Ted Myers	
January 1	
Norma Jean Nilson	Ted Cott
William J. Flynn	Rae Ellbrock
Edwin F. Goldman	A. E. Mickel
Frank Kettering	Boris Morros
January 2	
Bernardine Flynn	Bill Malo
Abner J. Greshler	Bill Bradley
Claude Sweeten	James Melton
January 3	
Maxine Andrews	Mary Guldin
Earl Harper	Elinore Knudson
Lauretta Hopton	Andrea Marsh
Murray Jordan	C. S. Young
January 4	
Marie Houlahan	Gilson Gray
Pat Kelly	Lester Wolfe
January 5	
Sylvia Anzen	Gilbert Ralston
Planche Alcorn	Ruth Folster
Howard A. Chinn	




Bird Dog

This cocker usually hunts birds. But here she is casting a maternal eye on the newly-hatched pheasants. She's protecting these little birds.

Advertisers need some protection, too, in tough, competitive markets like Baltimore. The best protection you can get against competitors is a strong campaign on W-I-T-H.

The cost is so little! And the results so big! You get more listeners-per-dollar from W-I-T-H than from any other station in town. So call in your Headley-Reed man and get the full W-I-T-H story today.

AM  FM

WITH

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

Kintner Heads ABC; Woods Is Vice-Chairman Of Board

(Continued from Page 1)

the post as chairman of the board. The election of Kintner to the presidency of the network and the elevation of Wood to vice chairman took the trade with surprise.

Kintner assumes the duties of the network president on January 1, 1950 at which time Woods will undertake his new board responsibilities.

Kintner, 40-years-of-age, in his new post will be the youngest president of a national network; joined ABC in 1944 following his discharge from the Army. Prior to entering the military service he had been a reporter, a Washington correspondent and the co-author, with Joseph Alsop, of a nationally-syndicated Washington column. He was discharged from the Army as a Lieutenant Colonel after having received the Legion of Merit for distinguished service.

As a newspaper reporter, he was a member of the editorial staff of the New York Herald Tribune. He has also written for the "Saturday Evening Post" and is the author of "Men Around The President" and "Washington White Paper."

Woods has been one of the outstanding figures in the radio and television field. He has been president of ABC since its inception as a separate network in January, 1942. Prior to that, he had been assistant executive vice-president and administrative officer of NBC, then became its vice-president and treasurer before his election to the Blue Network post in 1942.

Woods entered the radio field ear-

ly in the 1920's, when AT&T set up a subsidiary corporation to operate radio station WEAJ, now WNBC. He established many of the first policies of network commercial broadcasting in the triple capacity of financial officer, assistant secretary and

office manager of the radio subsidiary.

In announcing the action of the ABC board, Mr. Noble said:

"In his new office, Mr. Woods will be enabled to render greater service to our network and to our affiliated stations by being relieved of the burden of administrative duties and given wider scope to function in the fields of sales, talent and programming. The rapid development of television and the continued growth and expansion of radio broadcasting make it imperative that he have more time to devote to the broader problems of radio and television, sales and programming."

Woods Praises Kintner

Mr. Woods, announcing the election of Kintner as president of the network, said:

"Mr. Kintner has established himself as an outstanding executive officer in the radio and television field. He has brought to our network a new, young, and vigorous trend of thought and operation which has made the American Broadcasting Company an outstanding factor in radio and television. I am confident that under his administration the network will continue the sustained progress which has marked it since its organization."



KINTNER



WOODS



He Doesn't Let It Grow Under His Feet

Manicuring the lawn with a mechanized mower or trimming the ears off a "shilly-shallying fuzzy-duzzy," he is a tireless worker who cuts through grass and the complexities of big government with equal facility.

As a widely listened-to network news commentator, he brings his intense energy to bear nightly on "the top of the news as it looks from Washington." His aggressive reporting has built a weekly audience estimated at 13,500,000, great numbers of whom regard him with esteem akin to religious fervor.

Currently sponsored on more than 300 stations, his broadcast—the Fulton Lewis, Jr. program—is the original "news co-op." It offers local advertisers network prestige at local time cost, with pro-rated talent cost.

Since there are more than 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your local Mutual outlet — or the Co-operative Program Department, **Mutual Broadcasting System**, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago, 11).

Chartoc Takes Post With TV Research Firm

(Continued from Page 1)

coordinate all phases of the Videodex quantitative and qualitative audience ratings and television program analysis service.

A former New Yorker, Chartoc came to Chicago in 1943 as Midwest director of press information for CBS. He was also appointed director of special events and education. In 1946, he organized the syndicated package firm of Chartoc-Colman Productions, and later became radio and television director of Buchanan Company in Chicago.

Jay & Graham Research, Inc., began operations in Chicago during September, 1948, with an intensive analysis of television viewing habits by the diary panel method. Additional panels were established in New York last March and Los An-

Cable-Car Greeting Wired From S. F. To INS Clients

International News Service clients received an unusual special service Christmas Eve—a musical and pictorial holiday greeting on their teletype machines. Sent from INS' San Francisco bureau, the greeting was a picture in teletype characters of a typical Bay City cable car and beneath it, a fancifully formed "Merry Xmas." The picture and greeting were preceded and followed by the teletype bells, usually used to signal bulletins and flashes, ringing out the rhythm of "Jingle Bells."

geles in June. In the last three months, panels have been extended to Baltimore, Boston, Buffalo, Cincinnati, Cleveland, Columbus, Dayton, Detroit, Milwaukee, New Haven, Philadelphia, Pittsburgh, Schenectady, St. Louis, Toledo and Washington.

COAST-TO-COAST

Dick Haymes Emcees

Milwaukee, Wis.—“Our Christmas Stocking,” a special holiday program starring Dick Haymes, was aired at 3:00 p.m. on Christmas Day over WISN. Haymes starred in the Christmas fantasy, “Mr. Stone And The Christmas Angels,” during the program. He also acted as Master of Ceremonies. Musical entertainment was provided by Lyn Murray and his chorus, Russ Morgan, David Rose, Bob Eberly, Helen Forrest, The Page Cavanaugh Trio, Monica Lewis, Carmen Cavallero, the Three Suns and Eddie Howard.

Benefit Party

Wichita, Kans. — Radio station KFH and KFH-FM, in cooperation with the Salvation Army and the Wichita Amvets, sponsored the first annual Christmas program and party for 1,500 under-privileged children here. The party was held in the 9th floor auditorium of the KFH Building and ran from 2 to 4 p.m. Christmas Eve. The kiddies, who began filling the lobby at nine in the morning, were entertained by a puppet show, a magician, boy accordionist, and many other acts.

New Year's Event

Hartford, Conn.—The publisher of the Hartford Courant, John R. Reitemeyer, will broadcast a New Year's message over WDRS, Dec. 31. His message will be heard during the regular Hartford Courant newscasts over WDRS at 6:05 and 11:05 p.m. that night.

Sen. Johnson To Speak

Washington — Senator Edwin C. Johnson, chairman of the Senate Interstate Commerce Committee and key man on Capitol Hill on radio matters, will be the featured speaker at the FCC Bar Association dinner the night of January 12. The annual dinner will honor the members of the FCC.

NEW on the Air! NEWS

That's Fair!

Listen to

FRANK EDWARDS

Starting January 2
Coast-to-Coast
Mutual Network
10 P.M., EST

Sponsored by

AMERICAN
FEDERATION OF LABOR



Man About Manhattan. . . !

● ● ● FRIDAYDREAMING: Ralph Edwards readying both of his shows (“Truth or Consequences” and “This is Your Life”) for teevee. . . . Lowell Thomas, still on crutches from his Tibetan accident, vacationing at Lake Placid. . . . Sammy Kaye looking for a new male vocalist to replace Don Cornell, who is now on his own but still under Kaye’s management. . . . When Irving Berlin was interrupted while singing “Alexander’s Ragtime Band” on “Stop the Music” recently, he said to Bert Parks: “After 39 years, it’s about time!” . . . Morey Amsterdam mulling another B’way fling as producer-star. . . . Mercedes McCambridge, fresh from her film triumph in “All the King’s Men,” pinch-hitting for Elspeth Eric on “Young Dr. Malone,” while latter vacations in Bermuda. . . . Sid Paul, one of our favorite ether emoters, landed the lead on a new WMCA documentary. . . . Jimmy Blaine, vocalist on “Stop the Music,” doubles at nite as a staff announcer at ABC. . . . Aside to Bill Slater: Did you see P. 24 of the current TeleVision Guide? . . . John Tillman readying an article on video fluffs. . . . Meade Davidson, WWRL newscaster, seriously ailing. . . . Jack Gillford has taken over one of the comedy leads in the forthcoming B’way revue, “Alive and Kicking.” . . . One line description of “Samson & Delilah” from Herb Sheldon: “It’s about a longhair who gets clipped.”

★ ★ ★ ★

● ● ● SHORT STORY: Merle Abner, of WLW’s Swanee River Boys quartet, recently bought himself a Crosley car. He had no garage for the car. So he bought a tent. On Christmas Eve the car was stolen. So was the tent. Marking prob’ly the first time a car and garage have ever been stolen on a package basis. Next day the car was recovered. The garage, however, has disappeared without a trace.

★ ★ ★ ★

● ● ● Taking advantage of one of the greatest natural exploitation stunts of the year, 20th Century-Fox’s Alfred Palca will blanket the nation’s New Year’s Eve (via some 1094 stations) with one-minute spots heralding the coming year on behalf of their new picture, “Twelve O’Clock High.” The spot announcement, now being shipped to every state in the union, breaks up the plug for the film with ten-second breaks to announce the time left before midnight. As it gets close to the final moment, the announcer calls off the seconds in fractions of the minute, winding up with “It’s Twelve O’Clock High! Happy New Year!”

★ ★ ★ ★

● ● ● OUR HAT’S OFF DEP’T: Comedienne Kay Murtah’s guffawmance in “Texas, Li’l Darlin’.” . . . Herb Sheldon’s monthly sales letter which acts as a liaison between his time salesmen, the sponsor-to-be and the program itself. . . . Bob Stevens’ production, direction, casting and editing of CBS’ “Suspense” and “Romance.” . . . Ruth Webb’s thrushing at the Nightcap.

★ ★ ★ ★

● ● ● David O. Alber Associates, Inc., with Gene Shefrin as account exec, have been retained by the Children’s Council, Inc., of Westchester, in connection with their “Cinderella Ball” to be held in May to raise funds for underprivileged Westchester youngsters to summer vacation at Camp Loyaltown, Hunter, N. Y. Publicity firm, incidentally, recently copped first place among independent radio publicity offices in two radio editor polls.

★ ★ ★ ★

● ● ● SMALL TALK: Jim (BMD) Cox’s face is still red. Some of the fine water colors he picked out for his Christmas cards were by an artist named James W. Cox, and he’s still being ribbed about it. . . . Roger Price on the Arthur Lesser show tonite. . . . James Monke has joined the cast of “Road of Life.”

SAN FRANCISCO

By NOEL CORBETT

TV disc jockey Del Courtney had an impressive list of guests for his opening KPIX show. Herb Caen, who writes books about San Francisco; Joe Louis, who’s here to box a former sparring partner; Dude Martin, who’s a hillbilly with a hep band; Leighton Noble and Eddie Fitzpatrick, ork leaders, helped to spark things up.

KFRC’s Bill Nietfeld and Harrison Wooley arranged a special Christmas party for orphans at the Press Club December 20.

Bill Andrews, KNBC salesman is in his 25th year of radio. He started on KXL in Oakland; later went to NBC at 111 Sutter; announced “One Man’s Family”; went to Hollywood as NBC’s night manager; served as flight operator in the Ferry Command, then back to NBC in San Francisco.

WJR Distributes Bonuses

Detroit—WJR employees received a Christmas bonus of 10 per cent of the annual staff salary this year keeping intact a policy of year-end bonuses inaugurated fifteen years ago, Harry Wismer, Goodwill Station general manager, revealed yesterday. Since 1934 WJR staff members have received year-end bonuses based on a percentage of their annual staff wages.

Hollywood’s New

COUNTRY CLUB HOTEL

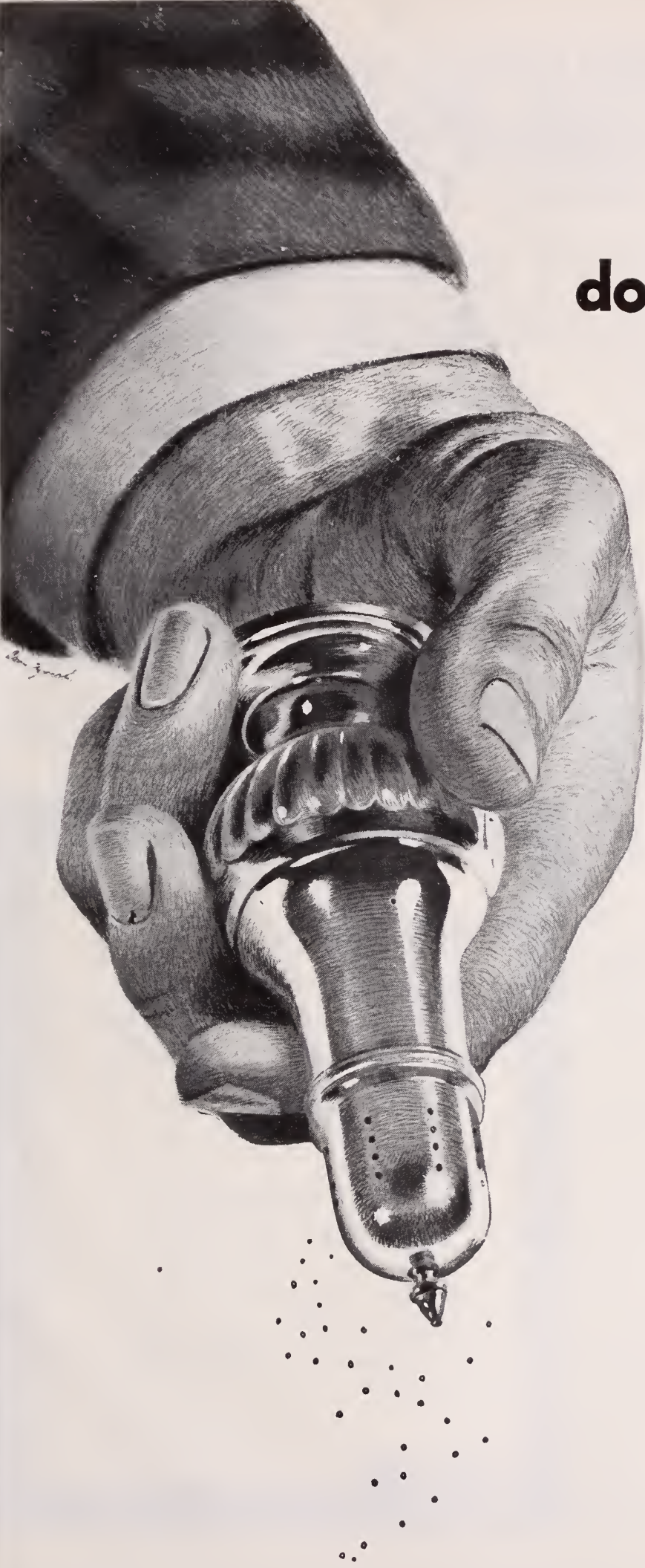
- The Country Club Hotel occupies a magnificent location in the heart of the exclusive Wilshire residential district . . . adjacent to Wilshire Country Club and overlooking the expanse of its gorgeous fairways and greens.

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

COUNTRY CLUB HOTEL

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

Telephone: HOLLYWOOD 9-2701



Better start doing this to part of your money

YOU KNOW how money is!

Today it's in your hand, and the next day it *isn't!*

A lot of people, however, have found an excellent way to make certain they will have money when they need it most.

They salt away part of their pay each week in U. S. Savings Bonds through the Payroll Savings Plan where they work.

They know that saving this way assures them of the money for a down payment on a new home . . . a new car . . . or retirement when the time comes.

Furthermore, in ten years they get back \$4 for every \$3 invested in U. S. Savings Bonds.

Why don't YOU start saving money *regularly* and *automatically* where you work, or at your bank through the Bond-A-Month Plan?

**Automatic saving is
sure saving —
U.S. Savings Bonds**



*This space contributed
by RADIO DAILY.*

Webs Plan Big New Year's Eve; N.Y.C. Indies Also Going 'All-Out'

(Continued from Page 1)

1:30 p.m. on Saturday afternoon, will feature a roundup of the news events of the first fifty years of the century backed up by recorded comments by the outstanding news personalities of the era. James Fleming will edit and narrate the special program.

Other special programs over the week-end include: on Saturday, at 2:30 p.m., "Boys Town, Italy" which will feature Alcide di Gasperi, Premier of Italy, Myron Taylor, U.S. Envoy to the Vatican, and Gen. Mark Clark; at 3:00 p.m., "Armed Forces Across the International Date Line" a series of armed forces pickups from Tokyo and Guam; and at 3:30 p.m., "Forecast—1950," a special program narrated by Robert Trout which will be made up of around-the-world news pickups from NBC foreign and domestic news bureaus.

Special 'Round Table' Set

On New Year's Day, NBC plans a special University of Chicago "Round Table" program which will review the half century just passed and will predict some possible developments during the next fifty years. Also the web will gather together ten of the nation's outstanding newsmen for a review entitled "Voice of the Press" of the half century passed and a prediction of possible headlines during the half century to come. This program features such journalists as Roy Roberts, Whitelaw Reid, Virgil Pinkley, William H. Hessler and Wright Bryan. "Round Table" will be heard at 1:30 p.m. and "Voice of the Press" will air at 1 p.m. All times are Eastern Standard.

Mutual will start its "Dance Parade" at 11 p.m. (EST) with remote pickups from New York hotels featuring name orchestras and will cut into a Times Square pick-up at 11:55 p.m. From that time on through the early morning hours MBS will follow Father Time through the time zones ending up at 4 a.m. with a pick-up from Hawaii featuring the music of Niimalu Hozl.

Between the hours of 11 p.m. and 4 a.m., Mutual will broadcast the music of Guy Lombardo, Ray Anthony, Emil Coleman, Hal McIntyre, Art Waner, Ray McKinley, Dick Jurgens, Lawrence Welk, Freddie Nagle, Jimmy Palmer, Xavier Cugat and Mr. Hozl.

ABC Features Bands

ABC has planned a similar evening and early morning program of dance music complete with the Times Square cut-in at Midnight. In addition, the web will broadcast a special pre-game broadcast from New Orleans at the Sugar Bowl Dinner. This show will be emceed by sportscaster Harry Wismer and will feature interviews of sports personalities present at the dinner.

Music-wise, ABC will offer listeners the orchestras of Hal Wayne, Frankie Masters, Henry Busse, Jack

Nye, Buddy Clark, Dick Jurgens and Leighton Noble. San Francisco will be the termination point of ABC's cross country trip in pursuit of the turn of the mid-century.

CBS will present a cross country "Dancing Party" featuring the music

Brief Encounter

One of the shortest sponsored shows on radio, a description of the stroke of midnight in Times Square, to be heard over WOR from 12-12:03 a.m. on January 1 will be bankrolled by the Eveready division of National Carbon Co. The three minutes will also be used to describe the lighting of a huge spotlight advertisement being placed in Times Square by Eveready.

of a large variety of name bands from key cities throughout the nation.

On New Year's Day, highlighting the turn of the half-way mark of the 20th Century, CBS will present a special program, sponsored by Chevrolet. Entitled "Mid-Century," this show will bring together in New York the chiefs of CBS news bureaus throughout the world for an analysis of the state of civilization as it enters 1950. Edward R. Murrow will chair the discussion which, in addition to the foreign bureau heads, features Eric Severeid and Larry Leseur.

Indies Announce Plans

A nostalgic glance at 1949 will be given by several independent stations in reviews of top news events and music from the year. WLIB will begin bright and early on The House That Jack Built show from 7 to 10 a.m. with the top tunes of the year. Following this on the same station from 10 to 11 a.m. will be music from the theater during 1949.

Music composed since 1900 will come in for consideration on WQXR's Our Musical Heritage Series from 8:05 to 10 p.m. beginning on New Year's Night. WQXR will present other compositions of this century in further programs each Wednesday, Saturday and Sunday.

A round-the-clock feature which began this week and continuing until New Year's Day are greetings from MGM stars such as Lena Horne, Gene Kelly, Frank Sinatra and others heard on station breaks over WMGM.

Another backward glance at 1949 is the WOR program highlighting the ten top news stories of the year as compiled by the United Press. Earl Johnson, v-p and general manager for UP, will narrate on the broadcast from 10:15 to 10:45 a.m. with assists from WOR newscasters and Bernard Baruch.

A similar review of 1949 news will be broadcast in Italian by WHOM from 4:30 to 5 p.m. While this is the feature presentation of the station,

other broadcasts with a New Year theme will be carried in Polish, Jewish, Spanish and German.

In honor of the day itself with no glance in either direction will be greetings from WOR personalities heard from 8 to 9 a.m. in the mornings. Greetings from WOR-TV stars will be broadcast from 12 to 12:30 p.m. on January 1.

WQXR will air Volume II of "I Can Hear It Now" on the first day of 1950 with sounds and voices which made history since 1945 taking the spotlight.

WNEW To "Crystal Gaze"

WNEW will go crystal gazing on a program titled Calling the Future to be heard from 5 to 5:30 p.m. on January 1. Allyn Edwards will place calls to leaders in all walks of life and interview them about their prophecies of things to come.

Other programs include a New Year's message by the Rev. Carl Chworowsky of the Unitarian Church in Brooklyn at 9:45 p.m. on WEVD.

The whole half-century will be scanned on a WVNJ review to be broadcast from 7:35 to 8:30 p.m. Hit songs of 1949 will be carried by the

FCC Withholds Reply To Para. On Transfer

(Continued from Page 1)

for in a letter written last week for a Commission okay by Jan. 1 for the assignment of the control of Balaban and Katz stations in Chicago (WBKB and WBIK) and WSMB-FM, New Orleans, to the new theater company.

In the case of the New Orleans stations, Paramount asked for Commission approval for the transfer of control of 50 per cent of the stock of Paramount Richards Theaters, Inc., which controls 50 per cent of the stock of WSMB, Inc., from Paramount Pictures to United Paramount Theaters, Inc., and a transfer of the other 50 per cent of Paramount Richards Theaters, Inc., from E. V. Richards, Jr., to United Paramount Theaters. The stations were held equally by Paramount Pictures and Paramount Richards, but will be turned over entirely to United Paramount Theaters.


The transfers are pursuant to the Paramount consent decree in the Government anti-trust suit.

station in a program from 10 to 10:30 p.m. WWRL will also banner hit songs on New Year's Eve from 10:15 to Midnight.

• faces • facts • figures • wins •

**AMERICANS,
SPEAK UP!**

**10:45-11:00 P. M.
MONDAY**



A series of inspiring, informative talks by prominent Americans. These excellent public service programs are available for sponsorship on WINS. Variety says: "Commercial Possibilities Are Good."

WINS
50KW NEW YORK

CROSLY BROADCASTING CORPORATION

TELEVISION DAILY

Section of RADIO DAILY, Friday, December 30, 1949 — TELEVISION DAILY is fully protected by register and copyright

NEAR 4,000,000 SETS AT YEAR END

TELE TOPICS

AFTER SEEING Dr. Franz Polgar's amazing demonstration on the Godfrey show Wednesday nite, we regretted that we had missed the hypnotist's own short-lived stanza on CBS. On the Chesterfield show, Polgar gave cards to five members of the cast. After reading the cards for two minutes or less, two of them, musicians Sy Schaeffer and Lee Irwin, fell asleep. There was no doubt that they were completely under and their reactions to two post-hypnotic suggestions were most interesting. While we were watching the act we thought that Schaeffer and Irwin had been hypnotized previously by Polgar and that their reaction to the cards was in itself the result of this previous hypnosis. We checked with some folks at CBS and with Polgar himself yesterday and learned that our suspicions were unfounded. Polgar said he has passed out the cards to fifty students who were total strangers to him and has had perhaps 35 of them go under. He's still under contract to Trimount Clothes, he said, but he received several offers for guest shots yesterday as a result of his appearance with Godfrey.

THE RIVALRY between NBC and CBS has been extended now to the field of grand opera. Early yesterday morning our Western Union teletype started clicking with a wire inviting us to see Opera Television Theater's "Carmen" on CBS Jan. 1 and right behind it came a message from NBC inviting us to a press confab Tuesday on the NBC opera series which kicks off Jan. 14 with Kurt Weill's "Down In The Valley." Marion Bell and William McGraw will sing the principal roles in "Valley," supported by Ray Jacquemot and Kenneth Smith. The work will be staged by Charles Polacheck and conducted by Peter Herman Adler. . . . "Mid-Century," to be sponsored on CBS-AM by Chevrolet Jan. 1 will be repeated that nite as a TV sustainer. . . . KING-TV, Seattle, and KFMB-TV, San Diego, have signed with Telenews-INS for daily newsreel service.

CB S PULLING OUT ALL STOPS for the Ken Murray show, will do a special pickup from its 39th Street theater for a half-hour preceding the preem Jan. 7. 'Twill be one of those Hollywood-type previews with Faye Emerson, Robert Q. Lewis and Doug Edwards handling emcee chores. . . . Philadelphia's Mummies Parade will be scanned by WFIL-TV with Petrol Corp. picking up the tab for Cities Service. Jim Felix and Dale Park will be behind the mike and Herb Horton will direct. . . . Colgate-Palmolive-Peet has signed a 52-week renewal for its portion of "Howdy Doody" on 24 NBC inter-connected stations. Ted Bates is the agency.

Craig Sees Good Year For Radio And Video

(Continued from Page 1)

home receivers and at least three million auto sets predicted.

In his year-end statement, Craig declared that radio manufacturers having fresh designs and features will continue to find good markets.

In 1950, "television will continue as the nation's fastest growing industry," Craig reported. He estimated that the demand for sets in recent months will extend into the Spring, although there is likely to be a slackening during the summer months as in 1949. "The industry should sell around 3,200,000 sets" in the year, he added.

One of the factors in TV which will help create demands will be new designs and improvements, Craig went on to say. "Up to the present, for example, television cabinet styling has simply imitated radio. We believe at Crosley that television should have its own distinct design, recognizing that television is a theater in the home."

The 1950 line of Crosley receivers, Craig noted, will present "a proscenium arch screen in curved bow-front cabinets which simulate an attractive stage."

Shorter picture tubes will enable the manufacturer to provide larger screens in the same size cabinet, the Crosley official said. "This year probably will see the 12½ inch tube replace the 10-inch tube in top sales volume."

Receiver Production Increase Of 75% Planned By W'house

Sunbury, Pa.—Westinghouse TV receiver output will be increased by 75 per cent during 1950, F. M. Sloan, manager of the home radio division, said in a year-end report released today. Manufacturing facilities at the firm's seven-and-a-half acre plant here are being increased by one-third, he said. The expansion program, started last month, will be completed in the first quarter of 1950.

Pointing out that there are more than 24,000,000 families within range of the 98 stations on the air despite the freeze, Sloan said. "With only 3,800,000 television receivers in operation at the end of the year, there is a potential market of 20,000,000 families, and this will be increased

NBC Courier

When Mayor William O'Dwyer and Mrs. O'Dwyer arrived at Newark Airport last night, hizzoner carried under his arm a can of film. "Give this to some NBC man," said he.

Seems that when Harry Walsh, NBC cameraman, filmed the departure of the newlyweds from Miami for later use on NBC-TV, he could find no messenger at plane time. The city's Chief Executive very graciously volunteered to lug the celluloid back to his city and his public.

98 Stations On Air In 58 Markets—Double 1948

At the end of 1949—the first big year in the television boom—there are almost 4,000,000 receivers in use throughout the country and 98 stations on the air in 58 cities. By comparisons, there were 49 stations in operation at the end of 1948 and about 1,200,000 receivers.

The figure of 4,000,000 sets is a trade estimate based on the NBC research department total of 3,497,000 sets as of Dec. 1 and reports received since that date of extraordinarily heavy sales preceding the Christmas holiday season.

According to Hugh M. Beville, Jr., NBC research director, more than 472,000 sets were sold throughout the country during November. Sales for September, October and November of this year totaled 1,187,000. From Jan. 1 through Sept. 1, 1,310,000 receivers were sold, NBC said, showing that sales in the past three months have nearly equaled the total number of sales for the first eight months of the year.

It is believed that New York now has a circulation of one million sets. The NBC report listed 950,000 installations as of Dec. 1 and retail sales figures indicate that the total is now closer to the million mark.

Seven new TV markets have been opened since the last NBC report Nov. 1. They are Utica, N. Y.; Birmingham, N. Y.; Huntington, W. Va.; Tulsa, Okla.; Bloomington, Ind.; Phoenix, Ariz., and San Antonio.

DuM. Holiday Show Raises Polio Funds

More than \$178,000 has been received yesterday for the Eastern Area Sister Kenny Institute as a result of the DuMont web's five-hour Christmas Party last Sunday night, with donations still coming in.

According to officials of the Sister Kenny Foundation the goal of \$250,000 set for the show will be surpassed. Gifts received thus far ranged from 50 cents to \$5,000. With a breakdown still to be made, several gifts of \$5,000 each are already listed and seven or eight of \$1,000 each have been tabulated, DuMont said.

The all-star show was emceed by Morey Amsterdam, assisted by Don Russell. Twenty-five telephone operators were on duty until an hour after the show went off the air.

Cities Service Cancels Tele Version Of "Band"

TV simulcast of "Band Of America" on NBC will be dropped by Cities Service Jan. 9, with the oil company planning a series of films to be used as video spots. The AM version of the show, radio's oldest continuous series, has been renewed for year, effective Jan. 23.

In announcing the cancellation, Cities Service said:

"Cities Service is sold on the new advertising television medium. The results of the network TV test exceeded expectations. The show was well received by the company's trade, customer and dealer organizations.

"The plan to substitute television spot films at this time for the simulcast Cities Service radio program is predicated on the decision to wait for a wider distribution of TV stations and home receivers in Cities Service marketing areas."

as soon as the FCC makes a decision on the difficult technical problems now before them."

Predicting industry-wide production of 3,500,000 sets next year, the report said:

Sees Market Picture "Brighter"

"The market picture becomes even brighter when it is realized that the industry has made tremendous progress in improving quality while reducing prices by almost fifty per cent in the past five years. Although such drastic price reductions cannot be expected in the future, further savings will probably be possible barring the type of economic activity responsible for the strong inflationary period during 1946 and 1947."

Section of RADIO DAILY, Friday, Dec. 30, 1949

New TV Tube Coating Revealed By Corning

A new method for coating the inside surface of TV picture tubes has been announced by John L. Ward, manager of Corning Glass Works' electrical products division. This method, a laboratory development of a new electrically conductive opaque coating, can be applied at the time of manufacture of the glass bulb and eliminates the need for carbon coating of the bulb by laborious hand methods in TV tube manufacturing plants.

Permanently Fused To Surface

Also, because the bulbs can be coated by Corning Glass Works at the time of manufacture, this operation will be eliminated at the tube-maker's plant. In addition, the new coating is permanently fused to the surface of the glass and will not be affected by washing or other reclaiming operations.

Ward also stated that this is a completely new type of coating with all the desirable features of the presently-used carbon coating such as non-reflectivity and opacity. As soon as facilities for commercial production are available, the company plans to coat all its glass TV tubes with the new material.

Ease of applying the new coating, Ward pointed out, will simplify the final assembly of the new rectangular all-glass tube and speed its adoption by the TV industry.

Tele View of the Week



Non-owners of TV sets viewing Packard-Bell video receivers on display at the Packard-Bell Television Theater, recently opened in the heart of the apartment house section of Los Angeles, where most of the tenants do not as yet own sets. Packard-Bell, largest coast manufacturer of TV sets, believes it is the first company to establish a theater of this kind in a residential area of a major city.

Tallest AM-TV Tower In U. S. For WCON

Foundation work for the largest radio and TV tower to be constructed in the United States has just been completed in Atlanta, Ga. Designed and fabricated by International Derrick and Equipment Co. for WCON, the tower will rise 1,000 feet above Atlanta. The addition of a super gain RCA pylon on top of the tower will make the structure 1,057 feet high.

Foundation Is Ponderous

Foundations for the tower and guy anchors are unusually large, a total of 500 tons of concrete being poured in their construction. Interlaced steel rods and various types of fill were used in setting the anchors securely.

A feature of the tower will be a one-man elevator for hoisting maintenance workers up to a height of 798 feet. In addition, an inside ladder will run the entire length of the tower.

So that persons in the surrounding area will be fully aware of the structure's sponsor, 14-foot flashing letters at a height of 400 feet will spell out WCON-TV. It is estimated that the call sign will be visible for a distance of 20 miles away.

Completion Planned For February
Plans call for completion of the tower by the end of February. Construction of the tower is under the supervision of IDECO.

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Ruby Service Constructs TV Film Editing Rooms

Ruby Editorial Service, Inc., affiliated with the Ruby Co., has constructed a battery of eight editing rooms at 729 Seventh Ave., New York, for the use of TV film producers, Edward Ruby, president, announced. Each room, a complete workshop in itself, is sound-proof, air-conditioned and fully equipped with the latest type of apparatus. Ruby stated that the units were designed to meet the demands of professional standards and techniques and were available for rental by day, week, month or longer periods.

New TV Manufacturer Previews 1950 Line

Atwater Television Co., Brooklyn, N. Y., a newcomer in the field of video set manufacturing, previewed their 1950 line of sets this week at the Park Sheraton Hotel, N. Y. I. R. Ross, general sales manager introduced the new line which features a 19-inch console-combination listing at \$449.50 and other receivers including a 12½-inch and 16-inch model, which he reported, has resulted in nearly \$2 million in orders thus far. Mid-west distributors of the line will see sets in Chicago's Palmer House in January.

PRODUCTION PARADE

GE Equip. For S.A.

The first FM broadcasting station in Venezuela will go on the air this month using a 250-watt transmitter manufactured by the General Electric Co., Electronics Park. Sold by International GE S.A., Venezuela, the transmitter will be operated by Radio Cultura with studios in Caracas. In addition to providing FM programs, the new transmitter will serve as a point-to-point relay.

Sightmaster Sightmirror Available

The Sightmaster Corp. has announced the issuance of a patent covering its Sightmirror which will make it available for public use for any television receiver now in existence. Sightmirror, which serves as a filter to eliminate glare and the possibility of eyestrain and softens the picture, also has the advantage of being a decorative mirror when the set is turned off.

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