

Short Scannings

Three Cincy TV Outlets In 376 Pubserv Chore . . .

Cincinnati's 1951 Cerebral Palsy Fund campaign collected \$37,000, more than half of its \$60,000 goal, thru a seven-hour telecast Saturday night (12) in which WLW-TV, WCPO-TV and WKRC-TV canceled commercial commitments, pooled talent and aired the program simultaneously. Film and TV comic Jack Carson emceed the show. Telephoned pledges during the airing were taken by students of a local business college and picked up by a motorcycle corps and taxicabs.

Detroit Edison Buys City History on WWJ-TV . . .

The Detroit Edison Company has bought 10 Sunday afternoon half hours at 3:30, starting tomorrow (20), for "The Detroit Story," over WWJ-TV, as a major commercial sponsorship in connection with the city's 250th birthday festival, being celebrated during the next several months. The city historiographer, George W. Stark, one-time drama critic on The Detroit News, where he is now columnist, is scripting and doing the narration, with each program devoted to a 25-year period of the city history.

Burton Preps Foreign Pix For September TV Release . . .

Al Burton whose Hollywood Marval Company recently acquired 161 foreign films for U. S. TV use, headed for New York last week to start processing English soundtracks on the pix. Films will be ready for domestic video release by September, and will be sold in blocks of 52 and 26. Stations will be charged a percentage of their hourly rate, ranging from a third to a half of rate cards, depending upon the market. Films acquired include products produced in Italy, Germany, France, Greece and Japan. English translation of the soundtracks will be dubbed in. Dubbing will be made over the foreign tongue track, leaving it audible but without interfering with the English translation.

Pulse To Add New 'Bonus' Service . . .

Starting this month, Pulse will conduct quarterly surveys of the out-of-home television audience, similar to that of its quarterly radio studies of nomad dialers. The initial "bonus" audience TV report will cover the New York area, with other markets slated to be added in the near future. The new service, which will include viewing by video trade professionals as well as non-TV families, stems from a special out-of-home TV study Pulse conducted for WOR-TV, New York, last July. At that time, the average daily "bonus" audience was clocked at 732,400.

Irving Gwirtz To Try Tele Film Field . . .

Irving Gwirtz, once proxy of Musicraft Records, will attempt an invasion of the tele film field, hoping to turn out series of three and five-minute musical pix similar to the Snader Telecriptions. Gwirtz calls his firm Teleclix, Inc.

"Hayride" To Replace Coca, Caesar on NBC-TV . . .

"Midwestern Hayride," WLW-TV, Cincinnati, rural variety show, goes on the full National Broadcasting Company TV network June 16 as summer replacement for Imogene Coca and Sid Caesar's "Shows of Shows" in the Saturday, 8-9 p.m., EST, slot, it was announced last week by John T. Murphy, director of TV operations for the Crosley Broadcasting Corporation. The agreement marks the first regular telecast to be beamed out of Cincinnati to a national network. "Hayride" has had a consistently high local rating since its inauguration in August, 1948.

FCC Opposes Jacksonville CP Court Appeal . . .

The Federal Communications Commission Friday (18) filed a brief with the Court of Appeals, Washington, opposing a plea by the city of Jacksonville for extension of a construction permit for WJAX-TV in Jacksonville, Fla. The city has appealed to the court not only against FCC's refusal to extend the permit but

also against the commission's transfer of the TV Channel 2 on very-high-frequency away from Jacksonville in the FCC's proposed TV allocations plan. The commission supported its position on the ground that the city was delinquent in exercising its construction permit and that the city's delay left the FCC no choice but to include the channel in the over-all national plan of proposed new allocations for TV.

Ponds Seeks TV Slot For Lilli Palmer Show . . .

Pond's Angel Face last week was searching for a 15-minute network slot for its Lilli Palmer show, now on WCBS-TV, New York. Miss Palmer leaves for Europe shortly and will film her last four local shows.

KRAMER HEADS HOSPITAL GUILD

NEW YORK, May 19.—Alex C. Kramer, songwriter, was elected president of the Veterans' Hospital Radio Guild Tuesday (15) when the group's new board of directors held their meeting here. Other officers elected were Eubie Willkie, radio-TV director for Roy Durstine Agency, veepee; Carl Rigrod, Donahue & Coe TV director, second veepee; Bob Brenner, A. W. Lewin TV director, treasurer, and Miriam Stern, secretary. The new board members elected at the Guild's annual meet May 9 include Catherine De Carlo, Benton & Bowles; John Stagwillo, paraplegic disk jockey at WNEW, New York; Bess Johnson; Beverly Smith, Young & Rubicam radio producer and the five officers.

Another Look

Brief criticism and comment re tv shows previously reviewed in detail

Twenty Questions

WOR-TV, Friday (18)

Twenty Questions makes concessions to the visual aspects of TV. The video version of the panel program is practically identical with the show's long-time radio format. This visual austerity is a blessing in some ways, since it eliminates the awkward contrivances utilized for sight values on many video panel airers. However, there's no reason why the series shouldn't have the benefit of a few extras on TV, via some sight gags in keeping with the program's general air of good-natured dignity.

With the exception of Herb Polesie, the panel on show caught (18) heroically resisted any temptation to flirt with the camera. Instead, they concentrated on the game, and the combined perceptiveness of the five-man board was amazing. The womanly intuition of Florence Renard in particular was downright clairvoyant at times. Emsee Bill Slater, who, of course, knew all the answers, also deserves kudos for managing to appear humble about it all.

The show is sponsored by Ronson Lighters, and judging by the length of the commercials Friday (film, live and slide), the firm is getting its money's worth.

June Bundy.

Air Checks

Brief but important radio news

ABC Ditches WORC in Worcester, Gets WAAB . . .

The American Broadcasting Company last week arranged a switch in radio affiliates in Worcester, Mass., taking on a 5,000 watt in place of the 1,000 watt which has been its outlet until now. Effective next October 15, WAAB will replace WORC as the Worcester ABC outlet. The affiliation deal was pacted by the web with Bruff W. Olin Jr., WAAB's president and general manager.

Bruner Heads Indiana Newscasters . . .

Robert Bruner, of Station WQIU, Kokomo, Ind., has been elected president of Indiana Radio Newscasters at the group's two-day convention which closed here yesterday. Others elected were Allen Jeffries, WIRE, Indianapolis, first vice-president; Howard Stevens, WBOW, Terre Haute, second vice-president; Bill Haines, WTRC, Elkhart, secretary, and Ruth Dunagin, Indiana University radio journalism instructor, treasurer.

Martin Off Summer "Hour"; To Play Night Club Dales . . .

Tony Martin will bow from Carnation's "Contented Hour," for the summer, leaving songstress Jo Stafford as the show's only regular vocalist, with various male warblers appearing as guests. Martin, who returns to the show in September, will be heard for the last time this season June 10. During the hiatus period, Martin will play club engagements, including Coconut Grove, Los Angeles.

Johns Hopkins Science Review

DuMont, Tuesday (15)

Originating from Johns Hopkins University thru WAAM, Baltimore, this educational video series is still one of the networks' best arguments that commercial TV can successfully meet the programming demands of U. S. educators.

This particular ailer was twofold in purpose in that it demonstrated how TV has enabled science to create a valuable visual educational aid for biology and medical students, via a television microscope. The device, which saves both time and student eyesight, projects detailed enlargements of microscope slide views on a classroom TV screen.

The half-hour show was clearly stated, straightforward demonstration of the new microscope, minus any attempt to flash up the proceedings with sugar-coated self-conscious showmanship. Only step in the latter direction occurred when one of the professors prefaced one slide showing with the warning, "organisms can't be called in on cue." The stage-struck amoeba in question never did make an appearance.

June Bundy.

AC Warns on Rate Cuts

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continuing interest in and complete support of the radio medium."

The letter to ANA and its members, while couched in velvet tones, impressed as carrying an unmistakable implication to the effect that the ANA was acting against its own interest via its rate-cut attitude. The letter also restated AM's presently healthy position and pointed out that AM research has gone far beyond that of newspaper research; which was characterized as "child's play," but which "you seemingly accept without question."

Radio and advertisers have an inter-dependence, the affiliates declared, adding, "You really don't want to put us out of business, because . . . radio does such a tremendous job of moving merchandise for you, an important thing for America. . ." Continuing, the affiliates said that apparently, despite the wealth of radio research, "We've missed the boat because it would seem you now think radio is priced too high. In fact, it has been, and still is, underpriced both in relation to other media and also on the basis of returns."

Television, as radio was some years ago, is today's "glamour girl," AC wrote, and radio drove the debut newspapers into a frenzy, leading to creation of the Newspaper Advertising Bureau Newspapers since have done well, AC continued, and stressed, "There is a clear analogy here. TV, too, will take its orderly place in the scheme of advertising media."

Rather than continue advertiser-broadcaster skirmishes, the letter concluded, the two groups should meet and explore the problem fully.

A request to do so was the letter's final point.

Third Letter to Webs

The Affiliates' Committee directed a third letter to all web affiliates, advising them of the dispatches to the webs and ANA, and

commenting that the response to membership bids had been "an eruption" of affirmation. It also stressed that AC does not intend to duplicate the activities of any other existing organization and urged expanded support of BAB.

There is no doubt remaining that AC will take permanent form.

What that form will be is now being studied by AC counsel, White & Case, who participated in the discussions held this week and approved the steps taken. AC is leaning over backward not to take any possible action which might lead to legal charges. Meanwhile, its next meeting will be set when counsel is ready with a plan for permanent operation.

Along tangent lines, NBC's affiliates' group this week named its committee to study the entire economic aspects of network AM operations, while Mutual, for the first time, set up its own affiliates' advisory committee, the fourth and last of the majors to do so.

Day With Giants

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Scot who hails from Staten Island, who opined that in listening to a radio broadcast of a Brooklyn vs. Boston game the preceding night, he had to hope for a Boston victory, altho that club was leading the league—simply because he was anti-Brooklyn. When Miss Day asked whether, during the "Dagmar Day" proceedings the day before, he was teaching the celebrated playwright how to bat, Thomson responded gallantly: "That gal don't have to know anything." Other guest was Jim Konstanty, Philadelphia pitcher, who told an interesting tale about how an undertaker friend of his, using films, had been showing him his playing errors over the years.

Plugs for the sponsor, Krueger beer, are via film jingles.

Sam Chase.

Another Listen

Brief criticism and comment re radio shows previously reviewed in detail

The New York Times Youth Forum

WQXR, New York, 10:15-11 a.m. DST, Saturday (12)

The discussion here was really on the highest level. The six members of the panel, whose ages ranged from 16 to 18 years, were all well informed and eagerly interested in the question of the day, "Is the Point-Four program the pathway to peace?" Nelson Rockefeller, as chairman of the International Development Advisory Board, contributed valuable facts and figures and over-all findings of that body.

Dorothy Gordon, moderator of the program, started off the discussion by quoting from President Truman's inaugural speech, in which he first proposed the point-four program. One boy on the panel offered the opinion that the program would be contributory but is not the sole pathway to peace. Rockefeller pointed out that the program would embrace 46 per cent of the world's population, and cost \$27,000,000. One lad on the panel, confessing himself a Taft supporter, asked whether the U. S. could commit itself to a policy of global give-away. In answer, it was brought out that undeveloped countries have raw materials vital to us. And, since not only aggression but infiltration threatened peace today, the program would be a counter-measure in terms of propoganda.

Questions, Answers

After 25 minutes, the meeting was opened to questions from the 700 high-school students in the audience. One of them asked if the program could be integrated with the United Nations' technical assistance program. Rockefeller said his board had pointed out the need for integration insofar that 23 U. S. agencies and 32 organizations in the U. N. were dealing with the problem. "What incentive was there for small capital to invest abroad?" one asked. Another iterated a previous question from the panel that Rockefeller had not adequately answered: "What will protect dependent countries from imperialism?"

On a cursory hearing this show may seem to be just a lot of talk

by a lot of kids. Younger listeners may think it's all very smart alecky. But careful listening will uncover intelligence, sincerity, and a freshness of viewpoint that is not as readily found among more hardened debaters. This show should be required listening for government officials.

Gene Plotnik.

Mystery Theater

CBS Radio, Tuesday 8-8:30 p.m.

Titled the *Wife's Confession Murder Case* and featuring the British bloodhound, Inspector Hearthstone of the death squad, this episode in the radio mystery series, if it is an adequate example of those to follow, gives listeners more than enough reason for turning to television. The program's ponderous, pompous, uninteresting, pseudo-English manner of telling a tale of mayhem telegraphs every line, most of which are so cliché-ridden as to verge on the ridiculous. Who, for example, would say, "Threaten me, Billy Haley, we'll see about that," or "You have the oldest reason in the world for killing June Ridgeway?"

The fabrication concerned the wealthy ward of an older man who married him and then was found dead. Enter the inspector and his sleuthing pal, Sam, with the aid of the usual climatic office scene where the suspects were made to gather, they got the goods on the nefarious spouse in less time than it takes to eat a crumpet.

It should be obvious that, where accents are used, they should not clash. In this show, however, the dialects ranged from upper-crust fox-hunting British to damaged New England, with a smattering of "high-toned" New Yorkese.

Ford Bond's commercials plagued the children's size Bayer tablet and the acid hampering quality of Phillips Milk of Magnesia.

Leon Morse.

"Racket Squad"

Film Series on CBS for Morris

HOLLYWOOD, May 19.—Another TV film series will hit the nets when Philip Morris bows Hal Roach's *Racket Squad* via CBS early next month. Series, tagged *Don't Be a Sucker* in its pilot reel deals with the bunco operations of a metropolitan police department.

Films are being produced at an estimated \$15,000 budget per episode. Roach's deal with Philip Morris, whose options span a seven-year period, allows ciggie maker first run rights with succeeding re-issue rights reverting to the producer. Series is directed by Jim Tinning, with Reed Hadley playing lead as the bunco buster.

Philip Morris sale gives Roach two TV film series on the air. Other is Stu Erwin's *Trouble With Father* show. Roach's production budget this year will be unusually heavy, for in addition to the 104 TV films, he will produce 12 full length theatrical features in conjunction with Bob Lippert.

U. S. Air Forces Split TV Dept. From AM

HEADQUARTERS, UNITED STATES AIR FORCES IN EUROPE, May 19.—Following the example of some of the major U. S. networks, the U. S. Air Forces in Europe this week split its TV department away from its radio division and set it up as a separate operation. This is the first such division of the AM-TV link in army staff structures. Maj. Robert G. Leffingwell was named chief of the new TV branch by Lt Col. Barney Oldfield, chief of public information of USAFE.

Major Leffingwell formerly was an animator with Walt Disney Productions and Max Fleischer Films. The major part of his division's activity is expected to be with films.