

EQUIPMENT
PRODUCTION
STUDIOS

RADIO TELEVISION DAILY

SPONSORS
BUSINESS
AGENCIES

VOL. 57, NO. 16

NEW YORK, TUESDAY, OCTOBER 23, 1951

TEN CENTS

COLOR TV CONFERENCE SCHEDULED

Programming Emphasized At BMI Radio Clinic

100 Broadcasters Hear Speakers At Waldorf

The need for new approaches to sell radio, new ways to build and hold the radio audience, and a change from a negative to positive attitude on radio's future against the apparent TV inroads, were some of the persistent themes which highlighted talks and discussions

(Continued on Page 8)

Senator Urges End To Gov. Censorship

Washington Bureau of RADIO DAILY

Washington — Sen. Francis Case (R., S. D.), revealed yesterday that he wrote President Truman October 6 urging him to withdraw his order authorizing non-military government agencies to classify information. Case told the President the executive order "threatens the vitality of a free press in America."

Case suggested a voluntary cen-

(Continued on Page 2)

Avco's Crosley Division Purchases Canada Plant

The purchase of the physical assets of Brand and Millen, Ltd., radio and TV manufacturing firm at Long Branch, Ontario, was contracted by the Crosley Division of the Avco Manufacturing Corp., it

(Continued on Page 2)

Overseas Report

First in a series of exclusive recorded reports from New York servicemen overseas will be presented on the Tex and Jinx McCrary program over WNBC on Oct. 24, from 8:30 to 9:30 p.m., and on their WNBT program, "New York Closeup." Interviews with servicemen overseas are being made by Bill Saffir, member of the McCrary's staff.

NEW TELEVISION CODE HOLDS PROMISE ... Broadcasters Support, Enforcement Is Vital

By FRANK BURKE

Editor, RADIO-TELEVISION DAILY

THE NARTB Code for Television, accepted in principle by the TV board and broadcasters gathered in Chicago the past weekend, is an impressive self regulatory document that puts the matter of implementation squarely up to the broadcasters.

THE TV Code, unlike the one adopted by the radio broadcasters a few short years ago in Atlantic City, not only regulates but provides ways and means of enforcement. This is important because the Radio Code received lip service and little volunteer enforcement.

(Continued on Page 2)

Educational TV Urged By Religious Leader

Washington Bureau of RADIO DAILY

Washington — Use of television as an educational medium for Christians whose forefathers pioneered in establishing the educational system in the United States, was urged yesterday by Dr. Ronald Bridges, executive director, Broadcasting and Film Commission, National Council of the Churches of Christ in the United States of

(Continued on Page 8)

Five Million TV Sets, Estimate For This Year

West Coast Bureau of RADIO DAILY

Los Angeles — A national production of 5 to 5½ million TV receivers during 1951 with anticipated steel, copper and aluminum cutbacks in the first and second quarter of next

(Continued on Page 7)

Boston Stations Supporting UN Week

Boston — Highlighting United Nations Week, all greater Boston radio stations are saluting the achievements of the UN this week in a specially pooled broadcast entitled, "Dream World," starring Luise Rainer and Basil Rathbone. Each station is carrying it on a different day.

Written and produced by Paul W. Keyes, director of production of

(Continued on Page 6)

G. E. Spokesman Views On Electronic Weapons

Chicago — Warning against the breeding of "a false concept of invincibility" in America through reference to so-called fantastic new military weapons and predictions of

(Continued on Page 6)

TV Broadcasters' Support Sought For New NARTB Code

Washington Bureau of RADIO DAILY

Washington — First steps to bring the new TV Code to the rank and file of the 107 television broadcasters were inaugurated here yesterday when NARTB prepared to mail copies of the code to the broadcasters and to invite them to pass judgment on its acceptability.

Seventy of the 107 broadcasters are now members of NARTB and 62 of the number voted approval of the Code.

It is expected that many of the non-member broadcasters of NARTB will subscribe to the Code and will participate in launching it.

(Continued on Page 7)

Capital Gathering Of TV M'frs. Called

Following a week-end of speculation concerning the future of color-TV, after the dramatic "suggestion" by Defense Mobilization Director Charles E. Wilson, that color operations be suspended until the production emergency is over, it was reported yesterday that Wilson will meet with

(Continued on Page 7)

Air Music May Expand Operations To L. A.

The possibilities of using subscription radio in Latin America, Argentina, and Puerto Rico are currently being explored by Air Music, Inc., it was revealed yesterday by Linton Wells, president.

The radio subscription firm, which operates through the facilities of WGHF-FM in the New York metropolitan area, is also expected to set

(Continued on Page 8)

N. Y. Time Buyers Off On Pennsylvania Trip

Modern safari into the rich Pennsylvania farming district will be taken by 20 New York agency time-buyers today, who will be overnight guests for a full-packed schedule of fun arranged by Victor C. Diehm, president and general man-

(Continued on Page 8)

TV Musical Series

Hollywood — Tom Drake and Trudy Marshall yesterday were signed by Jerry Fairbanks Productions to co-star in a new series of musical video films now being prepared by the producer. Temporarily titled "Make Mine Manhattan," the series will be made up of 26 half-hour musical shows featuring important names in music.

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TELEVISION DAILY

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FRANK BURKE : : : : Editor
MARVIN KIRSCH : Business Manager

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Telephone: 2-2305.

FINANCIAL

(October 22)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	117 1/2	111 1/4	113 3/8	- 1/2
Admiral Corp.	23 3/8	23 3/8	23 3/8	- 3/8
Am. Tel. & Tel.	157 1/2	156 5/8	156 3/4	- 3/4
CBS A	27 1/2	26 1/2	26 7/8	- 5/8
CBS B	27 1/4	26	26 1/2	- 3/4
Philco	25	24 1/2	25	...
RCA Common	22 3/8	21 5/8	22 1/8	- 3/8
RCA first pfd.	74	73 1/4	73 1/4	- 2 1/8
Stewart-Warner	18 3/8	18	18 1/4	- 1/4
Westinghouse	40 1/8	38 3/4	38 3/4	- 1 5/8
Westinghouse pfd.	96 3/4	96 1/2	96 1/2	- 1
Zenith Radio	63 3/4	62 5/8	63 1/4	- 1/2
NEW YORK CURB EXCHANGE				
Du Mont Lab.	15 3/8	15	15 1/4	...
Hazeltine Corp.	42	41	41 1/8	- 1 7/8
Nat. Union Radio	4 1/8	3 7/8	3 7/8	- 1/4
OVER THE COUNTER				
Stromberg-Carlson		Bid 11	Asked 12 1/2	

Shawd Seeks WKBZ Stock

Washington—Arch Shawd of Detroit, veteran midwest radio executive, will pay \$179,000 for 100 per cent of the common stock of WKBZ and WKBZ-FM, Muskegon, Mich., if the FCC approves the sale, it was disclosed here. Preferred stock amounting to \$21,000 is not involved in the sale, according to the Blackburn-Hamilton Co., which handled negotiations.

WFIL
560 kc • PHILADELPHIA
Sells All of
America's 3rd Market
ABC Affiliate—Rep: The Ketz Agency

NEW TELEVISION CODE HOLDS PROMISE

(Continued from Page 1)

THE adoption of an official Seal of Approval which can be carried by members and non-NARTB members alike is also important. This brings into the fold broadcasters who at present are not dues paying members of NARTB but supporters of the TV Code. It serves warning too on critics in Congress that the TV broadcasters are ready to enforce their own regulatory rules and will hold themselves responsible for the ethics of the TV broadcasting industry.

WITHOUT question the TV Code is a timely step in the right direction. It represents an intelligent and thorough appraisal of television's problems and Robert D. Swezey, chairman of the code writing committee, and his co-workers, are to be congratulated on their accomplishment. The TV Board of NARTB will do well to finally promulgate the document at their December meeting in Washington. If they do, television will have reached another milestone in its impressive record of post-war progress.

Avco's Crosley Division Purchases Canada Plant

(Continued from Page 1)

was announced yesterday by John W. Craig, Avco vice-president and Crosley general manager. Craig stated that Avco will organize a wholly-owned subsidiary, Crosley Radio & Television, Ltd., to conduct radio and TV manufacturing and distributing activities formerly carried on by Brand and Milten under contract with Crosley. He disclosed that operations of the new company would start in about ten days and present personnel would be taken over by the new company. At the same time, Craig pointed out that since 1946, Moffats, Ltd., of Weston, Ont., had been manufacturing and distributing Crosley refrigerators and white goods appliances in Canada under a license agreement and that the present purchase will have no effect on such arrangements, which will continue as formerly.

Opposition To Censorship Voiced By Senator Case

(Continued from Page 1)

sonship operation with cooperation by broadcasters and the press, similar to that which prevailed during World War II. Meanwhile the American Civil Liberties Union urged President Truman to name a "public defender of information" to assure a freer flow of legitimate news to the people.

New TV Package Agency

Pyramid Productions is a new television package agency organized by Jack Barnett, associate producer and song-writer for Jimmy Durante.

COMING and GOING

C. A. BENGSTON, general manager of WINR, Binghamton, N. Y., returned to his station after a few days' conference with his national representatives, the George P. Hollingbery Co.

FRED ALLMAN, president of WFIR, Winter Haven, Fla., is in town visiting with Mutual officials.

ED GREIF of Banner & Greif is back from Washington where he aided in the preparation of briefs urging FCC reservation of TV channels for educational use.

CHARLES ALLMAN, WQUAL's general manager in town from Rome-Utica, N. Y., headquartering at Mutual.

MANNIE GREENFIELD, the De Marco Sisters' personal manager, to Hollywood to wind up business for the group, now finishing M-G-M's Skirts Ahoy!

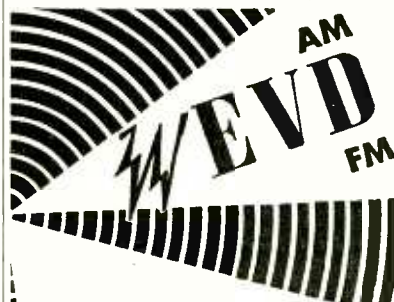
JOHN DALES, JR., executive secretary of the Screen Actors Guild, and WILLIAM BERGER, legal counsel for the Guild, have arrived in New York to confer with the Salary Stabilization Board.

RICHARD RODGERS and his wife will sail today for England aboard the Queen Mary.

JOHN H. BUCHHEIT, commercial manager of WJAS, Pittsburgh, Pa. returned home after New York conferences with Hollingbery representatives.

CEDRIC FOSTER is in Pine Bluff, Ark. today, will be in Jackson, Miss. tomorrow, will broadcast from Chicago on Thursday and is scheduled to be back at his own desk in Boston by Friday.

JOSEPH K. CLOSE, president of WKNY, Kingston, N. Y. is huddling with Mutual execs at Broadway headquarters.



4 Reasons Why

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

Jewish Market of Metropolitan New York

1. Top adult-programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of

"WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director
WEVD 117-119 West 46th St.,
New York 19



You get a lot for a little*

*MORE LISTENERS-PER-DOLLAR than any TV or radio station in Baltimore

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY



Advertising Agency News And Notes From Here And There

AGENCY LIBRARY PEOPLE will have a special group meeting at the Eastern Annual Conference of the American Association of Advertising Agencies, to be held at the Hotel Roosevelt, New York on Oct. 30. "The Agency Library and Its Relation to Various Departments of the Agency" is the theme, with speakers including Harrison Atwood, McCann-Erickson, Inc.;



LONG

Brown, vice-president of Dancer-Fitzgerald-Sample, Inc.; Hal Davis, Kenyon and Eckhardt, Inc.; J. F. Egan, Doherty, Clifford and Shenfield, Inc.; Katharine D. Frankenstein, BBD&O; Frederick A. Long, Geyer, Newell and Ganger, Inc.; and Jackson Taylor, Lennen and Mitchell Agency. Chairman of the group is Delphine V. Humphrey, librarian, McCann-Erickson, Inc.

GRANT AND WADSWORTH AGENCY has added Sportsman's Book Club and Kilian Tackle Company to its list of accounts.

ALDEN JAMES, director of advertising and member of the board of directors of the P. Lorillard Company, presented the opening lecture yesterday of the 28th year of the Advertising and Selling Course, sponsored by the Advertising Club of New York.

MARFREE ADVERTISING AGENCY has elected Sheppard Chartoc, Edward A. Story and Joseph R. Warner to the board, it was announced by Harry A. Friedenberg, president. Chartoc is now vice-president in charge of the Chicago office; Story is vice-president and comptroller; and Warner is vice-president and head of the plans board.

RUSE AND URBAN AGENCY, Detroit, has been chosen by the Walton Baking Company, Toledo, to handle a new campaign.

E. LLOYD BERNEGGER has been appointed vice-president in charge of sales at the products division of Bristol-Myers Company. He previously was vice-president in charge of sales and advertising for United States Time Corporation.

MILGRIM announces appointment of Mrs. Lillian Greer as fashion coordinator and publicity director for its stores and Gertrude Lettese as advertising director.

ROBERT P. BRECKENRIDGE has been named advertising and sales promotion manager of the Harriet Hubbard Ayer, Inc., cosmetics and perfume division of Lever Brothers Company. He formerly held a similar post with the Gemex Corporation.

STEWART E. BRENNAN has been named national business management manager for Willys-Overland Motors, Inc., Toledo.

CECIL AND PRESBREY AGENCY will direct advertising for McCormick and Company's Bee Brand insecticides and Hy-Gro plant food.

LAVENSON BUREAU OF ADVERTISING, Philadelphia, has been appointed by National Waterproof Papers, Inc., Camden, N. J., manufacturer of crepe paper. Ted Barash is account executive.

DORLAND ADVERTISING LTD.'s Paris office is readying a new national campaign in France for Thomas J. Lipton Tea.

BEN SACKHEIM, INC. will direct advertising for the Bolsey Corporation of America, manufacturer of cameras and photographic equipment.

ROBERT J. ASHERMAN has joined the staff of Visual Media, Inc., as production manager.

MARGARET HERBST has resigned her post as director of public relations and promotion for the Associated Bulb Growers of Holland, and will open her own publicity firm at 101 Park Ave., specializing in the field of horticulture.

LANE ADVERTISING AGENCY has been named by the Mike Levine Company, dresses. Phil Lane is account executive.

WARWICK AND LEGLER, INC., has been named by Ex-Lax, Inc., effective Nov. 1.

ERWIN, WASEY AND COMPANY will sever connections with R. B. Semler Company, effective Jan. 1. However, the agency will continue to advertise Kreml products in England, South Africa and Australia with greatly increased appropriations.

JOE WIEGERS has been named director of public relations for TV Guide Magazines.

NEWTON C. CUNNINGHAM has joined the plans and merchandising department of N. W. Ayer and Son, Inc. He was formerly advertising and sales promotion manager of the Owl Drug Company, a Rexall subsidiary.

DAN RUSSELL will join Young and Rubicam in charge of radio and television in Mexico City, effective Nov. 1. He has been production director of KFWB, Los Angeles.

E. TAYLOR WERTHEIM has formed his own advertising agency at 299 Madison Ave., New York. The Wertheim-Breig Ad Agency is to be dissolved Nov. 1.

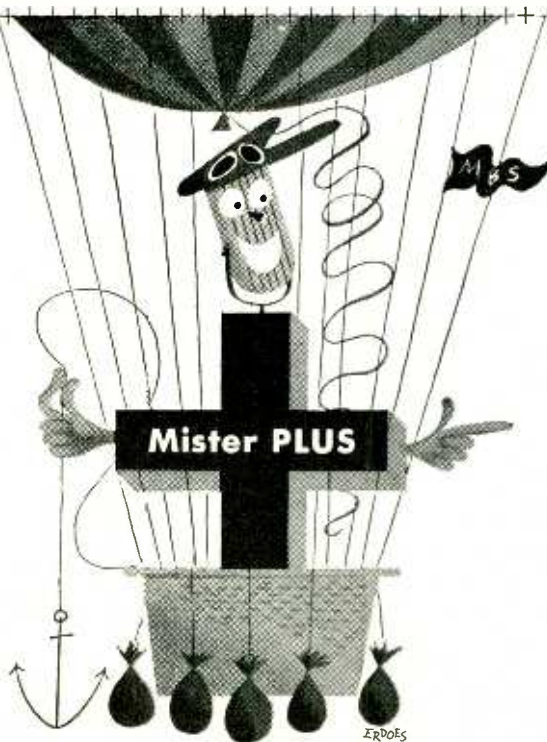
BOYAN AND WEATHERLY AGENCY announce appointment of George Lynch as studio representative and Frank Sweeney as consultant.

ROBERTS AND REIMERS, INC., has been retained by Bencone Uniforms, Inc., nurses' uniforms. Irvin Graham is account executive.

DONALD SHANNON has been appointed advertising and publications manager for the Otis Elevator Company.

JOHN MONSARRAT has been elected a vice-president of Geyer, Newell and Ganger Agency, where he has been an account executive since January, 1950. He was previously with the Platt-Forbes Agency for 14 years, where he was a vice-president and director, as well as account executive and member of the plans board.

DORLAND ADVERTISING, LTD. has moved its Brussels office to larger quarters.



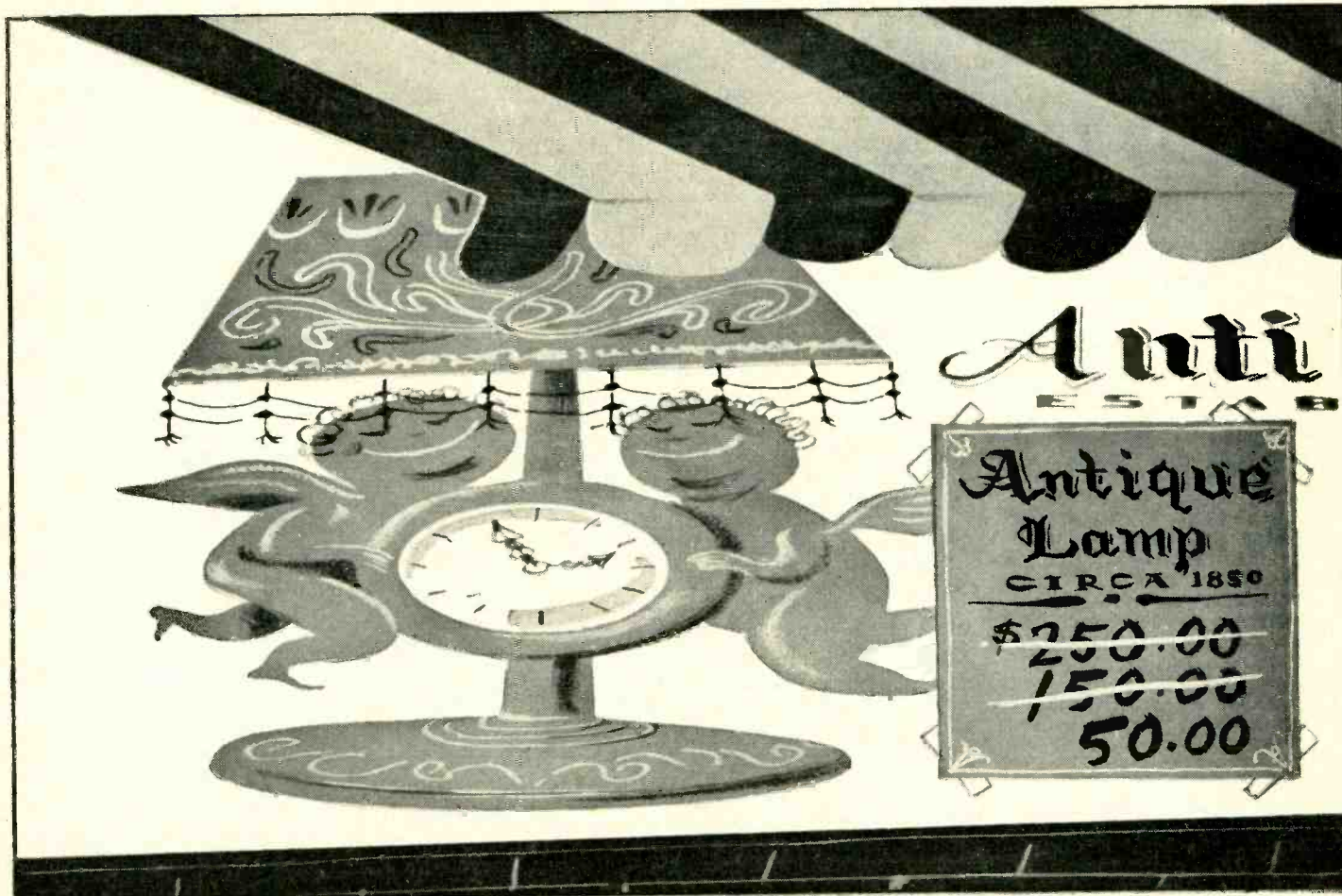
Ballooning high, our Mister PLUS
Surveys a wide terrain:
Says he: "No one compares with us
In actual audience gain!"
It's ON THE RISE, from coast to coast,
This listener-ship of ours,
Despite TV, our sponsors boast
Millions more tune-in hours!

—the difference is MUTUAL!

FOR SALE OR LEASE
 300 seat Mid-Manhattan house for movie-theatre, television or film studio for rent or sale. Write to:
 "E. S. 100", RADIO DAILY
 1501 Broadway New York City
 Principals only

FOR DETAILS: **THE MUTUAL BROADCASTING SYSTEM** • NEW YORK 18, N.Y.

PEOPLE sell better



PRODUCTS SEEM EXTREMELY LAUDABLE...

Have you ever seen people standing on hard concrete floors or sitting on the edge of their seats for half an hour at a time, just reading advertising?

We haven't.

But here's something we have seen: People standing on hard concrete held in rapt attention by an auctioneer's magnetic voice.

Hear this exciting show for executives.

We have no intention of auctioning off radio time, but we *have* decided to take our own advice and use *people* (of all things) to sell radio. As a result, we've prepared a kind of transcribed radio show for executives. It can only be described as a lavish extravaganza. It's called "*This . . . is NBC.*"

than paper



... WHEN YOUR ADVERTISING'S AUDIBLE

"This... is NBC" features NBC's 1951 radio stars, recorded from Hollywood to London, a 27-piece orchestra playing especially composed music, three sound-effects men, and a factory in Harrison, New Jersey.

But principally *"This... is NBC"* contains an honest, realistic appraisal of network radio today—and specifically, the radio network that reaches more people than any other advertising force in the world... NBC.

We think that you'll want to know where network radio stands today. And we're certain that you'll be entertained by *"This... is NBC."* So please use your warm, convincing human voice to make a date with us. We'll be happy to put on a show for you. Call us for a booking today.

NBC Radio Network

a service of Radio Corporation of America

Boston Stations Supporting UN Week

(Continued from Page 1)

the Yankee Network, the program also features Rathbone's daughter, Cynthia, who portrays a young girl seeking information on the UN. Winifred Pike, of the WNAC staff, plays the role of secretary to Rathbone who is cast as a professor.

A chorus of 50 voices will chant the Declaration of Human Rights and the broadcast reaches its climax when Mrs. Eleanor Roosevelt translates the true meaning of the Declaration against a musical background from the "Firebird Suite."

Stations cooperating in the special broadcast include WBMS, WBZ-WBZA, WCOP, WEEI, WHDH, WMEX, WNAC, WORL and WVOM. This marks the second time that Keyes has scripted a special program involving the Roosevelt family. The first occurred during World War II when he wrote the "March of Marks," in honor of the late President Roosevelt's birthday, when Keyes was serving with the Armed Forces Radio Service station in Munich. This campaign raised over \$500,000 for the March of Dimes in this country.

G. E. Spokesman Views On Electronic Weapons

(Continued from Page 1)

future developments, W. R. G. Baker, General Electric vice-president and general manager of its Electronics division, declared that "the truth about our weapons, whether atomic or electronic, must be told to the extent that the truth can be told consistent with national security."

Speaking before the National Electronics Conference in Chicago yesterday, Dr. Baker reminded his audience that "Hitler went down to defeat still talking of the secret weapons that would conquer the world."

Baker, speaking on the subject, "Electronics For Defense," pointed out that one of the serious responsibilities of the electronics industry at this time is to pursue a program that will prevent electronics from becoming the roadblock to successful mobilization in the fields of military production and training.

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



By TED GREEN

● ● ● Howard S. Meighan, president of CBS-Radio, proved himself to be a good extemporaneous talker at the BMI luncheon at the Waldorf-Astoria Hotel yesterday. . . . He talked for 15 minutes on radio and the potentialities of TV without the benefit of a prepared speech. . . . Ted Colt, manager of WNBC, and Dick Pack, program manager of WNEW, who once worked together at WNEW, sat side by side on the dais and talked radio programming. . . . The BMI luncheon, by the way was a great success, with Bill Hedges, NBC v-p, presiding and Carl Haverlin, prexy of BMI, welcoming the visiting broadcasters to the two-day session. . . . Glen Dahlberg, who flew in from BMI's Hollywood office, for the occasion, was sporting a California tan.

★ ★ ★

● ● ● Vince Williams' unique presentation of the top tunes of the week via hopping to other D.J.'s from coast-to-coast on his WJZ program has really caught on. Another platter-chatterer has come forth with a similar pattern of skipping cross-country. . . . Mutual's H. V. Kaltborn will be honored on Nov. 5 at a dinner of the Boston Veteran Journalists' Benevolent Association, when he will be presented with an award as the journalist who has done the most to inspire men and women of the newspaper field.

★ ★ ★

● ● ● Fourteen-year-old Joseph McLennon, retriever of a mongrel dog from the Harlem River last Wednesday, was presented with a certificate of merit and a bronze medal, on Bill Slater's "B'way to Hollywood" program over DuMont. This marks only the third time the ASPCA has awarded the medal this year. Joe is a student at P. S. 83.

★ ★ ★

● ● ● TV star Kathi Norris is glad these days that she went out for her high school track team. A fire recently destroyed the entire electrical system in her office building, and a minimum of three months is required to repair the elevators. Every morning Kathi has to climb six flights to get to her office.

★ ★ ★

● ● ● Betty Carr and Charles Baldour, the romantic team on WLW-T's weekly "Hit the Road" telecast, are making it authentic. The two will become man and wife within a few weeks. . . . Toni Gilbert, ex CBS staff program writer and magazine editor, writing a children's fiction book with an explanation of TV as part of the story. . . . Johnny Desmond has turned down a starring role in the Bway play, "Top Banana," to remain with "Don McNeill's Breakfast Club," on ABC.

★ ★ ★

● ● ● Isn't Peter Dean earning for himself a reputation as one of the most astute personal representatives in the radio-TV field with such fine artists as Jimmy Blaine, Betty Ann Grove, The Heathertones, Buddy Weed, Margaret (Maggie) Johnson, and others, under his most capable guidance?

★ ★ ★

● ● ● Zolton Farkas, one of the top photographic illustrators is being courted by several agencies to do a series of TV shows, slanted on modeling tips to would-be professionals as well as veterans of the business. Incidentally Zolton is the discoverer of many models who were later grabbed by TV and are some of the best dramatic actresses of the medium.

★ ★ ★

● ● ● Hollis Irving, one of television's bright new starlets, has been set for the featured role of Ellie Hughes on the CBS-TV soap opera, "Love Of Life," which is seen 12:15-12:30 p.m., just preceding "Search For Tomorrow" which her husband Charles Irving, directs and produces.

More people
listen
more often

to **KNBC**

than to any other radio

station in Northern

California

And one reason is --
JUDY DEANE -- the
talented lady who
is producing
big results for
sponsors on
KNBC -- on her
participation show,
9 to 10 o'clock
weekday mornings.

Judy's morning minutes
are filled with her
songs, her piano,
a few well-chosen
words and well-
listened to
commercials.
And she's making
everybody happy
-- listeners, sponsors
-- and **KNBC**, too.

Ask your NBC
spot rep about
availabilities
for either live
or transcribed
announcements.
In New York,
call **Circle 7-8300**.

KNBC

Northern California's
NO. 1 Advertising Medium

Broadcasters Asked To Support New Code

(Continued from Page 1)

Others, who have felt the need of such a regulatory document, will become members of NARTB and will take an active part in the organization.

Sections of the code which will have bearing on its administration include:

ELIGIBILITY: Any individual, firm or corporation which is engaged in the operation of a television broadcast station or network, or which holds a construction permit for a television broadcast station within the United States or its dependencies, shall, subject to the approval of the television board of directors as hereinafter provided, be eligible to subscribe to the television code of the NARTB to the extent of one subscription for each such station and/or network which it operates or for which it holds a construction permit; provided, that a non-television-member of NARTB shall not become eligible via code subscription to receive any of the member services or to exercise any of the voting privileges of a member.

DURATION OF SUSCRIPTION: Subscription shall continue in full force and effect until thirty days after the first of the month following receipt of notice of written resignation. Subscription to the code shall be effective from the date of application subject to the approval of the television board of directors; provided, that the subscription of a television station going on the air for the first time shall, for the first six months of such subscription, be probationary, during which time its subscription can be summarily revoked by an affirmative two-thirds vote of the television board of directors without the usual processes specified below.

LIMITATION OF SERVICE: A person shall not serve consecutively as a member of the board for more than two years.

Five Million TV Sets, Estimate For This Year

(Continued from Page 1)

year reducing production to 4½ to 5 million receivers was envisioned by Robert S. Bell, executive vice-president of Packard-Bell Co. at the annual stockholders' meeting held at the company's plant.

Bell told stockholders he believed there would be sufficient civilian production in 1952 to make the year reasonably profitable for the company, even without defense orders.

★ ★ TELE TOPICS ★ ★

THE stooge who portrayed a cynical stage hand on Jack Carson's Colgate Comedy Hour could have been right in some of his comments about the questionable quality of Carson's humor. As a matter of fact he was right. The Carson hour on NBC-TV failed to measure up to the offerings of some of his more illustrious predecessors. One reason was that it was too much Jack Carson and not enough supporting talent to add pacing, sparkle and laughs to the show. Carson's routine with Robert Alda had moments of brightness, yet Alda has appeared to much better advantage on other TV shows. Could it be that the sponsor has tightened up his purse strings and talent-wise is getting shortsighted?

CAPABLE comedienne Rosalind Russell, supported by a clever sure-footed cast brought a rollicking comedy to TV last Friday night, maintaining the high entertainment standards of the Schlitz Playhouse of Stars, weekly telecast over CBS-TV. Marking Miss Russell's video debut, the play, "Never Wave at a Wac," was not only a good situation comedy at its best, but also aptly demonstrated how a movie script can be capably handled on TV. The script, written by Frederick Kohner and Fred Brady, was especially adapted for video by Don Mankiewicz, nephew of the Academy award-winning mogul. Movie version of the comedy, due to start filming early in '52, should take the cue offered in the TV production of emphasizing authenticity in all aspects of the story connected with Army procedures and activities, arranged in conjunction with the U. S. Army and the Women's Army Corps. Infusing the well-written comedy with clever, competent acting, besides Miss Russell at her usual top-level performance, were principals Charles Dingle, Russell Hardie and Betsy Lynn, young movie starlet also making her video bow. Large share of credit for the outstanding production goes to producer-director Bill Brown.

TODAY'S TV PERSONALITY: CHICK VINCENT, one of radio and television's top producers-directors, with such programs as "Life Can Be Beautiful," "The Parker Family," "True Detective Stories," "Mr. Magie," "The Lost Child," "At Home and How" and many others, is also rated as one of the industry's nicest people. A native New Yorker, Chick gave up his college ambitions after the '29 crash, and started on a round of Tin Pan Alley peddling songs he wrote, while attending college at night and looking for any sort of job during the daytime. While making the rounds, he met Ken Sisson, who gave him a job as copyist and assistant arranger. From there he broke into radio as an arranger. He went to Cincinnati as staff director at WLW for a short period, and then returned to Gotham as writer and co-director of the Ford Summer Hour. He next became associated with Trans-American Productions as a director and remained there for five years, after which he free-lanced and organized the Chick Vincent Company which today produces and packages TV and radio programs. Although only in his early forties, Chick has been in the broadcasting field for the past 20 years.



VINCENT

MULTIPULSE TV program trends for the week of Sept. 4-11, shows that football led with an average rating of 23.7, followed by comedy-variety programs with 18.4. President Truman's opening of the Japanese Peace Treaty conference, carried by all networks, led the single event category with a 47.6. . . . Sylvania Electric Products Inc. has announced a price increase of from \$10 to \$20 on their TV models, effective immediately. Rising costs of labor and materials is the reason given for the upward trend. . . . British Empire Lightweight Champ, Arthur King, will fight Teddy Davis in a Pabst Blue Ribbon bout at the St. Nicholas Arena, via CBS-TV, at 10:00 p.m. tomorrow night. This will mark the first mid-week fight going from coast-to-coast. . . . Mike Meltzer has been appointed the new producer-director of the "Ted Steele Show," over WPIX. . . . Speaking of coast-to-coast, the Allen B. DuMont Laboratories, Inc., say that within a year, Miami, New Orleans, Oklahoma City, Tulsa, Dallas, Fort Worth, San Antonio and Houston, will be linked to the networks—making bigger and better TV coverage for national shows. Milbourne Christopher and Margaret Bourke-White will guest on the "Garry Moore Show," the week of Monday, Oct. 29, via CBS-TV at 1:30 p.m. . . . Steve Allen has been appointed East Coast chairman of the 15th anniversary drive of the Foster Parents' Plan for War Children. Steve is a foster parent of an Italian boy, Roberto Caciorgna.

TV Conference Set To Discuss Color

(Continued from Page 1)

TV manufacturers in a special session at 10:00 a.m. Thursday to talk over the problem.

With CBS-TV quickly taking Wilson's hint last Friday and suspending colorcasts with the presentation of the Maryland-North Carolina football game on Saturday, there was some confusion in the industry as to whether the Defense Mobilization head's order would stop at the banning of future colorcasts alone or would enter the black-and-white picture.

CRS-TV, yesterday, with the week-end to digest the announcement of cessation of colorcasting, said the network plans to go ahead with experiments in the color medium, while complying with the government's request to stop all colorcasting. It was understood that personnel, heretofore concerned with color television, will be absorbed in other phases of TV while the ban on color is on. The network also announced that the 109th St. and Fifth Avenue studio—where colorcasts have been presented—would be used henceforth for the black-and-white medium.

DuMont Comments

Another development over the week-end was the release of a telegram sent to Wilson, the defense mobilizer, from Dr. Allen B. DuMont, president of Allen B. DuMont Laboratories, Inc., which said in part: "If you are acting on advice of metals section, your action to halt color research and production of receivers for an incompatible color television system is open to serious question as to real necessity or worthwhile accomplishments. Action is also open to question as a defense move. If action had been taken by Federal Communications Commission, rather than by the defense mobilizer, to withdraw its approval of the system it could have been classified as a defense of the public not subject to challenge."

Will Handle Talent

Hollywood — Tommy Greenhow has joined the Frederic W. Ziv Company and will handle talent and new program development on the West Coast, starting immediately. He previously was with Famous Artists Corporation.

Stork News

Catherine Hulbert Gordon weighed in at 6 lbs., 9 ozs. on October 12, Columbus Day, to Nick Gordon and Gladys Sack Gordon, formerly of Baltimore. Father is the radio and TV analyst at the William Weintraub agency.

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Air Music May Expand Operations To L. A.

(Continued from Page 1)

up outlets in Boston and Pittsburgh, it was said. As yet, no FM station in those areas has been contracted for the proposal.

Although Air Music devotes approximately 46 to 48 minutes of each hour to music, all orchestrations are quiet semi-classical background pieces used mostly by city banks, hotels, industrial organizations, and restaurants. The additional 12 to 14 minutes are used for news, public service programs, and weather reports.

With WGHF-FM broadcasting over 100 commercials daily, spaced approximately 6 minutes apart, Air Music utilizes an electrically controlled apparatus which can mute and unmute its subscribers.

N. Y. Time Buyers Off On Pennsylvania Trip

(Continued from Page 1)

ager of the Hazleton Broadcasting Company, which owns and operates WAZL. Co-host at the party staged to show how Keystone state broadcasters operate is Harry L. Magee, owner of WHLM (formerly WLTR), Bloomsburg, of which Diehm is managing consultant.

Taking off in a chartered plane from Newark Airport at 4 p.m., the agency people, accompanied by representatives of the trade press and Robert Meeker and Lou Moore of Robert Meeker Associates, station representative of WAZL, are due to arrive an hour later at Williamsport (Pa.) Airport and thence will go to nearby Bloomsburg.

Tomorrow morning, the group will fly to Allentown for a visit to WHOL.

Accompanying the Meeker representatives on the gala trip will be: Jack Purves and Tom McDermott, of N. W. Ayer and Son, Inc.; Jean Jaffe and W. Dewees Yeager, J. Walter Thompson Company; Sidney Hertz, Lennen and Mitchell Agency; Elaine Sloat and Tom Carson, Benton and Bowles Agency; McDonald Dunbar, Ted Bates Company; Helen Thomas, Street and Finney, Inc.; Mary Dunlavey, Harry B. Cohen Agency; Vera Brennan, Scheideler, Beck and Werner Agency; Bernie Platt, Sponsor Magazine; Fred Stoutland, Al Petcavage and Bob Tatum, BBD&O; Harry Torp, Owen and Chappell, Inc.; Jean Carroll, Sullivan, Stauffer, Colwell and Bayles; Bob Kelly, J. D. Tarcher and Company; and Kay Shanahan, Morey, Humm and Johnstone, Inc.

Radio Program Directors Hear BMI Clinic Speakers

(Continued from Page 1)

at the opening day of the 17th annual BMI program clinic held at the Waldorf-Astoria Hotel yesterday.

With over 100 members attending the two-day clinic, yesterday's speakers dispensed with broad, optimistic generalities regarding the media's future, and cited concrete examples and procedures which should be followed in order to continue building the radio audience.

Noting the difficulties of compromise between network and affiliate management operations, William S. Hedges, vice-president, NBC, and general chairman for the day, emphasized the local station's responsibility to the community as a means of building audience appeal. This theme, brought out more thoroughly in a later address by Ted



TINSLEY

Cott, general manager of WNBC, WNBC-FM, WNBT, was described by Hedges as station "alertness" to the problems in the area. Hedges pointed out that NBC's new Tandem Plan should be regarded as part of a new approach to selling at inexpensive rates to the advertiser.

Views of an independent station operation were expressed at the clinic by Tom Tinsley, president of WITH, Baltimore, and WLEE, Richmond, who expressed belief that the format was more important than the actual program itself for independent operation purposes. Tinsley, whose own station in Baltimore follows a news, sports, and music format, claimed that an audience was more inclined to listen to



COTT

a station if they felt their general needs would be satisfied. Questioned as to the success of his long-range advertising in trade papers, Tinsley expressed his belief that the ads were justified and that the end results, after a series of trade ads, had had the desired effects.

E. R. Vadeboncoeur, vice-president and general manager of WSYR, WSYR-FM, and WSYR-TV, Syracuse, emphasized Tinsley's argument for a local news format by stating that a station's most exclusive feature was his local news. Citing the examples of his own stations, Vadeboncoeur stated that every station should have his own newsmen, independent of actual announcing, who could independently receive and write the interesting local highlights of the day.



MEIGHAN

Howard Meighan, president, CBS Radio division, addressed program members as a special luncheon guest. In his brief talk, Meighan used an historical analogy to note that although TV has made inroads in radio audiences, the need for radio was permanent, with over 99 million people listening to radio during the week.

Other speakers heard at yesterday's clinic were Robert J. Burton, vice-president, BMI, New York, and general manager, BMI, Canada, Ltd., and Dick Pack, program director, WNEW, New York, who substituted for Ted Oberfelder, general manager, WJZ, New York.

Educational TV Urged By Religious Leader

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America, in a statement to the Federal Communications Commission.

The statement by Dr. Bridges was filed by Frank S. Ketcham, general counsel for the religious agency, in connection with the FCC's current hearings on the allocation of new TV channels.

"Stand Firm"

Dr. Bridges, whose organization represents Protestant and Eastern Orthodox churches with a membership of 31,000,000, asked the FCC to "stand firm" in its tentative rule to set aside some TV channels for the exclusive use of non-commercial educational institutions. He said it is "unthinkable that television should be used solely for commercial purposes or should be controlled entirely by persons, who, of necessity, must operate a television station for profit."

In summation, Dr. Bridges declared that a democracy operating in an age of mass communication must watch those who control the instruments of communication. He said: "Freedom of speech is not limited in meaning to just the right of an individual to speak in freedom. Freedom of speech also includes the right of free access to information necessary to intelligent political, economic and social decisions."

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