

EQUIPMENT
PRODUCTION
STUDIOS

RADIO TELEVISION DAILY

SPONSORS
BUSINESS
AGENCIES

VOL. 59, NO. 36

NEW YORK, TUESDAY, MAY 20, 1952

TEN CENTS

DELAYS IN TV ALLOCATIONS FORECAST

Senate Gets Bill To Ban Radio And TV

Washington Bureau of RADIO DAILY
Washington—A resolution which bars television, radio, newsreels and the taking of still pictures at Senate committee hearings was introduced yesterday by Senator Pat McCarran (D., Nev.). The resolution was referred to the Senate Rules Committee for consideration.

A similar ban was imposed in the House by Speaker Sam Rayburn (D., Tex.) on February 24. In his resolution, McCarran said he was carrying out recommendations of the American Bar Association which met in Chicago in February
(Continued on Page 7)

Big TV Sales Made By CBS-TV Network

Representing four major sponsorships, \$6,175,000 in new billings has just been booked by CBS-TV, it was announced yesterday by Fred M. Thrower, vice-president in charge of network sales for the web.

The new sponsors are Pepsodent, Campbell Soup Company, American Cigarette & Cigar Co., Inc. and Owens-Corning Fiberglas Corp. Orders covering the new business were placed, respectively, through
(Continued on Page 6)

FCC Says Both Sides Must Get Equal Time

Washington Bureau of RADIO DAILY
Washington—The FCC Friday informed radio station KNGS, Hanford, Calif., that it is legally obligated to give Representative Clinton D. McKinnon (D., Calif.) air time equal to that afforded Senator Wil-
(Continued on Page 5)

Blind To 'See' Game With Aid Of Radios

Radio scores high today at Ebbets Field: Five hundred blind baseball fans and their seeing-eye dogs will be guests of the Dodgers for the game, and will "see" the game via radio—thanks to WOR's generosity in supplying portable sets for the visiting group which represents all ages.

Reinsch Accepts Bid To Aid Dem. Party

Appointment of veteran broadcaster J. Leonard Reinsch as TV head of the forthcoming Democratic national convention in Chicago was announced on Friday by Frank McKinney, chairman of the Democratic National Committee. Reinsch has been given a leave of absence as director of the Cox radio and television stations, in order to assume the supervision of all TV arrangements for the convention.



REINSCH

During the 1944 presidential campaign, Reinsch directed the broadcast activities of the Democratic party, and served as radio consultant to President Truman after he assumed office and has continued as radio-TV advisor to the party. He will serve without compensation.

Canada Official Forecasts \$100 Million TV Industry

Quebec—Charles Frenette, technical director of television for the Canadian Broadcasting Corporation, said here that in a few years television in Canada will be a \$100,000,000 business.

Speaking at the annual convention of the Quebec Province Corporation of Master Electricians,
(Continued on Page 2)

Atlantic Refining Drops Radio Pickup Of Football

Radio sponsorship of college football games has been dropped by the Atlantic Refining Company, which has broadcast games of leading colleges in the East, South and Midwest for the past 16 seasons. Decision to cancel all radio coverage of inter-collegiate grid games was due to the restrictions on telecasts of games set down by the National Collegiate Athletic Association, and Atlantic, which had been gaining

Baseball Talkathon Latest Radio Gag

Philadelphia—Something new in the way of a radio broadcast period has been announced by KYW. The new program will be an all-night "Baseball Talkathon," in which baseball fans will be invited to air their views from 11:15 p.m., to 5:00 a.m. Eddie Sawyer, manager of the Philadelphia Phillies, will join the station's baseball expert, Lee Allen, in answering telephone questions from the listeners.

New Advertising Agency Announced

Formation of a new advertising agency to be known as Lennen & Newell, Inc., with headquarters in New York, was announced yesterday. Established by Philip W. Lennen, co-founder of Lennen and Mitchell, Inc., and H. W. Newell, formerly a member of Geyer, Newell and Ganger, Inc., the new agency will have the present Lennen and Mitchell personnel as a nucleus,
(Continued on Page 2)

Floating 'Voice' Reports Success During Cruise

Greatly widened range for the Voice of America is assured, according to Captain Oscar C. B. Wey, skipper of its new floating transmitter, the USS Courier, in reporting on the success of the ship's three-month shakedown cruise in the Caribbean. Various tests of the broadcasting equipment showed that
(Continued on Page 2)

BMI Clinic Survey Indicates FCC Has Problem

Television broadcasters attending the first BMI program clinic at the Waldorf-Astoria Hotel yesterday were almost unanimous in the opinion that the FCC will require many months to implement the TV channel allocations and that only a few new TV stations will get on the air within a
(Continued on Page 3)

'R Day' Promotion Launched In Detroit

Detroit—Special "R Day" contest was launched yesterday by the United Detroit Committee, with all seven stations airing heavy schedules on contest rules in the wide-spread radio promotion. Stations comprising the committee, which was the originator of the now nationally famous "Wherever You Go"
(Continued on Page 5)

Broadcaster Association Formed In Washington

Washington Bureau of RADIO DAILY
Washington—A seven-letter organization—the American Association of Affiliated and Independent Radio & Television Broadcasters (AAAIRTB) was launched here
(Continued on Page 6)

Co-op Radio Web Being Considered

Washington — Peoples Broadcasting Corp. (WOL in Washington and WRFD in Worthington, Ohio) is mulling over the idea of offering through WOL, news and other services to stations in the Mid-Atlantic States on a cooperative basis. Stations in a direct line to Columbus, Ohio, have indicated an interest in tying-in with WOL and WRFD on such type of service, according to Herbert E. Evans, general manager of Peoples. Evans' statement was prompted by the sudden suspension of the Liberty broadcasting system's services.

considerable audiences in backing up its radio coverage with TV coverage, felt that it "could not conscientiously recommend radio broadcasts of college football without TV." The firm is planning a major program of telecasts of professional football in lieu of the college football program.
Atlantic, which was the first television sponsor of college football
(Continued on Page 5)



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FINANCIAL

(May 19)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	9 3/8	9 3/8	9 3/8	— 1/8
Admiral Corp.	26	25 7/8	26	— 1/8
Am. Tel. & Tel.	155 1/2	155	155	— 3/8
Avco	7 1/8	7	7 1/8	— 1/8
CBS A	34 1/2	34	34 1/2	+ 1/2
CBS B	34 1/4	33 3/4	34 1/4	+ 1/2
Gen. Electric	59 1/8	58 5/8	58 7/8	+ 1/4
Philco	29	28 3/4	29	+ 1/8
Philco Pfd.	88	87	88	+ 2
RCA Common	25 3/8	25 1/4	25 1/4	+ 1/8
RCA First Pfd.	78	77 1/2	78	— 1/8
Stewart-Warner	18 1/2	18 1/2	18 1/2	— 1/8
Westinghouse	36 3/8	36	36	— 1/8
Zenith Radio	74 1/4	74	74	— 3/8
NEW YORK CURB EXCHANGE				
Du Mont Lab.	15 3/4	15 1/4	15 1/4	— 1/8
Nat. Union Radio	3 1/8	3 1/8	3 1/8	— 1/8
OVER THE COUNTER				
	Bid	Asked		
Stromberg-Carlson	14 1/2	16		

Memorial Service

Special one-hour memorial program was held in honor of the late actor, Canada Lee, on WLIB, New York, Sunday from 7:00 to 8:00 p.m. The program featured Sugar Ray Robinson, Oscar Hammerstein II and Bill Stern, as well as a special recorded excerpt from Lee's last movie, "Cry the Beloved Country."

WFIL

560 kc • PHILADELPHIA

It's Not the Size...
It's the Selling Power!

ABC Affiliate—Rep: The Katz Agency

★ COMING AND GOING ★

DUNCAN McCOLL, KOA sales manager, is in New York City this week for annual visit to NBC spot sales and advertising agencies.

WALTER A. KLINGER, sales manager of Scandinavian-American Television Company, arrived Sunday from Copenhagen and is staying at the Hotel Commodore.

BOB BLAKE, publicity director of WOR and WOR-TV, is vacationing this week at his country home, Windy Hill Farm in Esperance, N. Y.

THOMAS H. DAWSON, general sales manager of CBS Television spot sales, is on a Southern business trip. He is at WBTV, Charlotte today, Memphis tomorrow and Birmingham on Thursday.

FULTON LEWIS, JR., Mutual commentator, is in Chicago today, Des Moines tomorrow, Chicago again on Thursday, and home to Leonardtown, Md. on Friday.

Floating 'Voice' Reports Success During Cruise

(Continued from Page 1)
broadcast signals of the ship had been heard as far away as Scotland while it was in Panama City, while further reports are expected to reveal reception at even greater distances. The Courier returned from the test cruise to the Hoboken shipyards of the Bethlehem Steel Company.

Reports made to the Voice showed that an audience of at least 160,000 people heard token broadcasts from Panama City, aired by a radio team from the Latin-American section of VOA. More than 5,000 people visited the ship while it docked in Panama City. An estimated 10 million people in Mexico heard another broadcast from Vera Cruz, highlighted by an address by the country's president, Miguel Aleman. Actual operation of the ship as a relay station for Voice programs beamed at Eurasia is not announced. The ship itself does not originate broadcasts, but serves as a relay point. Special device on the floating transmitter is a helium-filled barrage balloon which carries the antenna up to varying heights. Commissioned on Feb. 13 at the Hoboken shipyard, the cutter was officially launched on March 4 by President Truman in a special Voice broadcast while the Courier was anchored in the Potomac River.

Canada Official Forecasts \$100 Million TV Industry

(Continued from Page 1)
Frenette said that in time television will over-shadow radio. Although Canada at present has no television industry as such, there are about 85,000 receiving sets in southern Ontario, he said.

Paintings On Display

Nancy Ranson's paintings on Mexico are currently on view at the headquarters of the Mexican Government Tourist Commission in the International Building, Radio City. The paintings will be on display through June 2nd.

BERNARD MUSNIC, Eastern sales manager for WLW and WLW-T in Cincinnati, is in Boston on business for several days.

JOHN M. FABER, sales manager of grocery products advertising at WIP, Philadelphia, is in New York on business.

ED WALLIS, director of promotion and publicity for WIP, Philadelphia, was in New York yesterday, visiting Mutual.

DOROTHY MAGUIRE leaves New York for Omaha today via United Airlines. She will move on to Los Angeles on Thursday.

JOE E. BROWN flies to Los Angeles today via United Airlines.

LARRY HAEG, farm service director for WCCO, Minneapolis-St. Paul; SAM SCHNEIDER, farm editor of KVOO, Tulsa, Oklahoma; MAL HANSEN, farm editor of WOW, Omaha and FRANK ATWOOD, farm editor of WTIC, Hartford, leave this week on a tour of Europe and the Middle East as official representatives of the Mutual Security Agency. They'll return about July 1.

BENEDICT GIMBEL, JR., president and general manager of WIP, Philadelphia, is in New York today for a meeting of the Gimbel Brothers board of directors.

RICHARD CONTE arrives in New York today from Hollywood.

ROBERT D. WOLFE, vice president in charge of Kenyon & Eckhardt's Hollywood office, arrives in New York today for conferences at the home office.

LESTER GOTTLIEB, vice president in charge of network programs at CBS Radio, left New York last night for Hollywood on a business trip. He'll stay out West for several weeks.

New Advertising Agency Announced

(Continued from Page 1)
with plans calling for a greatly expanded program.

Newell will become president and chief executive officer of the new company, effective June 2, while Lennen will be chairman of the board of directors, and will also be supervisor of all creative work of the agency. All departmental facilities and personnel of Lennen and Mitchell will be augmented.

The radio-TV department of the new agency will remain the same as the Lennen & Mitchell staff, with additions expected as the new firm expands. Nicholas E. Keesely continues as vice-president in charge of radio and television, with Peter V. Keveson as copy supervisor for the department and Charles Harrell production supervisor.

All Lennen and Mitchell accounts will go under the aegis of the new firm, effective on the agency's incorporation June 1. Major accounts include Old Gold Cigarettes, Schlitz Beer, Tidewater Oil, Carstairs, Dorothy Gray, Ltd., Lehn and Fink Products Corporation, and Scripps-Howard Newspapers. The new agency was set up following the recent resignation of Ray Vir Den as president of Lennen & Mitchell, Inc.

Any misers in the house?



We mean time buyers who guard every dollar of their clients' advertising money. Time buyers who make every dollar do double duty when they buy radio.

In Baltimore, the station for them is WITH!

The reason why is simple: WITH's rates are LOW . . . and WITH's audience is BIG. You get more buying listeners-per-dollar than from any other TV or radio station in Baltimore.

And here's proof: WITH regularly carries the advertising of twice as many local merchants as any other station in town.

For just one good reason: WITH produces low-cost results!

Get the whole WITH story from your Forjoe man today!

W-I-T-H

IN BALTIMORE

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & COMPANY

TV Broadcasters Give Views At 1st BMI Program Clinic

(Continued from Page 1)

year. The TV broadcasters, representing station managers, program directors and public relations men, interviewed by staff members of RADIO-TELEVISION DAILY said that while the allocations hold tremendous promise for the industry the processing of applications will be slow. They indicated that competing applicants in many cities will necessitate hearings and these hearings will be scheduled in the next few months.

Business with the TV stations is good, the broadcasters opined. They attributed this to increased national spot, growing acceptance on the

Haverlin Innovation

When the BMI-TV clinic opens in Chicago on Thursday, coffee and sweet rolls will be served to registrants in the registration room. Taking note of the registration at yesterday's New York BMI clinic, Carl Haverlin, president of BMI, observed that many delays were caused by persons leaving for a cup of coffee, etc. No excuse in Chicago, however. That extra cup of coffee will be right there waiting, thanks to Haverlin.

part of local advertisers, and the sales impact of sight and sound.

Among the veteran broadcasters on hand for the two-day clinic were Gene O'Fallon of KFEL, Denver, and George Higgins, general manager, KMBC, Kansas City. Both broadcasters said their stations are in the process of making ready for television and that the clinic was an excellent source of information on the problems of TV operations.

The visiting TV broadcasters huddled between sessions to weigh the values of VHF as compared to UHF and to inquire regarding the comparative operating costs. Some of the broadcasters were of the opinion that UHF held promise in new TV markets and others felt that a VHF was more desirable if TV set circulation has already been established in a market.

Record Crowd Attends

Attended by a record-breaking group of more than 140 broadcasters and telecasters, the first BMI TV clinic opened the first day's session of a two-day meeting.

Highlighting the morning meeting was a speech entitled "Everytown Is Show Town. U. S. A.—Yeah?," presented by Robert D. Swezey, executive vice-president of WDSU, New Orleans, in which he took up to what degree any town

is economically capable of supporting one or more TV stations and is capable of providing local talent and program materials sufficient to program an appreciable part of a program schedule.

Turning to his network radio days, Swezey said he had often wondered whether it was not true that too many station operators had failed to sufficiently investigate and exploit the program possibilities of their markets.

Swezey Reports on WDSU-TV

In setting up WDSU-TV, three years ago, Swezey stated, the possibility to find out what the local market had to offer was suddenly confronting the station operation. In this case, after study of other market programming, the conclusion was reached that TV was a big industry and that the local station, if properly built, could be as important as any other institution in the civic, economic and social life of the community.

Swezey also said that the WDSU-TV heads feel that local programming will play a much more important part in TV than in radio and related a number of program-types, which would appeal to audiences in any American city. However, he pointed out, certain sectors of the land have interests highly developed because of local reasons and lend themselves to special shows such as hunting, fishing and other allied activities.

Streibert Presides

The morning session of the clinic was called to order by Theodore C. Streibert, president of WOR-TV, and chairman of the meeting.

Costs of film and techniques of buying were outlined by Bennett Larsen, vice-president and general manager of WPIX, who took as his topic, "Film Buying Film Cost and Problems of Film Operations."

He was followed by Charles F. Holden, assistant national director of TV for ABC who spoke on "Brass Tacks of TV Production."

Following luncheon at which Carl Haverlin, head of BMI, presided the afternoon session heard from Philip Lasky as chairman, speaking on the economy of building a TV station, and from Roger Clipp, manager of WFIL-TV, Philadelphia, who spoke on "News Reel Operation."

Other speakers in the afternoon included Ralph Burgin, program director of WNBW, Washington whose topic was "Low Cost Local Music and Participation Shows Vs. Film," and Ted Cott, vice-president of WNBW, who spoke on "You May Be Seen—You've Got To Be Heard."

Roger Clipp, manager of WFIL-TV, speaking on "Newsreel Operation," outlined the working routine of, and the equipment needed by a TV newsreel unit. His main points were: sources of program material, the working staff; the revenue possibilities of a newsreel unit; the space and equipment requirements and the basic costs involved.

Weylin Hotel

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- Homelike Rooms
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- Traditional Hospitality

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TV OR NO TV RADIO STATION KFWB

LOS ANGELES

SOLD OUT COMMERCIALS!

BECAUSE
RESULTS COUNT!

These Entertaining Disc Jockey Salesmen GET SALES RESULTS!

BILL LEYDEN • BILL ANSON • JOE YOCAM • MAURICE HART
RED ROWE • FRANK BULL • LARRY FINLEY

These Factual Newscasting Salesmen GET SALES RESULTS!

GUY RUNNION • DAVE BALLARD • LESLIE CLAYPOOL

These Vibrant Sportcasting Salesmen GET SALES RESULTS!

MARK SCOTT • HAL MOORE

Yes... TV OR NO TV

ONLY RESULTS COUNT...
THAT'S WHY ADVERTISERS SPECIFY

The Station
with the
BUYING-AUDIENCE

KFWB

NATIONAL REPRESENTATIVES THE BRANHAM COMPANY

CHICAGO

By FRANCES CLOW

THE CHICAGO Theater of the Air closed its twelfth consecutive operetta and grand opera season Saturday, May 17, with the presentation of "The Vagabond King" over WGN and the Mutual network. Beginning this Saturday will be the Chicago Theater of the Air Spring and Summer series, featuring appearances by Chicagoland artists. Col. Robert R. McCormick will continue his weekly addresses during the Summer programs. Henry Weber will direct the orchestra and chorus for the weekly broadcasts.

Sarra, Inc. has created a new series of three 60-second film commercials for Lanolin Plus Cosmetics who have entered TV in a number of Eastern and Midwestern cities. The series was produced for Consolidated Cosmetics, makers of Lanolin Plus products, through Tim Morrow Advertising.

"Top O' The Weather," presented by Russ Reed who is correct in his weather predictions 82 per cent of the time, is to be sponsored by The Carrier Air Conditioning Company each Monday on WENR-TV. Carrier sponsorship started May 12, and the business for 13 weeks was placed through Frederick Asher, Inc.

Third songstress to guest on Don McNeill's ABC "Breakfast Club" is Fran Irvin. Miss Irvin, who was born in Amarillo, Texas, was formerly a singer with Tommy Dorsey's band.

Eddie Fritz, radio and television director for the W. E. Long Advertising Agency, is spending a week in Colorado Springs to personally supervise the shooting of some special TV commercial films.

Milton Blink, executive vice-president of United Television Programs, Inc., announced the first steps of a special programming aides service for new television stations. The object of the plan, which will be outlined in brochure form within sixty days, will provide new TV stations with a basic programming guide which emphasizes the use of film shows. Also offered will be general programming suggestions for new TV stations as the brochure will not be devoted exclusively to TV film.



By TED GREEN

● ● ● First BMI program clinic on TV at the Waldorf-Astoria yesterday brought out old guard broadcasters and a lot of new faces. . . . Among the radio veterans on hand were Bill Hedges of NBC; Dave Driscoll of WOR; Sam Slate of WCBS; Roger Clipp of WFIL; Murray Arnold of WIP; Bob Swezey of WDSU, New Orleans; Jules Seeback, WOR; Ben Larson, WPIX. . . . Joel Chaseman of WAAM, Baltimore, just back from a Mediterranean cruise with the Navy, was among the younger TV executives on hand.

☆ ☆ ☆ ☆

● ● ● Don Weill, Benton & Bowles account executive for Prell shampoo did a daring, but unusual TV commercial direct from a Fifth Avenue dept. store. Women shoppers were asked to select which side of a model's head was Prell shampooed . . . they all chose Prell pronto. . . . Marvin Schaffer, supervisor of the video production unit, Emil Mogul Company, Inc., happy about the coming addition to the family this October. . . . "The Kathi Norris Show," via DuMont, has launched a series of 10 programs on Geriatrics, a study of old age. For the next few months, Kathi will regularly present prominent authorities on housing, employment, food, and other matters of concern to more than 53 million Americans over 40 years of age. . . . Young Dick O'Dea (whose father is president of radio station WOV) has his own way of keeping the call letters in the championship class. Dick, who had named his boat "Miss WOV," raced her to top position in her class as proven by the trophy he was awarded last week.

☆ ☆ ☆ ☆

● ● ● Sensation-of-the-weekend is the way Gramercy Record's "Hootin' Blues" by the Sonny Terry Trio, has caught on with the top local jockeys. Martin Block, Art Ford, Vince Williams call it "best novelty in many, many a week"; forecast it among the top ten before the month is out. . . . TV scripter Leona Johnpoll and pianist Stan Freeman, who's featured on the Kathi Norris DuMont show, have written the sketches and music for a new Broadway musical revue, "Varieties," which Sam Zausner will produce on Broadway this Fall.

☆ ☆ ☆ ☆

● ● ● Tip to TV producers looking for the soigne scene for exterior shots. Walk down East 57th Street—stop at No. 400, and you will find the right background material for your opus. However, if you find yourself hungry, don't hesitate to enter—Frank and Alice Fernandez also know the business of catering to the "interior." . . . Congratulations to Joan Kingsbury for her promotion at NBC. Formerly with network sales, Joan has been upped to production assistant on "Music Through the Night," assisting Lee Jones.

☆ ☆ ☆ ☆

● ● ● Marie Dubs (Miss Color TV) is really living since her nephew bought a piece of the Cromwell Drug in Radio City. . . . Joe Hevesi, who writes the commercials, which won U. S. Steel its Michael for the best commercials in radio, used to write the Major Bowes program in addition to the Chrysler commercials. . . . ABC organist, Rosa Rio, will present an organ recital with stories by Ted Malone at Unity Center tonight at 8 p.m. . . . Arthur Van Horn's new ABC program, "I Cover the Story" is a sparking interview session with the country's ace reporters that should be televised, too. . . . Marcia Kuyper, program assistant to Bill Hobin, director of Max Liebman's "Show of Shows," just been promoted to associate director—couldn't happen to a nicer gal!—good luck, Marcia.

☆ ☆ ☆ ☆

SOUTHWEST

CHARLES BASKERVILLE is the new manager of KRIC, Beaumont. He was formerly of Tampa, Fla. Baskerville will replace Les Ryder who becomes manager of KPBX, Beaumont. Virginia Ryder, program director of KRIC will also have the same post at KPBX. J. M. Gilliam, manager of KPBX has announced that the Ryders have purchased a substantial number of shares in KPBX.

Dave Hubbard, producer for WOAI-TV, San Antonio has received a Lieut. Junior Grade Naval Reserve commission, for which he applied about two years ago. Hubbard served with the Marines during World War II.

Norvell Slater, who sings a hymn six mornings a week on the "Early Birds" on WFAA, Dallas, will add the seventh morning, Sunday, to his schedule. He will be narrator of "Hymns We Love" a half-hour program of favorite recorded gospel songs, sacred folk songs and Negro spirituals and hymns. Slater is now in his fifth year as director of music for Lakewood Baptist Church in Dallas.

Barry Lloyd, disk jockey for KCUL, Fort Worth, is perched atop a six-foot square enclosure, which was built for him on the LaGraves Field's center field flagpole. Lloyd will try and establish a new flag pole sitting record. He has a telephone and a microphone with him in his booth.

"Darts for Dough," telecast on KPRC-TV, Houston, each Wednesday has a complete new cast starting this week. Dick Gottlieb will be master of ceremonies, paymistress will be Peggy Clifford and Carl Mann will handle the announcing chores. Telecast will be seen for three weeks, then give way for a baseball telecast series and then return for another three-week series for the remainder of the baseball season.

James R. Curtis, head of KFRO, Longview, and an attorney, has announced that he will be a candidate for Congress from the state of Texas in the coming elections.

Robert M. Baird, former assistant commercial manager of KRLD-AM-FM-TV, since Jan. 1, 1950 has been named manager of the Dallas office of John E. Pearson Co. Baird was also manager of KTXL, San Angelo.

Jack Roth and his wife, Laverne, he's son of Eugene Roth, head of KONO, San Antonio, on a vacation trip to California. They are keeping the station staff posted on their trip via postcards.

WFIL

560 kc PHILADELPHIA

Operating at 560 kilocycles, WFIL's 5,000 watts provide coverage equal to 100,000 watts at double the frequency . . . 1120 kilocycles.

ABC Affiliate—Rep. THE KATZ AGENCY

MERRILL E. JOELS

Actor-Announcer-Narrator
Radio - TV - Stage
Commercials - Spots
Slide Films - Kiddie Discs
Trick Voices

MU. 8-6600

Dunville Says Radio Best For Farm Market

Cincinnati—The most effective and economical way of getting to the difficult-to-reach farm market is through radio, according to Robert E. Dunville, president of the Crosley Broadcasting Corporation.

Dunville, citing statistics and material garnered by the WLW research department, said that not only are farm income and savings up but that ready cash is available and intentions to purchase top the city market.

As an example Dunville pointed to the home freezer market. More than 10% of farm families plan to buy such equipment, he said, compared to a little more than 4% similarly minded city families.

The Crosley chief called the farmer the current American capitalist and the "owner of his own destiny and property," and said that the average farmer is worth approximately \$25,000.

In spite of his good credit, Dunville said, the farmer usually pays cash for his truck, tractor and other expensive items. He added that more farm children are going to better schools and colleges than ever before.

FCC Says Both Sides Must Get Equal Time

(Continued from Page 1)

William F. Knowland (R., Calif.), since March 5.

Station KNGS had been carrying Knowland's "Report from Congress" each week and McKinnon, a candidate for both the Democratic and Republican senatorial nominations, had asked for like time for similar purposes.

FCC Chairman Walker said Knowland is a legally qualified candidate, therefore KNGS is obligated to give time to McKinnon under the law providing equal broadcast opportunity for legally qualified candidates.

John D. Ewing

Shreveport, La.—John D. Ewing, editor and publisher of The Shreveport Times and president of the International Broadcasting Corporation, died on Saturday of a heart attack suffered while flying in his private plane. Stations owned by International are KWKH in Shreveport and KTHS in Hot Springs, Ark. He is survived by a son John D., Jr. and Mrs. Helen May Clay, wife of Henry Clay, manager of station KWKH.

YOUR NEXT JINGLE

Should be sung . . . or written by

LANNY & GINGER GREY

"Jingle Specialists"

1295 Madison Ave., New York 25
ENright 9-7777

Atlantic Refining Drops Radio Pickup Of Football

(Continued from Page 1)

games, having sent out its first program in 1940 over an experimental Philadelphia station, is blocked from telecasting any college games due to the sponsorship limitations set down last Fall, as the firm is a regional advertiser. Among colleges released from TV agreements by the company are Princeton, Pitt, Penn State, Duke, Syracuse, Harvard, Yale, Boston College, Brown, Colgate, Dartmouth, Franklin and Marshall, Navy and North Carolina. All or most of the football schedules of these and other colleges were covered last Fall by radio sponsored by Atlantic, with over 115 college grid games broadcast during the past season.

Not Adapted to Needs

"As the public interest in college football has gradually swung from radio to television, it has become increasingly apparent that when the television of college football could no longer be adapted to the needs of our client, Atlantic Refining Company (and other regional advertisers) we would be out of college football," the Atlantic ad agency, N. W. Ayer & Son, Inc., stated in its announcement to the various colleges. "Last year your television rights were placed in the hands of the NCAA TV Committee, whose objective was to test and determine how college football could be televised with the least harm to the gate. We regret that the committee decided that this test could best be conducted by a single national sponsor.

"It appears that the NCAA pat-

Omaha Ad Club Elects Radio Man

Omaha—The Omaha Advertising Club has elected Harold Soderland, commercial manager of KFAB (Omaha), president, the first radio man to gain that office. He succeeds Clete Haney of Bozell & Jacobs.

Other officers elected by the club are: Edwin C. Schafer, Union Pacific Railroad, first vice-president; William J. Newens, KOIL (Omaha), second vice-president; and John J. Henry, Better Business Bureau, secretary-treasurer.

tern for 1952 is developing along substantially the same lines as 1951. We cannot conscientiously recommend radio broadcasts of college football without television. Audience studies made last year showed that regardless of the importance of the game on radio, the game televised has an average of nearly four times the audience even though it was in some cases being brought from a remote area. Our conclusion was that even our radio broadcasts of games of great local interest were not sufficiently strong to overcome the interest in televised games."

Atlantic, through the Ayer agency, began sponsoring radio broadcasts of college football games in the Fall of 1936, doing a play-by-play account of games of 24 colleges. It was the first time that many of these colleges had permitted commercial sponsorship of their games, and most of them continued their close relationship with Atlantic and Ayer until the present. Since its initial 1940 experiment with TV, the company has continued its development of TV coverage of college football on an increasing scale, up to the past season when the NCAA program blocked it from further activity.

'R Day' Promotion Launched In Detroit

(Continued from Page 1)

—There's Radio" campaign, are CKLW, WEXL, WJBK, WJR, WKMH, WWJ and WXYZ.

Open to all listeners except radio station employees, their families and firms associated with the special promotion, the contest embodies writing in 25 words or less on the theme, "I Like Radio Because . . .", giving the importance of radio in one's own daily life, its effect on others and other aspects of the topic. Entries will be judged on originality and aptness of thought and will become the property of the United Detroit Radio Committee. May 31 is closing date for the contest, with winners to be announced during the first week of June, it was reported.

A brand new Packard sedan plus a week's stay in the Presidential Suite of the Statler Hotel is the grand prize. Other awards for a total of 20 lucky winners include: second prize, two-week vacation at the Surf Comber Hotel in Miami, flying both ways via North American Airlines; third, a 13-ft. deep-freezer filled to capacity with A&P meats and foods; fourth, a seven-day cruise to Duluth aboard the SS South American; and 16 portable Motorola radios to the next 16 winners.

GREAT MOTION PICTURES ARE PROCESSED BY PATHÉ

Pioneer TV Film Producer FRANK WISBAR says:

"Our TV film specifications are the most exacting in the field. Pathé Labs always give us what we want."



Frank Wisbar's famous pioneering TV venture is Procter & Gamble's "FIRESIDE THEATRE" which is processed by Pathé. Can we be of service to your TV department?



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Live contacts. Heavy background in television programming, syndicated films, radio and motion pictures. Can coordinate promotion campaign with sales program. Bursting with ideas. Exceptional references. Single, 34, personable.

Write Box No. 226
RADIO DAILY - TELEVISION DAILY
1501 Broadway, New York 36, N. Y.

Big TV Sales Made By CBS-TV Network

(Continued from Page 1)

McCann - Erickson, Inc.; Ward Wheelock Co., Inc.; Sullivan, Stauffer, Colwell & Bayles, Inc. and Fuller, Smith & Ross, Inc.

Pepsodent has purchased two quarter-hour periods, Tuesday and Thursday, 7:45-8:00 p.m. EDT, effective July 1, for a show to be announced later. Campbell Soup has bought three daytime half-hours, 2:30-2:30 p.m. EDT, Monday-Wednesday-Friday, effective Sept. 15, for "Double or Nothing." (The "Garry Moore Show" will be continued as an hour program, 1:30-2:30 p.m., Monday through Friday, until Sept. 15, when it will assume a half-hour format, 1:30 to 2:00 p.m. EDT). Pall Mall has taken the Tuesday and Thursday periods of "Douglas Edwards with the News," 7:30-7:45 p.m. EDT, effective July 1, and Owens-Corning Fiberglas has purchased two quarter hours of the "Arthur Godfrey Time" simulcast, effective Sept. 2, 10:00-10:15 a.m. EDT.

Kavanagh Heads AP Group In Nebraska

Lincoln, Neb. — Walt Kavanagh, news director of KOWH, Omaha, was elected chairman of the Nebraska Associated Press Radio Association at its meeting last week, held in conjunction with the annual meeting of the Nebraska Association of Radio News Directors. Other NAPRA officers named at the session are: secretary, E. E. Makiesky, correspondent supervising AP radio operations in the state; and Jack Rogers, news director of KBRL, McCook, vice-chairman of the Nebraska Associated Press Radio Association.

Nebraska stations provided record news contributions during the year, reported Makiesky, who stated that every member radio station in the state contributed news to the press association's file and that they exceeded contributions of all previous years. Citing the outstanding job done by KBRL, Makiesky said the McCook station "ranked within the top 10 AP news contributors in the nation."

Businessmen Will Man Radio Station

Members of the Junior Chamber of Commerce at Lafayette, Indiana, will have their day tomorrow at station WASK, taking over the announcing chores for the day. Businessmen will read their own commercials, the weather forecaster will handle the weather reports and others will announce shows. Bob Poole on his MBS show will note the occasion by doing a take-off on the Lafayette businessmen.

AGENCY NEWSCAST

... personnel, sponsors and notes

ATHERTON AND CURRIER AGENCY announces appointment of the following as vice-presidents: William T. Tieman, in charge of media; J. Dennis Molnar, director of copy and plans; and John P. Atherton, in charge of radio and TV production.

ERNEST A. HOLMES has joined Marschalk and Pratt Company, as manager of the market research department. He formerly held executive positions with Warwick and Legler, Inc., and the Kudner Agency, both New York, and the Chicago office of Young and Rubicam, Inc.

PAUL L. SCOTT has been appointed vice-president and general manager of Guastella - McCann - Erickson, S. A., Mexico City. He was formerly general manager of the Mexico City branch office of Grant Advertising.

ANDREW J. GRAY, former community relations manager for Lever Brothers Company, has been named a full partner in T. A. McNerny, Inc., Washington public relations firm.

H. W. FAIRFAX AGENCY has readied an expanded campaign for Fluffium, new soil conditioner product of Henry A. Dreer, Inc., Philadelphia.

MARION OETTINGER PORTER is new group copy chief at Morey, Humm & Johnstone, Inc., having previously been ad manager of Russeks.

J. WALTER THOMPSON COMPANY is readying a large-scale Summer promotion for French's Mustard.

WILLIAMS-FALKENBORG ADVERTISING ASSOCIATES has merged with Walter Wiley Advertising, 103 Park Ave.

JOHN STANTON & SON ADVERTISING AGENCY has moved to 110 Washington St.

HIRSCH AND RUTLEDGE ADVERTISING AGENCY has been retained by Old Dutch Coffee. Both firms are in St. Louis. Granville Rutledge, executive vice-president of the agency, will handle the account.

GREY ADVERTISING AGENCY is handling the \$1,500,000 1952 ad campaign of Van Heusen Shirts, with more than a third of the ad budget going into the Century shirt, first introduced two and a half years ago.

ANNUAL PHARMACEUTICAL ADVERTISING CLUB DINNER will be held Friday evening at the Waldorf-Astoria.

JOHN FALKNER ARNDT & COMPANY, Philadelphia, has moved its own building at 160 North 15th St. The agency is currently celebrating its 28th anniversary.

LEWIS ADVERTISING AGENCY has been appointed by the Farris Engineering Corporation, Palisades Park, N. J., effective July 1. Charles H. Kinzel is account executive.

HAROLD FRAZEE will head up the new drug and cosmetic division of Scheideler, Beck and Werner, Inc. Long-time specialist in marketing drug store products. Frazee was recently president of Wiley, Frazee & Davenport, Inc.

CHARLES H. BARTELS has been named advertising manager of New York's Rubsam & Horrmann Brewing Company, and will direct promotion on the brewery's new Crown Premium Lager Beer.

JACK BUCCHOLTZ has been appointed director of radio and television for the Kenneth Rader Company. He formerly was TV program director of William Warren, Jackson & Delaney, Inc.

KATHARINE D. FRANKENSTEIN, librarian for BBD&O, has been elected chairman of the Council of Advertising Agency Librarians. Other new officers are vice-chairman, Edith E. Becker, of Ted Bates & Company; and secretary, Martha O'Leary, Benton & Bowles, Inc.

PECK ADVERTISING AGENCY will continue to handle the radio-TV advertising for Howard Clothes. The newly-created ad department of the firm will handle copy for newspapers.

STREET & FINNEY, INC. has been retained by the Florient Aerosol Air Deodorant division of Colgate - Palmolive - Peet Company. William G. Johnston is account executive.

HOWARD STAPF, former production manager of Hicks & Greist, Inc., will now take over new duties as art buyer for the agency.

BACHMAN, KELLY & TRAUTMAN, INC., Pittsburgh, will handle advertising and promotion for Donahue, Pape & Rutledge, Inc., investment brokers of the same city.

ROBERT FERTIG has joined Lewis Advertising Agency, Newark. He formerly was with Reiss Advertising Agency.

BADGER, BROWNING & PARCHER ADVERTISING AGENCY, Boston, will direct promotion for the Webster Company, North Attleboro, Mass., manufacturer of sterling silver products.

ABC-UPT Hearings In Twenty-First Week

Washington Bureau of RADIO DAILY

Washington — The twenty-first week of the ABC-UPT hearings began here yesterday with Arthur Levey, Scophony executive, on the stand for the third consecutive day. A Levey memo, dated October 6, 1943, was introduced and seemed to offset some of the government's apparent contention that Paramount has stood in the way of television advancement. The memo said in part:

"I have had occasion before to refer to the invaluable assistance given by Mr. Paul Raibourn (Paramount executive), who has always unhesitatingly been willing to discuss with me our problems to give this company (Scophony) the benefit of his very wide experience in the television field. I have again to express appreciation to Raibourn for his very sound advice in the matter of patent procedure."

Broadcaster Association Formed In Washington

(Continued from Page 1)

Friday with Gordon P. Brown, owner-manager of WSAY, Rochester, N. Y. as president.

Brown told a press conference that he and the newly-formed organization will "vigorously" press for Congressional legislation giving exclusive rights to those paying for radio and TV productions to say what rebroadcasting use may be made of them.

April-May Business Highest For KECA-TV

West Coast Bureau of RADIO DAILY

Hollywood — With more than a half-million dollars in new business signed up last week, KECA-TV has piled up the largest two-month billings in its history, it was announced by Phil Hoffman and Frank King, manager and sales manager of the station.

The April-May totals are the greatest since the station went on the air in 1949 and the two station executives said that June local and spot business appears to be very encouraging.

CBS To Present Bird Calls On Show

Some 14 bird-call recordings, made by the Laboratory of Ornithology, Cornell University, will provide the theme for CBS Radio's "Your Invitation to Music," Sunday, May 25 at 2:30 p.m. Program will feature the bird songs of great composers, with host James Fasset clarifying the complexities of several of the calls by playing them in "slow time."

Chicago Adv. Forum Will Hear Executives

Chicago — Third annual distribution and advertising forum of the Chicago Tribune, to be held today and tomorrow in Studio One of WGN, will feature three advertising executives as keynote speakers, including W. A. Bles, vice-president of Avco Manufacturing Company; J. Sidney Johnson, director of trade relations for National Biscuit Company; and Milton H. Biow, president of the agency bearing his name.

Bles will open the first forum session this afternoon, with a talk on "How the Marketing Revolution is Affecting Durable Goods Selling and Advertising." Following his address, there will be a panel discussion on the subject by the following executives: A. M. Sweeney, assistant general manager of GE major appliance division; L. W. Stratton, divisional vice-president of Wieboldt Stores, Inc.; C. F. Parsons, vice-president and general manager of Zenith Radio Distributing Corp.; Robert Sampson, vice-president, The Sampson Company; Otis L. Waller, director of Western Avenue Buick Sales Company; and Theodore Weldon, vice-president of J. Walter Thompson Company.

At Wednesday morning's second session, Johnson will open the discussion of "How Current Trends in Non-Durable Goods Selling Make Brand Names Increasingly Important." Sidney R. Bernstein, editor of Advertising Age, will moderate a panel comprised of the following: W. S. Shafer, vice-president of Armour & Co.; George L. Clements, president, Jewel Tea Company; Robert F. Elrick, president of Elrick, Lavidge & Co.; C. R. Orchard, mid-west district drug sales manager for McKesson & Robbins, Inc.; Meyer Kestnbaum, president of Hart Shaffner & Mark; David Mayer, president of Maurice L. Rothschild & Co.; and Melvin Brorby, of Needham, Louis and Brorby.

Selling Real Estate By Radio At KDYL

Selling real estate by radio has been undertaken in an aggressive campaign in Salt Lake City by Capson Realty Company in a new quarter-hour quiz show, "Dial-A-Home" on KDYL. The show is being backed by large-scale promotion and merchandising, via window displays of a huge flashing telephone and the current questions and answers, plus smaller telephone cutouts in salesmen's cars and desks and realty ads in local newspapers.

★ ★ TELE TOPICS ★ ★

WITH the CBC in Canada completing arrangements for Montreal and Toronto TV, A. D. Dunton, chairman of the Canadian Broadcasting Corporation, has announced that the next two cities north of the border to have television will be Quebec and Ottawa. However, he stated, due to technical difficulties, it is not expected that the latter two cities will have TV before 1954. Dunton's remarks were made at the meeting of the board of governors of the CBC, held last week in Quebec.

★ ★ ★ ★
EFFECTIVE June 6, "Trouble With Father," starring Stuart Erwin, has been renewed for 52 weeks over ABC-TV. Program is televised at 7:30 p.m. and sponsored by General Mills, Inc., via Dancer-Fitzgerald-Sample, Inc. . . . John Drinkwater's "Abraham Lincoln," to be seen on Westinghouse Studio One program, Monday, May 26, at 10:00 p.m. over CBS-TV, will find Judith Evelyn and Robert Pastene in the featured roles. . . . For "exemplifying in an extraordinary manner a spirit of service and consideration in the time of emergency and human need," WOW and WOW-TV, Omaha, have received a citation from the Salvation Army for the station's fund-raising job during the recent Missouri River flood emergency. Other stations to be cited include KOIL, KFAB, KMTV, KBON, KOWH and KSWL.

★ ★ ★ ★
TODAY'S TV PERSONALITY: VICTOR ALLAN, program service representative for CBS-TV, has been in the broadcasting business since 1940. He first joined NBC after graduation from the School of Drama at the University of Wisconsin. After war service, which saw him enter the Army as a private and rise to a lieutenantcy and finally found him in charge of the Korean Broadcasting System, Vic returned to this country in 1947 to join CBS. He was first connected with network operations. In his present capacity, Vic is senior trouble-shooter and liaison man between the network and the sponsoring agencies. Among the programs he presently services are "Schlitz Playhouse of Stars," the "Bert Parks Show," "Claudia," and the "Perry Como Show." Vic is married to Kathleen Ankers, the scenic designer.



ALLAN

★ ★ ★ ★
JACK BENNY winds up his season on June 1, with his show on CBS-TV from Hollywood, to be presented in the East at 7:30 p.m. For the 1952-53 season, the comic will present ten programs, in place of the six during the 1951-52 cycle. . . . Preview of the 1953 Atlantic City "Miss America" pageant will be presented over WPIX for ten weeks, starting on Thursday, May 29, when the station will televise the competition to select "Miss New York City." . . . WENR-TV, Chicago, will start operations two hours earlier, starting Monday, May 26. At that time the Windy City outlet will inaugurate a Monday through Friday schedule, commencing at 10:00 a.m. . . . Norman and Irving Pincus have obtained clearances from the Authors League for the use of material by Pearl Buck, Ernest Hemingway, Noel Coward, Fanny Hurst, Irving Stone, John O'Hara, John Steinbeck and Eric Ambler.

★ ★ ★ ★
NIELSEN ratings for the two weeks ending April 26 show "I Love Lucy" in the top spot with a 63.9. Second position and third as well are held by Arthur Godfrey, with "Scouts" rated a 53.5 and "Friends" a 49.0. . . . Roy Rogers, "King of the Cowboys," via NBC-TV will headline the 1952 World Championship Rodeo in Madison Square Garden next Fall, according to an announcement yesterday by Ned Irish and Art Rush, Roger's manager. . . . WAAM, Baltimore, has announced that the station's "Terrace Studio," in use since 1949, is being enlarged to accommodate Little League baseball.

Senate Gets Bill To Ban Radio And TV

(Continued from Page 1)

right after the Rayburn ban was imposed.

Chairman of the Senate Rules Committee is Senator Carl Hayden (D., Ariz.). Hayden states that he has no "fixed opinions" on the bill and would welcome testimony by interested parties. He added that TV could waste time when senators were rushed, but might be admissible when Congress had more time.

The McCarran resolution, in addition to barring radio and TV, newsreels and still picture taking, would also ban recording for future use. Photographs would be allowed before and after the hearing if the witness consented.

The Senate Judiciary Committee and the Internal Security subcommittee, which McCarran heads, have previously banned radio and TV.

One member of the Senate Rules Committee, Senator A. C. Mike Monroney (D., Okla.) said televising should be left to the discretion of the committees, but at the same time opposed the "hippodrome" atmosphere created at hearings which were televised.

Utley Gets Citation

Clifton Utley, NBC radio and TV commentator, was cited by the National Conference of Christians and Jews for his contributions to better human relations. The annual award, presented by NCCJ vice-president L. K. Bishop on Friday, commended Utley for "his major contributions to the ideal of world brotherhood, both in his warm understanding of various national attitudes and in his honest, lucid expression of the understanding to a wide radio, television and newspaper audience."

Theater TV To Show Championship Fight

Theater television has exclusive rights to the forthcoming world light-heavyweight championship bout on June 23, between Sugar Ray Robinson, world middleweight champion, and Joey Maxim, light-heavyweight champ. It was announced yesterday by Nathan L. Halpern, president of Theater Network Television, Inc., and James D. Norris, president of the International Boxing Club. TNT anticipates from 40 to 50 theaters to be included in its telecast of the fight from Yankee Stadium, with additional theaters to be added if telephone companies clear facilities for the special telecast.

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COAST-TO-COAST

Listeners Tip Station

New Brunswick, N. J.—Since February, WCTC listeners have been invited to act as news reporters. Each month, a cash award is presented to the WCTC listener who gives the station's news department the best news tip. In February, a listener gave an eye-witness account of the February 11th Elizabeth plane crash. In March, as a result of a listener's tip, WCTC broke the story of an early morning murder here, and the April award went to a Sayeville man who reported a serious chlorine gas explosion in his hometown minutes after it occurred.

Upped To Editor

Youngstown, O. — Gene Starn, WKBN newsman since 1950, has been upped to the post of news editor at the station. Starn came here from WAKR, Akron, O. He is taking place of Don Smith, who has returned to Columbus, O. because of family illness.

This Is Work?

Baltimore, Md.—A new twist has been added to a record program heard over WFBR. Ralph Phillips and Bill LeFevre will originate their "Melody Ballroom" from the pool-side of Meadowbrook from June 2nd through August 29th. They will set up their ambulant turntables, don their swimming trunks and continue their chatty talk with anyone who sounds interesting. The idea brought new business to the station for the Summer. To kick it off, a mystery contest was run about the "big move for the Summer," and tax-free passes to the pool are currently being given out to anyone who guesses the top three tunes each week.

Farm Directors Meeting

Little Rock, Ark.—KLRA was host to radio farm directors from five states for the recent annual Spring meeting, Region 6, NARFD. Twenty farm directors from Arkansas, Louisiana, Missouri, Oklahoma and Texas met at the Hotel Marion here on May 9th and 10th. Highlights of the meeting were a visit to Lonoke County Fish Farms, one of the state's newer agricultural industries, and demonstration of a 4-wheel-drive tractor developed by an Arkansas farmer.

San Francisco's Pioneer
Television Station

KPIX
CHANNEL 5

CBS and Dumont Networks

Represented by
THE KATZ AGENCY

California Commentary

By ETHEL ROSEN

● ● ● Arch Presby, better known as "Uncle Archie," has been signed as announcer and "assistant gagmaster" for NBC's new "Johnny Dugan TV Show." Eddie Baxter will supply the music. . . . Jo Stafford returns from Europe in late June, may appear at the Palace Theater, New York, before returning to Hollywood. . . . It's hands across the nation

Hollywood

for Mr. BIGS of radio. When John Poole's KBIG flashes its first signal from its Catalina transmitter late this month, it will air a congratulatory program from a station of similar identity. WBIG, Greensboro, N. C., has recorded and shipped to Poole a special show with the station personalities to welcome KBIG into the nation's radio picture. . . . Larry Cotton is filling in on the KHJ-TV "Mama Weiss" show for Eddie Coontz who was called to Oklahoma by the death of his father. . . . Patti Page in New York to discuss plans with CBS about originating a series of "concert remotes" during June, July and August, which will feature Patti emceeing a half-hour of songs each week from a different city she'll be playing while on tour. . . . All-American Glenn Davis and Ford Pearson, well known sports announcer, are teaming for a weekly TV sports series packaged by Larry Cotton. . . . Marvin Miller will do a movie by Academy Films for the Navy . . . and, Don Wilson, announcer on "The Jack Benny Show" has been signed by 20th Century-Fox for a role in "Niagara." . . . A simultaneous tour of the Coast and of ABC affiliates will comprise a three-week vacation for ABC Pacific newscaster Bob Garred beginning June 8. . . . Korla Pandit will be presented in two concerts this month, May 23, at the Long Beach Municipal Auditorium, and May 27, at the Wilshire Ebell Theater. Both concerts will present Pandit under the auspices of Louis D. Snader, in association with Phil Bloom. He is a star of Snader Telescriptions. . . . Betty Hutton and Perry Como got together last week at the RCA Victor Eastern recording studios to make recordings.

☆ ☆ ☆ ☆

● ● ● Frank Fontaine has created a new character for his half-hour CBS starring airshow which begins shortly, and will introduce his radio fans to "Fred Fromp," a happy-go-lucky, fast talking individual, a complete contrast to his "John L. G. Sivoneeey" character. . . . Jean Hersholt, in the East for the Dr. Christian show's 15th, presented the Library of Congress with rare items from his Hans Christian Andersen collection. The items were a part of Hersholt's \$75,000 Anderseniana collection which he has willed to the Library "in gratitude for all this country has brought to my family and me." . . . Curt Massey, Martha Tilton and Country Washburne all appear in Look magazine, Photo Crime Feature, out today.

☆ ☆ ☆ ☆

● ● ● WEEKEND MEMORY: Danny Thomas deserves a special citation for finding the answer to protect his "All-Star Revue" with generous audience reaction. . . . Danny had a "test audience" during dress rehearsal that was apparently more interested in the technical operation, cameras and lights, than the personalities and material they came to witness. . . . So, Danny Boy did a sensational ten-minute warm-up before show time with a fresh audience, giving them songs, monologues and jokes in intimate nite club style—with a clever appeal to the studio guests not to mislead the nationwide TV audience by diverting their attention to the mechanics of the show from the show itself. . . . Result: A show with plenty of bounce! . . . The weekend TV scene was properly punctuated with Donald O'Conner's final commitment for the season on the "Colgate Comedy Hour" Sunday. . . . The town is still talking about his sensational take-off on Charlie Chaplin in a specially produced film clip. . . . Ernie Glucksmann can also take a bow for his production and directing efforts on the show.

☆ ☆ ☆ ☆

PROMOTION

Market Directory

Vital statistics on Canada's third largest market are contained in a comprehensive, well-prepared booklet issued by CKWX, Vancouver. The key for prospective advertisers furnished factual data on the market, based on statistics from independent sources. Emphasizing the rich potential of British Columbia advertising, the promotion piece points to the 42 per cent population increase in 10 years of the province, the rise in retail trade from \$309 million in 1941 to \$1,023 million in 1950, with 63 per cent of the B.C. retail sales located in metropolitan Vancouver. Further statistics on the area show that 93.9 per cent of the 330,700 homes in B.C. have one or more radio sets; 42,000 families own portable radio sets and 60,000 automobiles are radio-equipped. Proving itself as "the dominant voice of British Columbia," CKWX also furnished substantial background on its audience, coverage, advertising success stories and other data on the station and its market.

Specialized Ad Values

Unique opportunities offered by Storecast Broadcasting are contained in an attractive new promotional booklet directed to advertisers and agencies. Composed on the theme of "The greatest names in groceries and rugs use Storecast—and you should too, to increase your sales," the pocket-size booklet describes the vital force of the specialized medium and its integrated merchandising plan, aimed at greater advertising value due to its close proximity to point-of-purchase.



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The foremost national and local advertisers use WEVD year after year to reach the vast

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