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RADIO-TELEVISION DAILY DAILY

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NEW YORK, FRIDAY, OCTOBER 26, 1951

TEN CENTS

COLOR TV MANUFACTURING FROZEN

UPT Executive Gives Views On Future Of Video

United Paramount Spokesman Is ATS Speaker

Declaring that on-the-air television and theater television supplement each other and that he favors both types of TV, Robert H. O'Brien, secretary-treasurer, United Paramount Theaters, was the first guest speaker at the opening luncheon meeting, yesterday, of the American Television So-

(Continued on Page 7)

Truman Signs Law Covering Radiations

Washington Bureau of RADIO DAILY Washington — President Truman has signed into law an act requested by the Defense Department to give the President authority to close down any device that might emit electromagnetic radiations that could be used by an enemy. This includes all broadcasting and telecasting. Under the war emergency

(Continued on Page 3)

Watch Co. To Sponsor Special TV Program

The Longines-Wittnauer Watch Co. for the third successive year will sponsor a musical "Thanksgiving Day Festival" over the CBS television network, Thursday, Nov. 22, from 5:00 to 6:00 p.m., it was announced yesterday.

The holiday special, which fea-

(Continued on Page 2)

Speed Merchant

NBC's Dave Garroway, currently heard on the radio network each weekday morning (11:45 a.m., EST) on "Dial Dave Garroway," will drive his 1939 Jaguar SS 100 sports car in the annual Mount Equinox hill climb near Manchester, Vt., on Sunday, Oct. 28. This is the same car that won first place in the 1949 Watkins Glen Race.

Broadcasters Reclassified

Washington — The National Production Authority yesterday reclassified radio and television broadcast facilities from "commercial" to "industrial," confirming yesterday's story in RADIO-TELEVISION DAILY. The classification permits firms to increase self-authorizeds of controlled materials from two to 25 tons of steel and from 200 to 2,000 pounds of copper per quarter.

Radio-TV Production Public Relations Use Theme Of 4A Session

Low-budget TV, talent and costs, agency-produced programs, commercials and other facets of sight-and-sound advertising will be scanned at the radio and television production session of the 1951 Eastern annual conference of the American Association of Advertising Agencies next week. The radio-TV meeting, scheduled for Tuesday afternoon in the grand ballroom of the Hotel Roosevelt, is one of nine group sessions at this year's event, which is on the theme of "Advertising Under

(Continued on Page 7)

RCA Thesaurus Reports Heavy Musical ET Sales

Heavy sales of RCA's Thesaurus release of the "Wayne King Serenade" and "The Hour of Charm" is reported, with sales of the two programs totalling over \$880,000 in time charges and talent fees, recorded by subscriber stations in less than five months, A. B. Sambrook, manager of RCA Recorded Program Services

(Continued on Page 2)

Providence — The ability of radio and TV shows to strengthen the public relations messages of large companies was emphasized yesterday by J. Carlisle MacDonald, assistant to the chairman, United States Steel Corporation, as a new trend being used by many companies besides U. S. Steel.

Speaking before the Panel on Community Relations at the Annual Business Management Institute of Bryant College, Providence, R. I., MacDonald pointed out the

(Continued on Page 3)

DuMont To Be Honored By N. J. Community

Dr. Allen B. DuMont and the DuMont Laboratories will be feted as the outstanding company in the development and progress of the TV industry on Nov. 14 at a special dinner given by the Passaic (N. J.) Chamber of Commerce. The dinner will commemorate official adoption of the slogan, "Passaic, Birthplace

(Continued on Page 3)

"Objective Self-Analysis" OAB Conference Theme

Cleveland, Ohio — Objective self-analysis with a determined view towards giving prospective clients the radio story based on researched facts was the keynote of the Ohio Association of Broadcasters sales conference at the Carter Hotel yesterday and Wednesday.

An excellent roster of speakers emphasized the need for revitalized programming, competitive selling

against other media and establishing local personality of station with national spot advertisers. Presiding over the session was L. A. Pixley of WCOL.

Henry Coleman, advertising manager Standard Oil Ohio, briefly shook up the conference with a demand for realistic rate structure.

"Some radio stations," Coleman said, "especially in highly competi-

(Continued on Page 3)

Industry Leaders Hold Meeting With Wilson

Washington Bureau of RADIO DAILY

Washington — The manufacture of color television was frozen by the government yesterday for the duration of the "critical materials shortages." Defense Mobilizer Charles E. Wilson told a closed meeting of 26 manufacturers yesterday that "in justice to other civilian producers" he "could

(Continued on Page 8)

Columbia Records Joins Association

Commanding officials of three other major recording companies for their "far-sighted" efforts in launching an association, James E. Conkling, president of Columbia Records, Inc., yesterday announced that the company had applied for membership in the newly-formed Record Industry Association of America, Inc.

In announcing Columbia's participation

(Continued on Page 6)

Russia To Get Sample Of Own Radio Interference

Washington Bureau of RADIO DAILY

Washington — Soviet Russia will get a taste of its own radio interference under a new authorization granted the Bavarian radio by the

(Continued on Page 8)

TV Exclusive

Chicago — Exclusive TV rights in the Chicago area to 174 Republic Pictures Corporation films for two years have been obtained by WGN-TV. This represents the first release of films to television by Republic studios and the package will be a notable addition to the WGN-TV film library, giving the station a new source of programs.

Friday, October 26, 1951

WINS 1010 ON YOUR DIAL
WINS 1010 ON YOUR DIAL
WINS 1010 ON YOUR DIAL

"... Lacy has come up with an appealing show ... Trudy Richards delivers her song assignments pleasantly ... R. D. Wilbur's orch keeps the mood light and gay."

—VARIETY



"LACY ON THE LOOSE"

Monday thru Friday
9:00 - 10:00 A.M.
with



TRUDY RICHARDS
and



R. D. WILBUR and his
WINS ORCHESTRA

Call your WINS representative
... see him when he calls.

Buy WINS...
it Sells!

WINS
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CROSLEY BROADCASTING CORPORATION



By TED GREEN

• • • Frank E. Mullen, TV consultant, in New York from Hollywood on a 10-day business trip. . . . Margaret Arlen, who majored in psychology at Meredith College, Raleigh, N. C., begins her ninth year as a woman commentator on WCBS radio next Tuesday. . . . George Shupert returning from the west coast this weekend to open offices for Peerless Television Corporation in New York. . . . Louis Titterton of the Compton agency, back from a west coast trip.

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• • • Several unhappy New York time-buyers returned to the stark realism of the workaday agency world yesterday after a two-day hiatus to the Pennsylvania hills, which was completely out of this world. Highlight of the trip was the fabulous home and museum of Harry L. Magee, owner of WHLM, Bloomsburg, where all sorts of electronic gadgets set the pace of ultra-gracious living in the three-and-a-half million dollar modernistic mansion, including special built-in radios in bathrooms, electric dishwasher in the dogs' den specifically for their utensils—making the agency and trade press wish to lead a dog's life there! Swimming, badminton, movies, dancing and all the other activities of a first-class resort, amid the scenic splendor of the third largest market area of the Keystone state, all added up to a magnificent time, staged by stations WAZL, Hazelton; WHLM, Bloomsburg; and WHOL, Allentown—people who really know how to throw a real wingding of a party. Only major casualty was the loss of sleep Tuesday night of Vic Diehm, president of WAZL and co-host at the event!

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• • • Showing that a dramatic program can hold its own—and in this case do a little better, can be seen from the latest Pulse ratings on Harvey Marlow's program "Trapped" seen Sunday nights at 10:00 p.m. over WOR-TV. With the advent of that funny man, Red Skelton, at 10:00 p.m., Sundays, other programs had a drop—except for "Trapped" which rose from a 4.8 to 5.6. We think Harvey rates kudos for being able to maintain such a high quality program on probably the lowest budgeted whodunit on the air.

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• • • Martin Begley, NBC-TV's director of casting, will be the principal speaker at the Genesius Lecture forum of the Catholic Actors Guild to be held on Sunday, October 28th in the rooms of the Twelfth Night Club. Martin's topic will be "The Actor in Television." Marty also lectures on this same subject at Fordham University. The forum is open to the general public. . . . Georgia Gibbs, Mercury recording star, teams up with Frank Sinatra for a couple of song duets, when she visits his show, CBS-TV, Oct. 30.

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• • • Tintair's Somerset Maugham Radio Theater tees off the season with "The Moon and Sixpence" Sat. Oct. 27th with Dennis King in the starring role. Series will be produced by the talented and vivacious Ann Marlow, who also produces the TV version. Incidentally the rumors going around that Martin Straus, President of Tintair and CBS are feuding in untrue, relations are very amicable.

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• • • Take to the hills, men: Close on the news that Dave Garroway will drive his 1939 Jaguar SS 100 sports car in the annual Mount Equinox hill climb, Manchester, Vt., Sunday, Oct. 28, comes word that WVNJ disc-jockey Ted Johnson will also enter the field in his yellow and green English "MG." Haven't heard lately from Jimmy Melton. Could it be he is up there practicing in secret in a Stanley Steamer?

CHICAGO

By FRANCES CLOW

BOB HIBBARD, director of operations for WGN-TV, has been recalled to active duty from the reserves by the U. S. Army for assignment in psychological warfare. Bob started with WGN in May, 1937, and served in the Army during World War II from March, 1941, until he was discharged with the rank of captain in September, 1945.

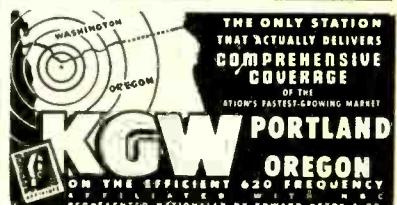
"Feature Foods," WLS homemakers' favorite for seventeen years, presents something really new this season—with National Barn Dance singing and comedy stars Lu and Scotty Wiseman joining Martha Crane daily from 2:30 to 3:00 p.m. The Carolina Sweethearts appear essentially as Mr. and Mrs. Scott Wiseman rather than entertainers, with Lu mentioning incidents of their home life and Scotty handling the point of view of the man of the house. Program Director Harold Safford says WLS executives believe this homemaker show could start a brand new trend in this type of program.

Jack Brickhouse, who completed his fourth consecutive season reporting the home games of the Chicago Cubs and the White Sox, was named the recipient of one of the first television awards made by The Sporting News. Brickhouse, sports reporter for both WGN and WGN-TV, has started a new program, "Jack Brickhouse—Sports Review," to be aired from 10:00 to 10:15 p.m., Monday through Friday.

According to Harry Kopf, NBC vice-president and general manager of Chicago operations, NBC intends spending upwards of a half million dollars building a new TV studio in connection with its headquarters in Chicago's Merchandise Mart. The new studio is expected to be in service for programs by the first of the year.

Station WCFL, in cooperation with Loyola University, will present a new series of "Loyola Seeks An Answer," Sundays at 10:45 p.m. By arrangement with leading American publishers, pre-publication copies of selected books scheduled for publication during the coming months will be reviewed in panel discussion by members of the faculty.

WGN-TV has started a feature half-hour of complete local and national news coverage from 6:30 to 7:30 p.m., Monday through Friday. The first fifteen minutes presents "Spencer Allen and the News" with Acme and Telenews pictures, top sports coverage and closing quotations from the stock market.



AM-TV

EQUIPMENT

FM FAX

Section of **RADIO DAILY**, Friday, October 26, 1951

ARGENTINA'S TV SEEN A SUCCESS

Canadian Industry To Make Radar Screen

Montreal—Bulk of the equipment for the secret North American radar screen will come out of Canadian plants, Production Minister C. D. Howe, announced. He told the Canadian House of Commons that the Government has launched a \$560,000,000 electronics program and part of it will be for the development of the equipment for the screen. Result of the program likely will not be felt until "the last month of 1952."

"Canadian plants now are being called on to produce the bulk of the equipment to be installed in the North American radar screen and to furnish the equipment necessary to complete the network of the communications vital to the defense of this continent.

"Because of the development required in this program, before production can be undertaken," said Mr. Howe, "it is unlikely that its full impact will be felt by industry until the last months of 1952."

Cost of the screen is to be borne by both Canada and the United States.

New Multi-Purpose Tube Designed For UHF Tests

Foreshadowing the day when the nation's TV facilities will be multiplied by new stations telecasting in the UHF band, the RCA tube department disclosed the development of multi-purpose test equipment for designers and engineers experimenting with UHF home TV receivers.

The disclosure, made by J. F. Sterner, RCA engineer, at a session of the National Electronics Conference in Chicago, described the laboratory test equipment as specifically designed to determine the characteristics of experimental filters.

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Improved TV Pix

Chicago—A new detector that promises improved TV pictures was described by W. K. Squires of Sylvania Electric Products Inc. before the seventh annual National Electronics Conference at the Edgewater Beach Hotel. Squires claimed that the new detector for TV will avoid interactions with TV reception. Squires calls his new device a constant input impedance second detector.

G. E. Official Comments On Government Practices

The Congressional practice of imposing progressively higher tax rates on a retroactive basis and the failure of the executive branch of government to establish procedures permitting corporations to obtain price relief were cited by Ralph J. Cordiner, president, General Electric Co., as the two major factors confronting American business which "will make it impossible" for corporate management to function effectively.

Cordiner's statements followed an announcement of G.E.'s record sales for the first nine months of this year, exceeding the previous record level attained last year, by 25 per cent. Pre-tax earnings for the same period exceeded another record set last year by over 35 per cent.

The net profit of the company, Cordiner said, was 24 per cent less than last year due to the increase of 105 per cent in the provision required for federal taxes on income. G.E. sales totaled \$1,694,084,000 with the net profit of only \$85,936,000. Its pre-tax earning was \$286,936,000 for the year.

Buenos Aires TV Station Has Highest Radiated Power Ultra-Modern Studio Includes Latest Techniques, Two Mobile Units, And Motion Picture Equip.

Argentina's first TV station, reportedly among the largest and most modern in the world, has the highest effective radiated power of any TV station in the western hemisphere, it was revealed this week.

The station, owned and operated by Radio Belgrano y Primera Cadena Argentina de Broadcastings, was supplied through International Standard Electric Corp., an associate of the International Telephone & Telegraph Corp.

Operating on channel 7 as LR-3-TV, the Buenos Aires station has been on the air experimentally since September 10 and went on officially on October 17. The transmitter, installed in the 22-story Ministry of Public Works Building overlooking Buenos Aires, is designed to receive both sound and picture programs from the station's ultra-modern studios by means of a microwave radio relay link. The studio is approximately two miles from the transmitter site and includes a theater capable of seating 600 persons.

Incorporating the latest techniques in TV broadcasting, the new station includes two complete studios, furnished with the most modern studio, lighting, and camera equipment. Each studio is equipped with three cameras, deluxe microphone booms, camera dollies, and

independent control rooms.

A mobile pickup unit is provided for TV remotes while another mobile pickup is designed for demonstrating TV transmission and reception to the public over a closed circuit. The latter equipment includes two cameras, control equipment, and a quantity of coaxial cable and TV receivers. The vehicle is entirely self-contained and includes an air-conditioner and A.C. power generating equipment.

For motion picture developments, the Argentine station has two 35 mm. and two 16 mm. motion picture projectors installed in a separate film studio. These operate into a single iconoscope film chain which can be aligned for use with any of the four film projectors by means of optical multiplexers and a rail assembly over which the iconoscope camera can be rolled.

Scott, Meek Merge

Chicago—Shareholders of Scott Radio Laboratories, Inc., approved a merger with John Meek Industries, Inc., Plymouth, Ind., manufacturer of TV receivers, at a special meeting this week. The merger calls for an increase of the authorized \$1 par value common stock of Scott from 500,000 to 1,500,000, the exchange of 1.3 shares of Scott for each of the 552,850 shares of Meek stock currently outstanding, and the surrender of 131,600 shares of Scott stock now held by John Meek.

PERSONALITY PARADE

• • • Appointment of Warren Ullom as purchasing agent for Westinghouse effective immediately. . . Murray Weinstein now associated with Regal Electronics Corp. . . Phillip J. Wood named regional sales manager for the far southwestern area for the Stewart-Warner Corp. . . New sales agents for the entire line of Stromberg-Carlson radio-TV products will be Hynes and Waller, Washington, D. C. . . Former field sales rep, RCA, William E. Boss, appointed staff assistant to J. B. Elliott, v-p in charge of company's consumer products. . . George P. Petetin, Jr. was appointed assistant sales manager of Pickering & Co., New York, for its line of phonograph magnetic cartridges. . . Allen D. Cardwell died last week in Nassau Hospital, Mineola, N. Y. Cardwell was a well-known inventor and experimenter in the electronics field. . . Robert J. Reigel joins Standard Transformer, Chicago, as distributor sales coordinator. . . W. D. Renner, former chief field engineer and technical advisor on Howard W. Sames Photofact publications, was promoted to post of manager of sales engineering. . . Frederick J. Robinson promoted to the post of director of the International Sales div. of Sylvania. . . E. G. Shower joins Radio Receptor as chief engineer of the new Germanium div. . . Arthur Richenthal was elected secretary of Standard Coil Products, Chicago.

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216 S. Wabash Ave. Chicago 4, Ill.

• • • **MUSICVILLE GAZETTE**—Arturo Toscanini will open the fifteenth season of the NBC Symphony Orchestra Saturday, November 3, (6:30, EST). This will mark the fourteenth season that the veteran conductor will direct the orchestra formed especially for him in 1937. He will direct twelve concerts during the 1951-52 season, in three sets of four concerts each. Guest conductors will direct ten concerts. . . . Frank P. Walker, general manager of MGM Records, will be in L.A. for the next two weeks, for confabs with MGM pic execs. Discussions concern forthcoming "Sound Track" albums. Among the titles to be recorded are Gene Kelly's "Singing In The Rain," Fred Astaire's "Belle Of New York," and Billy Eckstein's "Skirts Ahoy."

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• • • Vicki Vola observes that Mary is one Ford that didn't turn out to be a flivver. Which brings up the unusual offer made to Mary and Les Paul by the Paramount Theater. They were asked to remain for a third week, but as the headline act. Les and Mary turned down the offer. This week they are on the bill with headliner Frankie Laine. . . . Stan Freeman, former soloist with the New York Philharmonic, The Buffalo Symphony, etc., and more recently as the accompanist to Rosemary Clooney's "Come On-A My House" has been signed as featured artist on the "Kathi Norris Show" WABD-DuMont. He will present original music daily with lyrics by Kathi and himself. . . . Paramount Music's present plug tune is "Just A Moment More" which is featured in the forthcoming Paramount picture, "My Favorite Spy" featuring Bob Hope and Hedy LaMarr.

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• • • Ted Steele's "Remember When" segment of his WPIX show may start a further revival of oldie hits. As background for pictures of past news events he uses famous songs of that year. . . . Al Shulman has been appointed manager of sales service of Columbia Transcriptions, announces Robert J. Clarkson, general manager. . . . Margold Music has great hopes for "Nickelodeon Rag" which the jockeys are giving a great many spins. Dorothy Loudon vocalizes and Lawrence Piano Roll Cook plays on the Abbey label. . . . Bill Miller's Riviera Revue, appears this week on the Roxy stage in New York, also on the bill is comedian Jackie Miles.

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• • • **RECORDS ON PARADE**—Columbia Records is doing nips-ups about Frankie Laine's latest waxing "Jealousy." 136,000 orders have been placed in less than the 48 hours that the disc has been on the market. . . . Mel Torme plays the piano on his next four sides for Capitol. . . . Bill Raymond's vocal rendition of "Just Say I Love Her" with the Tex Beneke orchestra makes smooth listening for RCA's Thesaurus subscriber station listeners. . . . Decca execs all excited about the new June Hutton platters just coming out. Titles are "Nothing" and "Bye Honey, Bye Bye." . . . Columbia Records has added Elliot Horne to its record promotion dept. In the business for over seven years Elliot will be in charge of pushing Columbia's popular discs. . . . June Valli has made quite an impression on Victor big-wigs with her rendition of "Now, Now, Now" and "Always, Always." Good Luck, Good Luck, June, June, June. . . . Sesac, Inc. has just released its latest transcribed attraction which features Stan Freeman's Jazz Quartet. Stan is also featured each Sunday on ABC's Piano Playhouse. All this and Kathi Norris too. . . . The Park Avenue hillbilly, Dorothy Shay, has been signed to an exclusive Coral Recording contract. A natural for smart supper clubs, she has worked at New York's smart St. Regis, La Martinique, Waldorf-Astoria, etc.

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• • • **TRY THESE ON YOUR TURN TABLES**—"Never" backed by "Once," sung by Toni Arden (Columbia). This gal never sings a song but that it's worth hearing. Both these sides follow the old Arden tradition, great!

Columbia Records Joins Association

(Continued from Page 1)
ipation, Mr. Conkling said:

"In my opinion, this is the most constructive step taken by the record industry in its fifty or more years of existence. Our industry has not been one that in the past was able to find it possible to work cooperatively among its members to improve relations between the record industry and the public, the dealers, the music publishers, and the many other groups with whom we are in active contact. This association, in my opinion, represents a real possibility for cooperation among ourselves for the benefit of these many groups."

"This association presents for the first time an opportunity for all phonograph manufacturers, whether large or small, to work together; and it is my sincere hope that its membership will include everyone presently active in our industry."

"We are deeply indebted to the far-sighted efforts of those gentlemen who have had the courage to undertake the formation of this association—specifically, to Milton R. Rachmil, president of Decca Records, Inc.; Glenn E. Wallich, president of Capitol Records, Inc.; and Frank Walker, president of MGM Records."

Decca Records Releases Four New LP Albums

Release of four new LP albums featuring "The Nutcracker Suite," "Les Sylphides," "Sylvia Ballet Music," "Invitation To The Dance," "Dance Of The Hours," "Carnaval," "Faust Ballet Music," and "La Boutique Fantasque" has been announced by Leonard W. Schneider, executive vice-president of Decca Records. The selections are by the ballet orchestra of The Royal Opera House Orchestra Covent Garden as played for the Saddler's Wells Ballet.

The Saddler's Wells Ballet has taken a position of world leadership and has fostered an unprecedented interest in ballet which has theater attendance records wherever it is played. The Saddler's Wells Theater Ballet's 65-city tour to begin October 22nd has set an all-time record for advance box-office sale.

Tchaikovsky's "The Nutcracker Suite," which will receive a new performance in this country with sets and costumes created by Cecil Beaton and choreography by Frederick Ashton, is conducted on Decca records by Robert Irving. The other selections are all conducted by Hugo Rignold. Recording director is Simon Rady.

R. H. O'Brien Of UPT Discusses Television

(Continued from Page 1)
 ciety, Inc., held at the Hotel Roosevelt. He was followed by Paul Raibourne, vice-president of Paramount Pictures Corp. and chairman of the board, International Telemeter Corp., who presented his views on the subject, "To Pay Or Not To Pay" as concerned with TV.



O'BRIEN
 should supplement each other, as each is aimed at a different audience."

In developing his theme, O'Brien declared that theater TV has three categories of programs: public service, major sporting events and non-entertainment of an institutional sort for selected audiences—with the latter two types destined to be used over closed circuits.

Such events of prime importance as the United Nations sessions, presidential speeches, special committee hearings like the Senate Crime Investigating Committee's, which were telecast simultaneously over-the-air and via theater-TV, bringing about the widest possible information and circulation, were cited by O'Brien as examples of the two systems living together.

Educational Programs

He also said that theater TV is uniquely suited to carry educational programs for selected audiences and is a "natural for training" with the impact of sight and sound on the large screen for instruction. With reverse lines over the closed circuit, O'Brien also said, it enables a question-and-answer period, so that students or trainees can clear up any doubts about the televised instructions.

O'Brien also said that dramatic and comedy programs, yet to be tried on theater TV, deserve to be experimented with, but such programs would entail special promotion and the employment of top talent.

Raibourne, in commenting on the several aspects of paid TV, detailed several reports on the decline of use of TV, due he said, in part to programming. His principal theme was that paid TV could afford to give better entertainment as well as educational features.

★ ★ TELE TOPICS ★ ★

HELEN HAYES, supported by three players from the Dublin Abbey Theater, John Farrell, Barry MacCollum and Farrell Pelly, will return for her second appearance in "The Lucky Finger" on the "Schlitz Playhouse of Stars," Friday, Nov. 2 at 9:00 p.m. over CBS-TV. . . . Commencing Sunday, Nov. 4, "Opera Cameos" will return to WPIX at 7:30 p.m. With David Ross announcing and Lou Ames producing, the show will bring opera lovers many famous voices during the season. Program is produced by Carlo Vinti for the sponsor, Uddo & Taormina Company for their Progresso Brand Foods. . . . The National Association of Gagwriters is inviting TV directors to cast new, young comics from the Gagwriters Institute Comedy Development Center for bit parts on comedy shows. . . . Forthcoming issue of Life magazine looks into the duties of a program assistant. One chosen for the article and pictures is Adele Chamberlain over at CBS-TV. . . . Harness racing from the Yonkers Raceway will be shown on ABC-TV, starting tomorrow at 9:00 p.m. and also on Nov. 3 and 10. Don Dunphy will do the calling. . . . Glen Allvine, back from Missouri where he wrote and directed "The Road Ahead" for the Missouri Highway Commission. Show was narrated by Randall Jessee, program manager for WDAF-TV, Kansas City, and will be presented over the station.

TODAY'S TV PERSONALITY: REAR ADMIRAL STANLEY F. PATTEN, USN

(Ret.) newly elected vice-president of Allen B. DuMont Laboratories, brings to the new post a wealth of electronics communications and TV experience. A line officer in the Navy for 20 years, specializing in electronics and communications, he served in both World Wars. After retiring in 1947 from the Navy, he joined DuMont as assistant to the president. His most recent assignment was director of mobilization planning for the government department of the DuMont Laboratories, being responsible for maintenance of master production control and plant loading of all DuMont plants as well as security matters and federal controls. This was a fairly easy assignment compared to wartime naval duty. From 1940 to 1943 he served as assistant head of the Radio Division, Bureau of Ships, and in May, 1943, he took over the command of the USS Rocky Mount, which served as flagship for the amphibious forces in the Pacific during the Marshall and Marianas Islands invasions. He participated in the Kwajalein, Saipan and Leyte Gulf campaigns. Last naval assignment before retirement was as District Communications officer of the 13th Naval District at Seattle.

PATTEN



NOTES FROM THE WEST COAST: Gene Lockhart, Regis Toomey and Mae Clarke have been signed for leading roles in "That I May See," to be filmed by Jerry Fairbanks Productions as a Family Theater presentation. Program is for special Thanksgiving Day presentation, and will be produced by Father Patrick Peyton and will be released to all stations in the country. . . . KTTV's "Ladies Matinee" with Jack Rourke as emcee has just celebrated its first birthday. Show is directed by Dave Harvey and sponsored by Thrifty Drug Stores, Inc. who have just picked up the tab for an additional 52 weeks. . . . The Hal Roach Studio, first major Hollywood company to go over solely to TV, is operating in the black, according to Hal E. Roach, president. The studio is currently producing six half-hour shows and went into TV a short two years ago. The studio has also completed approximately 250 commercial films this year. . . . Latest release from the San Francisco Television Stations Committee places the number of TV sets in the Bay area at 233,025 as of Sept. 1. . . . Louis D. Snader has signed Lawrence Welk and his orchestra, plus the Bobcats for a series of TELEscriptions on each at General Service Studios.

JUDITH EVELYN will appear with Hollywood candidates James Wyler and James Lipton in "Lock Every Door" on Hollywood Screen Test, Monday, Oct. 29 at 6:30 p.m. over ABC-TV. . . . The Mary Kaye Trio, currently appearing at the Copacabana, will guest on "The Steve Allen Show," at 12:45 p.m., Friday, Nov. 2. . . . Messmore Kendall will play the part of host in a new TV series of historical dramatizations to be written by Maurice Barrett and produced by Elaine Starr, Inc. . . . Ray Savich, CBS-TV, press dept., will stage the Old Timers Dramatic Club production of "Rain" at the Fifth Avenue Hall, Sunday, Oct. 28. . . . Six tips on how to prevent floor boards from squeaking will be given to the video audience, Saturday, Nov. 3 over ABC-TV when Norman Brokenshire—that old handy-man of radio and TV presents his "The Better Home Show" at 6:30 p.m.

Radio-TV Production Theme Of 4A Session

(Continued from Page 1)
 the Microscope."

Highlighting the broadcasting session will be a talk by Robert Montgomery, executive producer of NBC-TV, who will discuss the responsibilities of creative people in television to raise TV standards and keep them high. Pointers on producing film programs for TV will be discussed by Adrian Samish, vice-president and director of radio and television of Dancer-Fitzgerald-Sample, Inc. As chairman of the planning committee in charge, he will also preside at the meeting.

Rodney Erickson, manager of the radio and television department of Young and Rubicam, Inc., will cover the same ground for live TV program production by agencies. Other speakers at the session and their themes will be: Sidney Matthew Weiss, executive vice-president and treasurer of Lewin, Williams and Saylor, Inc. "How You Can Use Television on a Small Budget"; Wallace S. Jordan, director of radio and television of the William Morris Agency, "Television Talent and Costs"; and Garth N. Montgomery, vice-president and director of radio and TV of Kenyon and Eckhardt, Inc., "What's Right with TV Commercials."

In addition to Samish, members of the planning committee include Messrs. Erickson, Montgomery and Weiss; W. W. Crider, BBDO; and H. Calvin Kuhl, of J. Walter Thompson Company.

Media Session

"What Are Other Media Doing to Meet the Challenge of TV?" is the theme of the media session of the AAAA annual conference, scheduled for the opening meeting at 10 a.m. Tuesday. Presiding at the session will be Daniel M. Gordon, Ruthrauff and Ryan, Inc. Speakers include H. James Gedman, Hearts Advertising Service, to represent newspapers; Carl Henke, General Outdoor Advertising Company, representing outdoor advertising; John Karol, CBS, to represent network radio; and Lewis Avery, of Avery-Knodel, representing spot radio.

Members of the planning committee which arranged the media program are Elizabeth Black, Joseph Katz Company, and Daniel M. Gordon, co-chairmen; Anthony C. DePierro, of Geyer, Newell and Ganger, Inc.; Alvin Dryer, J. Walter Thompson; E. A. Elliott, Fletcher D. Richards Company; George Kern, Benton and Bowles; Newman F. McEvoy, Cunningham and Walsh, Inc.; Lillian Selb, Foote, Cone and Belding; and Frank Silvernail, BBDO.

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AGENCIES

C. J. HERRICK ASSOCIATES will direct a radio-TV drive for the Wave Crest Gardens, apartment house development in Far Rockaway.

J. NYE DELMAN has joined the staff of the Marfree Advertising Corporation as an account executive, specializing in television promotion.

DOREMUS AND COMPANY, Philadelphia, has been appointed by the J. A. Jones Construction Company, Charlotte, N. C.

R. T. O'CONNELL COMPANY has been named by the Joe Bonomo Culture Institute.

MCCANN-ERICKSON AGENCY is readying its 1952 campaign for the Durene Association of America.

DICKERMAN ADVERTISING AGENCY is handling promotion for Boston Tea Products Company for Mint-in-Tea. Edwin R. Dickerman is account executive.

PHILIP I. ROSS COMPANY has been appointed by the Supco Products Corporation, Amityville, L. I., manufacturer of automotive hydraulic brake parts.

GERALD TASKER, head of research at Cunningham and Walsh Agency, and originator of its "Videotown" surveys, has been elected a vice-president.

CURTIS ADVERTISING COMPANY will open a branch office in Los Angeles on Nov. 19, with R. L. Dube as general manager.

ANDERSON AND CAIRNS AGENCY is planning an increased advertising campaign for Facit, Inc., United States distributor of Swedish-made calculating machines.

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UNITED AIR LINES

Color-TV Manufacturing Out For The Duration

(Continued from Page 1)

not permit mass manufacture of colored television." Wilson said his request for the suspension of color TV set manufacture was motivated "solely by the scarcity of electronics equipment in relation to the great military demands for such equipment." He told of plans that were ready for delivery with the exception of vitally needed electronics items.

Wilson said the main premises of the three-year defense program include a proviso that the program "must be achieved without causing the collapse of our domestic economy." Some of the other civilian producers are receiving only 15 per cent of their base consumption of materials such as aluminum, he explained.

The government is aware that the electronics industry is cooperating with the armed services and that "large percentages of their engineers" are already engaged in military work, he said. He has asked the three armed services to survey their entire electronics needs and then go to the electronics industry for all the additional help they need, he added. Wilson expressed confidence that the electronics industry would cooperate "to the full, and that all military requirements will be given first place."

He emphasized that his request to suspend color TV was "in no way designed to discourage research and development of color television." The industry is free, he said, to pursue research and development without government interference. Industry representatives attending the meeting, assured both Wilson and defense production administrator Manly Fleischmann, who also attended, "of their whole-hearted co-

Russia To Get Sample Of Own Radio Interference

(Continued from Page 1)

U. S. High Commissioner for Germany.

The State Department announced yesterday that the commissioner has authorized the Bavarian radio to deviate from its 800 kc frequency and operate on the same frequency as a Soviet station at Erfurt.

"It had been our hope that it would not be necessary for us to take this action and that the Soviet authorities responsible for the interference to the Bavarian Radio would realize nothing could be gained by this type of radio interference," said a statement by Shepard Stone, public affairs officer for the high commissioner.

The new operation will cause interference to Leningrad, but Stone added that it "can be overcome if the Soviets choose by placing Erfurt on the exact frequency 800 kc or select another frequency for Erfurt."

operation with the nation's defense program," Wilson's office announced.

They asked that the defense mobilization's freeze of color TV manufacture "be carefully watched by the mobilization officials so that, when materials later become available, they would be allocated to the industry so that production could be resumed," the announcement stated.

With color TV on the shelf for at least three years, assuming the defense production program runs its full course, there was speculation in industry circles here last night that the field sequential system of CBS approved by the FCC over protests of RCA, may never become the standard method of color TV.

Improved Color

Industry leaders pointed out that since research and development of color TV may continue, engineers in all likelihood will be able to greatly improve color in the next three years and come up with something not now available.

Attending yesterday's conference were the following:

Richard A. Graver, Admiral Corp., Chicago; Richard Hodgson, Barney Balaban and Paul Porter, Chromatic Television Laboratories, New York; Arthur Matthews and C. J. Burnside, Color Television, Inc., San Francisco; Dr. Frank Stanton, CBS, New York; Dr. Allen DuMont and W. A. Roberts, DuMont Laboratories.

Benjamin Abrams, Emerson Radio and TV Co., New York; Fred Gluck, Fada Radio & Elec. Co., Belleville, N. J.; Dr. W. R. G. Baker and Robert M. Estes, General Electric Co., Schenectady, N. Y.; R. J. Sherwood and Ernest Kobler, The Hallicrafters Co., Chicago; W. A. MacDonald, Hazeltine Electronics Corp., Little Neck, N. J.

John A. Rankin, The Magnavox Co., Fort Wayne, Ind.; W. L. Viergever, J. Meek Industries, Plymouth, Ind.; Paul Galvin, Motorola Corp., Chicago; William Balderston, Philco Corp., Philadelphia; Brig. Gen. David Sarnoff, RCA, New York; Louis A. Novins, Paramount Film Distributing Corp., N. Y.; J. Friedman, Trav-ler Radio Corp., Chicago; L. M. Clement, Crosley Corp., Cincinnati; H. A. Gumz, Webster-Chicago, Chicago; Robert L. Alexander, Wells-Alexander, Chicago; F. M. Sloan, Westinghouse Electric Corp., Pittsburgh.

Will Appear On Program

Macdonald Carey, noted screen star, has been brought from the California to serve as principal commentator on the half-hour public service presentation, "Life Line," presented for the Armed Forces Blood Bank over NBC-TV tonight at 8:00 p.m. Herbert Swope, Jr. is the producer.

COAST-TO-COAST**Named To Ad Club**

Denver, Colo.—The Denver Ad Club has named Lee Fondren, national sales manager for KLZ, as its second vice president.

Upred At WLYN

Lynn, Mass.—Lenny Meyers has been named commercial manager of WLYN. With a background of four years in the Boston agency field, Meyers, a graduate of Boston University College of Business Administration, has been with the station for two years.

Beamed To Teens

Pittsburgh, Pa.—WWSW has initiated a new program Saturday nights beamed to a teen-age audience. D.-J. Art Pallan, on "Pallan's Caravan" appears at a different teen-age dance in the local area to interview the teensters and spins some of the top platters.

Learned Staff

Cleveland, O.—No less than 8 WGAR employees are taking additional academic work at Cleveland College, local night school. Advertising courses are the favorite dish for the WGAR scholars.

How To Handle Fifi

Worcester, Mass.—When WTAG's Shirley Matson was taping the French actress Fifi D'Orsay for the "What's The Story?" show, engineer Paul Flynn was aware of the fact that Fifi hadn't kept a consistent distance from the mike. Levels were so bad, he knew the interview had to be redone. But rather than spark the actress' Gallic temper by telling her that she was at fault, Flynn gallantly put the blame on his recording equipment and the retake went off smoothly.

Stork News

Art Brown, WDTV, Pittsburgh staffer, and the Mrs. welcomed Gregory Douglas on October 23.



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