

## BMI SCHEDULE FOR 1954 ANNOUNCED

### CBS To Enter Export With New Company

CBS Inc. will go into the export field with the formation of a new division of the corporation to handle export sales of various projects of the managing organizations, it was announced today by Dr. Frank Stanton, president. The new division will be known as CBS International.

At the same time it was announced that Lewis Gordon will become president of the new division. Gordon was previously for twenty-two years with Sylvania Electric Products, Inc., where he was in charge of the foreign de-

(Continued on Page 4)

### Freedom Foundation Gives Annual Awards

Valley Forge, Penn.—Outstanding contributions to a better understanding of the American way of life made by the media of radio and television during 1953 received signal honors and recognition here on Monday, Washington's Birthday, when Freedom's Foundation at Valley Forge, announced recipients of its 1953 Fifth Annual Awards. The Foundation headed by Dr. Kenneth D. Wells, is non-profit, non-political

(Continued on Page 4)

### WLIB Festival Features Negro Top-Notch Shows

WLIB's seven day festival of Negro music and drama, which commenced on Sunday, will present a total of 57 special broadcasts during the week, Harry Novik, general manager of the station, reports.

Following the week-long festival,

(Continued on Page 6)

### Nestle Buys All Night Radio On NBC O&O's

The Nestle Company has bought participations in the all-night radio shows broadcast by NBC's owned and operated stations in four markets, it was announced over the

(Continued on Page 2)

### Highest Rate Of Television Shipments Reported By RETMA Since 1950

Washington—More than 6.6 million TV receivers were shipped to dealers during 1953, according to an announcement Friday by the Radio-Television Manufacturers Association. The total was the highest yearly shipment rate since 1950 and was up seven per cent over the level of 1952. During last year, RETMA reported that 6,656,555 TV sets were sent to dealers in the U. S. as compared with 6,174,505 sets shipped in 1952.

### KCMO-TV, Kans. City Joins Du Mont Net AFM, Webs, Reach Verbal Agreement

KCMO-TV, Kansas City, Mo., has become a primary affiliate of the Du Mont Television Network, effective immediately, Elmore B. Lyford, Du Mont's director of station relations, announced Friday.

Owned and operated by the broadcasting division of the Meredith-Engineering Company, KCMO-TV operates at maximum power, on channel 5.

Two Du Mont programs will be telecast on KCMO-TV this week—

(Continued on Page 2)

### WNBC Sales Hit High For First Two Months

Reporting excellent business for the first two months of 1954, well ahead of the same months in 1953, which broke all previous records, Robert Leder, sales mgr. of WNBC,

(Continued on Page 6)

A nation-wide strike was averted Friday night at 6 p.m., when a verbal agreement was reached between NBC, CBS, ABC and the AFM. The result was a five-year contract on the basis of 10 per cent wage increase for the first three years and an additional 10 per cent for the next two years. The original demand by the AFM had been a 15 per cent increase.

Petrillo mentioned that one network, which he did not name, was

(Continued on Page 6)

### Falstaff To Present 'Game Of The Day' Again

The Falstaff Brewing Corporation of St. Louis, Missouri, will sponsor Mutual's "Game of the Day" major league broadcasts for the 1954 season, it was announced today by

(Continued on Page 6)

### 47 Clinics Set To Kick Off Next Month

Complete schedule of the 47 BMI programs scheduled for this year in the United States and Canada, has been completed with the first two clinics set for March 8 at the Hotel Commodore Perry, Austin, Texas, and at the Alvarado Hotel, Albuquerque, New Mexico. A total of 35 clinics

(Continued on Page 2)

### CIO Hits Transit FM As Proposed By FCC

Washington Bureau of RADIO-TV DAILY  
Washington — CIO Friday urged the FCC not to authorize "transit radio," as proposed, among other things, in the Commission's notice of Dec. 30, as possible help for FM stations and greater utilization of the FM band.

The CIO statement said that authorization of transiteasting "raises the constitutional question of free speech under the First Amendment

(Continued on Page 6)

### Dulles Conference Report Via Radio-TV Tomorrow

Radio and television will bring the country the first report of Secretary of State John Foster Dulles on the Foreign Ministers Conference tomorrow night at 10 p.m., with all major networks and hundreds of independent stations airing the address. Broadcast origination will be Washington, D. C.

### FCC Accepts Two New Television Applications

Washington Bureau of RADIO-TV DAILY  
Washington—The FCC announced Friday it had received two new applications for commercial TV broadcast stations, had accepted another for filing and had deleted one at the request of the applicant;

(Continued on Page 6)

## Press-Time Paragraphs

### Mestre To Talk

Montreal—The Canadian Association of Radio and Television Broadcasters will hold their annual meeting at Quebec, March 22-24. Goer Mestre, CMQ, Havana, Cuba, will address the opening meeting.

### 'Ding Dong' Sponsor

Gerber's Baby Foods, via D'Arcy Advertising Agency, have contracted for sponsorship of the 10:15-10:30 a.m. EST segment of "Ding Dong School" on Thursdays.

### Kirwan Elected

Election of Henry G. Kirwan as secretary-treasurer of Gotham Broadcasting Corporation was announced Friday by J. Elroy McCaw, president of the company. Company operates WINS in New York.

### Wagner To Speak

Mayor Robert F. Wagner marks the closing of New York City's 300th anniversary celebration tonight with a major address to be broadcast over WNBC at 12:00 a.m.

**PROVIDENCE**  
FIRST IN SIGHT  
In Southern New England



**Rhode Island**  
Televising 17 Live Shows A Day  
In This Rich Market!



Established Feb. 9, 1937

Vol. 65, No. 35 Tuesday, Feb. 23, 1954 10 Cts.

JOHN W. ALICOATE : : Publisher

MARVIN KIRSCH : Associate Publisher

CHAS. A. ALICOATE : Exec. Vice-Pres.

FRANK BURKE : : : : Editor

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, (36), N. Y., by Radio Daily Corp., John W. Alicoate, President and Publisher; Chas. A. Alicoate, Executive Vice-President; Marvin Kirsch, Vice-President; Chester B. Bahn, Vice-President.

Reentered as second class matter, September 15, 1950 at the Post Office at New York, N. Y., under the Act of March 3, 1879. (Originally entered as second class matter on April 5, 1937). Terms (Postage free). United States, \$15.00 one year. Foreign, \$20.00. Address all communications to Radio Daily, 1501 Broadway, New York (36), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Radaily, New York.

WASHINGTON BUREAU

Ted Kellogg
Office: 983 National Press Building
Telephone: National 8-9152
Home Phone: Jefferson 2-5957

WEST COAST OFFICES

Paul K. Devoe, Western Division Manager
Jerry Tidwell Ethel Reson
6425 Hollywood Blvd. Phone: Hollywood 5-8436

CHICAGO BUREAU

Herb Kraus
Suite 1914
188 W. Randolph St.
Phone: Dearborn 2-1414

ROME OFFICE: John Percicari, Ludovico 18.
PUERTO RICAN BUREAU: Antonio Alfonso, Edif. Ochoa, San Juan, P. R.; P. O. Box 3485; Telephone: 3-2750. FAR EAST BUREAU: Glenn F. Iretson, Box 13, Satagaya Post Office, Tokyo, Japan.

FINANCIAL (February 19)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Chg. Rows include AB-PT, Admiral Corp., Am. T. & T., Avco Mfg., CBS A, CBS B, Gen. Elec., Philco, RCA Com., RCA 1st pfd., S. Warner, Sylvania El., Sylvania pfd., Westinghouse, Zenith Radio.

AMERICAN STOCK EXCHANGE

Table with columns: High, Low, Close, Chg. Rows include Du Mont Labs., Hazeltine.

Forty Seven Clinics Planned By Broadcast Music This Year

(Continued from Page 1)

will be held before the NARTB convention in Chicago, scheduled for a late date in May, with the remaining 12 clinics in the U. S. and four in Canada to be held beginning on June 7.

The 47-clinic schedule has required a pool to be set up of 42 travelling and 94 local speakers, with the former comprising 16 separate teams, each to be accompanied by a BMI official, either Carl Haverlin, president; Glenn Dolberg, vice-president in charge of station relations, or Russell Sanjek, BMI director of projects.

Complete clinic schedule for this year is as follows:

- ALABAMA, Montgomery, March 22, Hotel Jefferson Davis.
ARIZONA, Phoenix, March 9, Hotel Westward Ho.
ARKANSAS, Little Rock, March 29, Albert Pike Hotel.
CALIFORNIA, Los Angeles, March 10, Beverly-Wilshire Hotel.
CALIFORNIA, San Francisco, March 12, Clift Hotel.
COLORADO, Colorado Springs, June 21, Broadmoor Hotel.
FLORIDA, Orlando, March 26, Orange Court Hotel.
GEORGIA, Atlanta, March 24, Dinkler-Plaza Hotel.
IDAHO, Pocatello-Bannock, June 16.
ILLINOIS, Chicago, April 12, Sheraton Hotel.
INDIANA, Indianapolis, June 25.
IOWA, Des Moines, April 9, Hotel Fort Des Moines.
KANSAS, Hutchinson, April 5, Hotel Baker.
KENTUCKY, Louisville, March 24, Hotel Seelbach.
LOUISIANA, New Orleans, March 10, St. Charles Hotel.
MAINE, June 18 (To be announced).
MARYLAND-DC, Washington, D. C., April 9, Sheraton-Park Hotel.
MASSACHUSETTS, Boston, June 16, Sheraton-Plaza Hotel.
MICHIGAN, Jackson, April 2, Hayes Hotel.
MINNESOTA, Minneapolis, March 29, Radisson Hotel.
MISSISSIPPI, Jackson, March 12, Hei-

- delberg Hotel.
MISSOURI, Jefferson City, April 2, Hotel Governor.
MONTANA, Butte, June 14, Hotel Finlen.
NEBRASKA, Beatrice, April 7, Hotel Paddock.
NEW JERSEY, Camden, April 7, Walt Whitman Hotel.
NEW MEXICO, Albuquerque, March 8, Alvarado Hotel.
NEW YORK, Syracuse, April 14, Hotel Syracuse.
NORTH CAROLINA, Winston-Salem, March 17, Robert E. Lee Hotel.
OHIO, Mansfield, March 31, Mansfield-Leland Hotel.
OKLAHOMA, Oklahoma City, March 31, Skirvin Hotel.
OREGON, Portland, March 19, Hotel Benson.
PENNSYLVANIA, Altoona, April 5, Pen Alto Hotel.
SOUTH CAROLINA, Columbia, March 15, Columbia Hotel.
SOUTH DAKOTA, Huron, June 23, Marvin Hughitt Hotel.
TENNESSEE, Nashville, March 22, Andrew Jackson Hotel.
TEXAS, Austin, March 8, Hotel Commodore Perry.
UTAH, Salt Lake City, June 18, Hotel Utah.
VIRGINIA, Richmond, March 19, Hotel Jefferson.
WASHINGTON, Seattle, March 17, Benjamin Franklin Hotel.
WEST VIRGINIA, Huntington, March 26, Frederick Hotel.
WISCONSIN, Milwaukee, April 13, Plankinton Hotel.
BMI CLINICS IN CANADA: Vancouver, B. C., March 15; Hamilton, Ontario, April 12; Winnipeg, Manitoba, June 7; Regina, Saskatchewan, June 9; Edmonton, Alberta, June 11; Amherst, N. B., June 14.

KCMO-TV, Kansas City, Joins Du Mont Network

(Continued from Page 1)

"The Plainclothes Man" and "Life Is Worth Living," the Bishop Sheen series. According to Lyford, the web expects that the station will carry a full network schedule within the next two or three weeks.

The Meredith Engineering Company also operates WOW-TV, Omaha, Neb.; WHEN, Syracuse, New York; and KPHO-TV, Phoenix, Ariz.—all of which are Du Mont affiliates.

Saxon To KTRE

Jim Saxon, formerly of KRIC, Beaumont, has been named commercial manager of KTRE, Lufkin, Texas, according to an announcement by Richman Lewin, KTRE, general manager. Saxon replaces Murphy Martin, who has resigned. Terry Branson, of KTRH, Houston, has been added to the announcing staff of KTRE.

Nestle Buys All Night Radio On NBC O&O's

(Continued from Page 1)

week-end by George Dietrich, national radio manager, NBC Spot Sales.

"This marks the first sale in NBC's unique plan whereby a sponsor can purchase one or more announcements every hour throughout the night, every night on all four stations," Dietrich said.

The Nestle Company has contracted for participations six nights a week on WNBC, New York; WTAM, Cleveland; WMAQ, Chicago; and KNBC, San Francisco. All the stations are 50,000-watt clear channel stations.

Agency placing the contract is Sherman-Marquette, New York.

Documentary On Progress

CBS radio network will present a documented progress report on the Negro in the United States, entitled "The High Mountain," Sunday, Feb. 28 from 5 to 6 p.m. Narrators will be Judge William H. Hastie, U. S. Court of Appeals, Third Circuit, and Admiral Alan G. Kirk, USN ret., former Ambassador to the Soviet Union and Belgium.

COMING and GOING

FRANK BURKE, editor of RADIO-TELEVISION DAILY, back at his desk after a ten-day sojourn in Mexico.

CHARLES COLLINGWOOD, CBS news commentator, and wife, actress LOUISE ALBRITTON, planed to Nassau via BOAC yesterday for a two-week sojourn.

JOSEPH WRIGHT, commercial manager, WLVA-TV, Lynchburg, Va., has returned to Virginia after a few days of business conferences with the George P. Hollingbery Company in New York.

MEREDITH WILLSON and his wife, Rini, return from Midwest p.a. tour last week to resume taping their NBC radio show.

BEN GROSS, radio and television editor of the New York Daily News, and a pioneer in the field of Radio and TV reporting, returned to New York City on the Santa Fe Super Chief last week, after a few days in Hollywood.

SAMUEL H. NORTHCROSS, TV director for Wm. Esty Co., planed out of Hollywood to New York last week after looking over Hollywood's available TV properties.

TED GREEN, RADIO-TELEVISION DAILY's Main Street columnist, off to Miami for a week in the sunshine. The affable Ted returns on Monday, March 1.

DICK LINKE, Eastern director of public relations for Capitol Records to Miami, Fla., for a week for Andy Griffith's Olympia Theater's engagement.

Special Pulse Shows Block's Ratings Sky High

First report on ratings of "The Martin Block Show," via ABC Radio on stations outside of New York City show an average increase of 25 per cent over the same time periods of the last previous rating reports, according to a special Pulse, Inc. tabulation made in seven cities.

Cities where ratings were taken include Birmingham, Miami, New Orleans, San Diego, San Francisco, St. Louis and Portland, Ore. Program is broadcast over the radio network, Mondays through Fridays from 2:30 p.m. to 4:00 p.m.

LIBEL-SLANDER INVASION OF PRIVACY
Wise Broadcasters Nationwide Guard This Continuous Hazard with Our Unique INSURANCE
Let us outline a policy built and rated for your exact needs.
WRITE FOR DETAILS AND RATES
EMPLOYERS REINSURANCE CORPORATION
INSURANCE EXCHANGE
KANSAS CITY, MISSOURI

NORTHERN CALIFORNIA'S FINEST TV STUDIO'S
kpix 5 CHANNEL 5
SAN FRANCISCO
REPRESENTED BY THE KATZ AGENCY

WWJ
NBC AFFILIATE IN DETROIT
owned and operated by THE DETROIT NEWS
National Representative THE GEORGE P. HOLLINGBERY CO.



PEGGY LEE



CHARLIE BARNET



CONNIE HAINES



DUKE ELLINGTON



TONI ARDEN



ALAN DEAN

# boost ratings . . . boost profits!

*Build profitable high-audience programs with the new combined\* Studio Telescription Library*

With the Studio Telescription Library, you have the country's leading musical stars working for you . . . winning audiences and attracting sponsors. Stations everywhere report sell-out programs and bigger-than-ever profits with this unique programming service.

Studio Telescriptions, over 1,100 three minute films produced especially for TV, are as basic to flexible, low-cost television programming as transcriptions are to radio. There is no limit to the number of hit shows you can build and sell.

Stations and sponsors alike are amazed at the rock bottom cost of programs built with Studio Telescriptions. Even the most budget-minded local advertiser can enjoy the impact of foremost personalities selling his product. Find out today how the Studio Telescription Library, with its complete programming and merchandising service, can bring you more listeners, more sponsors, more profits!

*\*consisting of Studio Musi-Films and Snader Telescriptions.*

**put scores of top name artists on your regular staff**

DON'T DELAY . . . DON'T WRITE  
CALL COLLECT: OXford 7-2590



## STUDIO FILMS, INC.

380 MADISON AVENUE • NEW YORK 17, N. Y. • OXFORD 7-2590

*Exclusive distributors of Studio Telescriptions*

IN CANADA: ALL-CANADA TELEVISION, 129 ADELAIDE ST. WEST, TORONTO, ONT., EMPIRE 3-2632

# Freedom Foundation Gives Annual Awards

(Continued from Page 1)

and non-sectarian and chartered for sole purpose of honoring and rewarding Americans for their distinguished service in behalf of freedom. Top awards in each of 18 categories of awards were presented by Dr. Milton S. Eisenhower in major ceremonies. The top radio award went to Frederic W. Ziv Company; the Gold George Washington Honor Medal for "Freedom, U. S. A. series." The top television award, Gold George Washington Honor Medal, went to the E. I. du Pont de Nemours and Company for "Cavalcade of America" series on ABC.

A special award, Distinguished Service Scroll, was given to NBC for having won "at least four" of the Foundation's awards in the past five years.

Other awards will be presented at regional ceremonies during the next three months. In television George Washington Honor Medals go to the following for series:

Admiral Corporation for "Life Is Worth Living" on Du Mont; "American Forum of the Air" on NBC; Du Mont for "The Big Issue"; Family Theater, Hollywood, for "Inspiration, Please"; General Electric for "The Fred Waring Show" on CBS; Iowa State College, Ames, Iowa, for "A Voice Out of Time" on WOL-TV; Lutheran Laymen's League, St. Louis, for "This Is The Life"; NAM for "Industry on Parade"; Revere Copper and Brass Co., for "Meet the Press" on NBC; Frederic W. Ziv Co., for "I Led Three Lives"; Wayne University in cooperation with WWJ-TV, Detroit, for "International Town." For single telecasts: Alcoa for "The Lt. Cadukawich Story" on "See It Now," CBS; CBS for "National Boy Scout Jamboree" program; Hall Brothers, Kansas City, for "Horace Mann's Miracle" on Hallmark Hall of Fame, NBC; Jewish Theological Seminary of America, New York, for "The King's Hunchback" on "Frontiers of Faith," NBC; WCAU-TV, Philadelphia, for "Community Chest Rally"; Junior Order United American Mechanics, Philadelphia, for "Long May It Wave" on WFIL-TV; Pacific Coast Borax Company for "Land of the Free" on "Death Valley Days," CBS; Philco Corp., for "The Reluctant Citizen" on "Philco Playhouse," NBC; Teleprograms, Inc., for "Decision at Christmas" on NBC; "American Inventory" and United States Steel for "O. O. W." on "U. S. Steel Hour."

In radio category awards are George Washington Honor Medals and go to the following for radio series: ABC for "The Great Adventure, Americans for the Competitive Enterprise System, Inc." in cooperation with WCAU, Philadelphia, for "Strength of a Nation"; Bank of Douglas, Phoenix, Ariz., for "Sam Jones American" on KOY; Robert D. Breth, Philadelphia for "Freedom Challenges Youth" on WPEN; CBS for Feature Project Community Service Center, Akron, in cooperation with WARR, for "In a Minor Key"; Ladies Auxiliary, V.F.W., for "The American Trail"; NBC for "Last Man Out"; New York State Dept. of Commerce for "Our Freedom's Blessings"; Ohio Bell Telephone Company for "The Ohio Story on WGAR; Southern Bank and Trust Company, Tucson, Ariz., for "Graham French Reporting," on KOPO; Spiritual Mobilization, Los Angeles, for "The Freedom Story"; "The Town Meeting of the Air," on ABC; station WGST, Atlanta, for Robert R. Siegrist's Korean Prisoner of War series; station WGY, Schenectady, for "I Speak for Democracy."



By TED GREEN

● ● ● Faces are still red at CBS over the way the much-heralded auditions for the jew's-harp player for the CBS Radio Orchestra turned out. Seems that 24 contestants turned up to compete for the job of playing with the CBS orchestra under Leopold Stokowski this Sunday. When final judgments were in, one of the two winners turned out to be Harold Coletta, violist in the NBC Symphony Orchestra under Arturo Toscanini!



● ● ● Hank Sylvern's music on CBS-TV's "This Is Show Business" is really outstanding. . . . Nelson Case's hosting on "Omnibus" is done in a superb manner by a great guy. . . . Mel Goodman Comptom's cross country casting director set a new record last Monday. He left at 9:00 a.m., for Chicago, finished his business details and returned the same evening. —This is really a fast boy. . . . Art Van Horn, the ABC-TV newscaster to lecture before women's clubs. . . . Bob Monroe mulling over idea of filming Peter Lorre's "Nightmare" series now on Mutual radio. . . . Mae Questal, the gal who does all those voices on "Winky Dink," voted the year's most popular children's show.—Mae, the girl we hear but never see, also does the voices for Babo and Alka Seltzer.



● ● ● This reporter was very happy to see the terrific personality of Sloan Simpson when she made her first ad lib appearance on Gross and Baer's panel show "Let's Take Sides." Sloan's personality on this show proves that she is more than well equipped for more TV. Congrats to Gross & Baer for having the foresight in signing her up for a repeat performance last night. . . . Incidentally, Polly Bergen, of the films, and Bill Tabbert, who originated the Lt. Cable role in "South Pacific," started a new daily show Monday, Feb. 22, WABC-TV, 10:30-11:30 a.m. Produced by Gerry Gross and Norman Baer, the program featured the duo's songs, interviews with prominent personalities, and special features. Tabbert is filling-in until Polly's husband, Jerome Courtland, completes his current Columbia film in Hollywood.



● ● ● Quite a feather in the cap of Martin Jones. He got Marine Corps Commandant, General L. Shepherd, to film a preamble to "The Resolute," Jones' filmed series with a Marine Corps background. . . . Saw Gertrude Berg at NBC the other day, and am happy to report the gal looks healthy and hearty and rarin' to go. . . . Prediction: Jean Martin, singing star of "Chock Full O' Nuts Showcase" on WNBT-TV, will emerge one of this season's brightest stars. . . . Congrats to WNEW's Jerry Marshall for being picked favorite deejay of the Intercollegiate Broadcasting System.



● ● ● The power of television. Three of the top night clubs in Pittsburgh are fighting over all performers who appear on "Chance of a Lifetime." With a 45 Nielson in Pittsburgh, the club owners find even "Chance of a Lifetime" losers pay off at the box office. Andre Philipe, a recent winner went into the Pittsburgh Copa at \$350 per. He broke all existing records for the club, and as a result of having all the gals hanging from the rafters will return in May at \$1,500 per week.



# CBS To Enter Export With New Company

(Continued from Page 1)

partment. Gordon is chairman of the radio tube division of RETMA and a member of the export committee of the National Electric Manufacturers Association.

Prior to the formation of CBS International the export sales of the various products were handled individually by the separate manufacturing organizations. These include Columbia Records, Inc., manufacturers and distributors of phonograph records and distributors of phonographs; CBS-Hytron, manufacturers and distributors of radio and television tubes, and CBS-Columbia, manufacturers and distributors of television and radio receivers and television-radio-phonograph combinations.

"As a result of the formation of CBS International, it will now be possible to channel all the export sales activities of the various manufacturing organizations into a single centralized operation, thus enabling the foreign clients of the various organizations to deal directly with a single agency rather than having their efforts dispersed among several different organizations. In this way it is hoped to increase materially the efficiency of our export activities," said Dr. Stanton.

The headquarters of CBS International will be located at 483 Madison Avenue, New York 22, N. Y.



## DO YOU KNOW THIS MAN?

He is Bill Hutt, general manager of KLRA, Little Rock, Arkansas. He says —

"We have found the SESAC Transcribed Library very useful in programming. The hymns and quartet numbers have aided us materially in keeping this type of programming fresh and of a high quality."

## AT YOUR STATION

See and hear the SESAC Program Service by dropping a card to —

SESAC TRANSCRIBED LIBRARY  
475 Fifth Ave., New York 17, N. Y.

Entirely re-styled... a newer

**Lord Tarleton**  
MIAMI BEACH  
OCEAN FRONT - 40th to 41st Sts.  
COMPLETELY AIR-CONDITIONED

N. Y. OFFICE: TR 4-3193

Your Hosts, The Family Jacobs



## CAPITAL ROUNDUP

By TED KELLOGG

**R**ADIO station WWDC saluted the opening of WTOP's "Broadcast House" with three special broadcasts in a sort of Macy's Salutes Gimbel's sort of a deal. Featured on each of the salutes was a poem written by WWDC program director Norman Reed, poet laureate as well as chief beauty contest judge) of Washington's radio row. The WWDC salute to the new WTOP hope was the first from a rival station in this area. Copy of Norman's poem follows:

When Betsy Stelck, WNBW's "Story Lady" changed over from short weekday programs, featuring fairy tales, to a one-hour program on Saturday mornings, she wanted to know if her young viewers had moved over with her and knew about the new time. Recently the first time of the change, she made two brief announcements offering free tickets to any youngsters writing to request admission to her Saturday "Barn Party" telecasts (the new show's name, by the way). Postcards arrived, and when the total passed 6,000 Bob Porter, producer-director, threw up his hands and stopped counting. After such response, Porter and Miss Stelck started planning a big outdoor telecast for spring, so that all youngsters who wrote can attend—obviously it's impossible to get them all into the studio—even over a period of a year.

WGMS (Washington's Good Music Station) has asked FCC for special authority to introduce multiplex FM broadcasting as one of the features of the Hi-Fi Fair the station and the Washington Audio Society are co-sponsoring March 5-7. The Commission, currently studying new rules which would permanently authorize the new many-voiced FM system, is expected to act shortly on the application, which, if granted would find WGMS providing the first Washington opportunity to observe what the system can do.

WAAM's (Baltimore) Sunday afternoon cultural series, "Key to The Ages," presented in cooperation with the Enoch Pratt Free Library and the Walters Art Gallery, plans to feature such famous works as "St. Joan," "The Odyssey," "Canterbury Tales," and "Alexander of Macedon," in the next few weeks, along with artifacts and works.

## WANTED

Leading TV and AM station representative firm wants salesman New York office. Must have national advertising experience either agency accounts or media sales. Salary open. Give full personal and experience resume.

Box No. 381, RADIO-TV DAILY  
1501 Broadway N. Y. C.

## COAST-TO-COAST

### Coleman Appointed

Cleveland, O.—Ken Coleman has been selected to be host of the new all night radio show which began recently on WTAM, it was announced by Brooke Taylor, program director of the station. Coleman won recognition in Cleveland as the play-by-play announcer of the Browns football games over WTAM.

### New Program On WCCO

Minneapolis, Minn. — "Good Neighbor Time," a new 45-minute package of musical entertainment, farm service reports and world news was launched recently on WCCO. The new show is staged in the WCCO radio playhouse, which is open daily to studio guests.

### Jazz Slated For WFLN

Phila., Pa. — WFLN, Philadelphia's fine music station, will continue its policy of bringing fine music in all of its aspects, by scheduling a program of the best in jazz—musically, technically, and acoustically to be heard on Saturday afternoons.

### KTHT Does Houston Games

Houston, Texas — Loel Passe will be at the mike to bring Houston fans the play-by-play of the Houston Buffalo games in the Texas League starting with exhibition games in Florida in March.

### Mink Cape WWJ-TV Prize

Detroit, Mich.—Walker Motors is inviting viewers of its Sunday nite feature film program to choose a title for the show. The person whose title is used, will receive a natural wild mink cape stole, valued at over \$1000, presented with the compliments of Dittrich Furs.

### Edwards Joins WIS-TV

Columbia, S. C.—Charlie Edwards, former announcer with WMAL-TV in Washington, has joined WIS-TV as an announcer. Edwards comes to WIS-TV from radio station WPDQ, Jacksonville, Fla., where he was program director for the past two years.

### KCOP Names May

Hollywood, Calif. — Jack Heintz, vice-president and general manager of KCOP, Lucky Channel 13, announced the appointment of Res May as a staff announcer for the station. May was formerly with KECA-TV on "Mercedes Gaffney's Kitchen."

### Congressman on WHLI

Hempstead, L. I.—WHLI, as part of its new public service plan, "Community Servant," has launched its "Report From Washington" programs. Each Monday afternoon, a different Long Island Congressman will be heard commenting on legislative affairs as it affects the Long Island resident.

### Johnson Wins Zenith Award

Kansas City, Mo.—For the second time in a month, Bea Johnson, director of women's activities for KMBC, KFRM, and KMBC-TV, has received national recognition for her outstanding work in the field of safety. Officials of the Zenith TV Awards Competition recently named her the broadcaster in this area to receive the 1953 trophy for "Service to the Public," through her "Happy Home" TV show.

### WVET Simulcast Nets 'Dimes' \$5000

Rochester, N. Y.—Rochester's first local 5-hour live "telethon" by WVET Radio and WVET-TV earned cash and pledges for the March of Dimes at a rate of better than \$1000 an hour.

### Stephani Chosen by Screen Gems

Hollywood, Calif.—Frederick Stephani has been signed by Screen Gems to direct "Indirect Approach" for Ford Theater. This is the director's third chore for Gems, the other two having been, "The World's My Oyster," and "Ever Since the Day."

### Radio TV "Al Brown Show" Sold Out

Bridgeport, Conn.—WICC reports that the "Al Brown Show," every evening from eight to ten, is now completely sold out. In addition to this, the "Al Brown TV Show" is the first and only television show on WICC-TV to be sold out across the board.

### Disc Jockeys, Women's Shows, Program Directors:

Wonderful insert or special feature for your programs! You get exclusive rights in your city; no other program on any other station will get this material gathered by the biggest names from Broadway to Hollywood.

Exciting, exclusive items, stories about Hollywood, Radio, and Television prior to publication by leading newsstand publisher. Sent to you as complete 5-minute or 15-minute scripts, prepared by staff headed by top writer with 15 years' network experience. We want magazine credit, not profit.

Therefore, prices: 5-min. radio script — \$ 5.00  
15-min. radio script — \$10.00  
5-min. TV (with stills) — \$15.00  
15-min. TV (with stills) — \$25.00

Minimum order: 13 scripts.  
First come, first served!

Write Box No. 380  
RADIO-TV DAILY

1501 Broadway

New York 36, N. Y.

## SOUTHWEST

**F**REDERICK ROMERO to be heard in "Sports Review" on KCOR. San Antonio, each evening, Monday through Friday. Series will feature complete local sports news as well as national sport happenings.

Wally Parr is the latest addition to the KITE staff in San Antonio. Parr is a blind disc jockey believed to be the only one on the air in this area. He reads the commercials in Braille and gives out with chatter about each record. Currently he is being presented in a two-hour program each Saturday afternoon.

Officials of KGUL-TV, Galveston, have announced that they will build a second studio for the station in Houston on the 19th floor of the Prudential Life Bldg.

The Henderson County Broadcasting Co., operators of KBUD, Athens, has filed an application with the FCC seeking voluntary assignment of the license. J. B. McNutt, Jr., would purchase the 25 per cent interest now held by Merl Saxon for \$5,000. McNutt then would be sole owner of the station.

Howard Edwards has been signed as a new disc jockey on the staff of KONO, San Antonio. He was formerly on the staff of KGNB, New Braunfels, Tex.

Howard W. Davis, owner of KMAC, San Antonio, has applied to the FCC for permission to operate a TV station on channel 12 in San Antonio. Another applicant for the channel is the Mission Telecasting Corp. Half the stock in this company is owned by the Mission Broadcasting Company which is headed by Eugene J. Roth, which operates KONO, San Antonio. A third applicant for the channel, the Sunshine Broadcasting Co., operators, of KTSA, San Antonio, withdrew their application.



## 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

## CIO Hits Transit FM As Proposed By FCC

(Continued from Page 1)

and the right to liberty under the Fifth Amendment," and pointed out that "few users of public transit vehicles have a choice of transportation, and that riders equipped to receive transiting have no choice over program content," asserting that "the riding public in effect becomes a 'captive audience.'"

The labor organization's objection to the transiting phase of the proposed amendments, which were set forth by the FCC in a move to help FM broadcasters improve their financial status and at the same time make further use of the FM band, (RTVD, Jan. 4) followed by a day the filing of comments by the Multiplex Corp. Commission's "progressive and forward-looking viewpoint" toward FM broadcast use of multiplexing and functional music methods.

Another comment filed with the Commission on the proposed new rules was by WWDC and WWDC-FM of Washington, which said it is "in complete agreement with the Commission's proposal for multiplex operation of FM station," but urges that certain changes be made in the proposed requirements for length of time when music other than of "functional type" is to be broadcast.

Earlier in the week NARTB filed comments favoring the proposed rule changes.

## WNBC Sales Hit High For First Two Months

(Continued from Page 1)

the NBC O&O, announced over the week-end that renewals and new business were "beyond our expectations."

In further comment, Leder stated that if the pace continues 1954 could be a banner in sales for the station.

In defining the station's increases, Leder said that news broadcasts have led the field in sponsorship of programs over the station.

## WRNY Music Publication

WRNY Music, Rochester, N. Y., has just published a 16-page publication, printed in two colors, and outlining the station's new policy of radio programming, as WRNY Music becomes the industry's newest good music station. This tabloid size paper has been block-mailed to every home, business place, rural route and post office box in the primary coverage area of WRNY Music, a total of over 170,000 copies. Entitled "WRNY Music Dial," this publication tells the story of radio music, FM and "Hi Fi," in a journalism style.



Advertising set to music"

## AGENCY NEWSCAST

... personnel, sponsors and notes

**BOB KIRSCHBAUM**, recently with Kenyon & Eckhardt, is now with Grey Advertising Agency, Inc. as radio-TV copy group head.

**RAY YOUNG**, formerly with McCann-Erickson, has joined the copy staff at Lennen & Newell, Inc., as a copywriter in print and broadcast media.

**THE 1954 ERMA PROETZ AWARD** competition, sponsored annually by The Women's Advertising Club of St. Louis, is open for entries now until March 15, it was announced by club president Josephine Hickey.

**GRAHAM EDELBLUTE** has been appointed account executive with Mort Goodman Advertising, Calif.

**RALPH NELSEN** has been appointed assistant to Abbott Kimball, chairman of the board of the advertising agency bearing his name. Nelsen is also a vice-president. William L. Braun has been upped to the post of art coordinator and Joseph J. Kiebrick has been named production coordinator of the Kimball agency.

**EDWARD BARNES**, vice-president, account supervisor and member of the plans board of Young & Rubicam, Inc., will retire Feb. 26 after 27 years with the agency.

**HIRSHON-GARFIELD, INC.** has been named by Foto Corp. of America.

**H. W. HAUPTMAN CO.** has been retained by B. Westergaard & Co., Inc., Brooklyn, for Ole's Herring Tid Bits.

## FCC Accepts Two New Television Applications

(Continued from Page 1)

Also, the Commission said it had accepted two new AM applications for filing.

New TV applications were from Massachusetts Bay Telecasters, Inc., Boston, Mass., channel 5, and Jefferson City (Mo.) Television Co., channel 13. Deleted at request of the applicant was WMEV-TV, Mountain Empire Broadcasting Co., channel 50, Marion, Va., while the accepted application was by San Francisco-Oakland (Calif.) Television, Inc., channel 2.

Accepted for filing were the AM applications of John Deme, trading as Manchester (Conn.) Broadcasting Co., 1230 kc, 100 w, unlimited, and Charles E. Loving & Robert M. McKune, doing business as B & B Broadcasting Co., La Mars, Ia.

Also by order, the FCC Friday made effective immediately an initial decision and granted the application of WEAT-TV, Inc., for CP for a new television station at West Palm Beach, Fla., to operate on channel 12.

**BRUCE ANGUS ADVERTISING** has been appointed by Haviland & Co., Inc., manufacturer of fine china.

**HENING & CO.**, Phila., has been retained by Cochrane Corp., maker of all types of water-conditioning equipment, same city.

**WILLIAM F. CANTRELL**, formerly of Ruthrauff & Ryan, named comptroller of Paris & Peart.

**PHILIP RITTER COMPANY, INC.** has changed the name of the agency to Smith & Williams Advertising, Inc. Herman R. Williams, formerly vice-president of Christopher, Williams & Bridges, Chicago agency, becomes executive vice-president. The New York agency is a subsidiary of Fred Smith & Co., Inc.

**JOHN T. HART** and **RICHARD C. LYNCH** have formed the Lynch & Hart Advertising Company, St. Louis.

**JOHN MATHER LUPTON**, president of the advertising agency bearing his name, has been elected to the Board of Trustees of the Theodore Roosevelt Association. The Association is dedicated to the preservation of the ideals and memory of Theodore Roosevelt, as well as the development and maintenance of the 26th President's home at Sagamore Hill, Oyster Bay, N. Y.

**ZLOWE CO.** has been named by Herald Knitwear.

**JAMES A. MCGARRY**, assistant to Ben Duffy at BBD&O, announces the acceptance of a \$50,000 quota for the Advertising, Publishing and Professional Division of the New York Arthritis and Rheumatism Foundation's 1954 Development Fund Drive. McGarry is divisional chairman.

## Falstaff To Present 'Game Of The Day' Again

(Continued from Page 1)

Adolf N. Hult, MBS vice-president in charge of sales.

The daily, live play-by-play broadcasts of major league baseball contests will be presented, for the fifth consecutive year, by a large list of Mutual stations starting Monday, March 29, with a series of exhibition games from the winter training camps. League play commences April 13.

Falstaff will sponsor one-half of the "Game of the Day" three days a week and will alternate between Monday, Wednesday and Friday and Tuesday, Thursday and Saturday. They also will alternate between the first half and the second half of the games on a weekly basis. As in past years, one-half of the daily "Game of the Day" broadcasts will be made available to local stations as a co-op feature.

## AFM, Webs, Reach Verbal Agreement

(Continued from Page 1)

still asking for a three-year deal, but he felt confident that the agreement would be a complete network deal by the middle of this week.

The AFM did get an agreement for maintenance of all guarantees of year-around employment. This agreement affects the employment of some 5-6,000 musicians.

Petrillo added that to hold out for more live music on live shows would have struck the networks, a course, he felt, unwise at this time.

## WLIB Festival Features Negro Top-Notch Shows

(Continued from Page 1)

the station will present a closing public attraction "WLIB Jam Session" at the Savoy Ballroom, Saturday, Feb. 27 at 3:00 p.m. Featured, in person, will be top concert and recording stars in the fields of jazz, rhythm, blues and bop. Choirs from the nation's leading Negro Colleges will be heard daily.

## Stork News

Jack Ellsworth, program director of WALK, Patchogue, L. I., is the proud father of a baby boy born last week. Mother and son are fine, and the new heir is named Gary Frederick.



Where . . .

You're right next door to Everything —

Squarely . . .

In the Heart of Showbusiness!

and,

Provided With the Best in Comfort and Convenience.



HOLLYWOOD KNICKERBOCKER HOTEL  
Hollywood  
CALIFORNIA

## Ask N. Y. Legislature Investigate 'Schools'

Albany—The New York State Legislature has been asked by Assemblyman Carlo Lanzillotti, Queens Republican, to create a joint legislative committee for study of "so-called schools" offering instruction in stage, screen, radio, television and modelling.

In his resolution to this effect, the Assemblyman gave the following reasons for calling for such a study: the "exploitation and financial loss (suffered by many citizens) by virtue of certain acts and practices carried on by persons and groups who prey upon the unwary by establishing privately operated so-called 'schools' or other establishments" to train people for these fields "particularly in the arts of dancing, singing, music, dramatics and modelling"; the claim that present laws are inadequate to control such abuses as duping people into paying large fees, instructing them through unqualified teachers, failing to follow through on promises, use of instruction for personal gain by the school.

The resolution points out that the operation of legitimate schools in these fields "entails a high degree of ethics, knowledge and responsibility" and at present there is no official agency to which the public can go to help them distinguish between the legitimate schools and the frauds.

The Joint Legislative Committee would, if the resolution is adopted, report by March 1, 1955 on whether or not existing laws are adequate to control this situation or whether remedial legislation is necessary. They would be authorized to hold hearings anywhere in the State, to subpoena witnesses and compel the production of papers, books and other documents that they deem necessary for their special investigation.

The Committee would consist of three Senators, appointed by the president of the Senate, and four Assemblymen, appointed by the Speaker.

## KDKA Has Manion On Sat. Night Broadcast

Pittsburgh, Penn.—KDKA scored a beat on area papers and broadcasters by presenting Clarence E. Manion (who happened to be visiting in Pittsburgh) on its Saturday night Allegheny Roundtable discussion program. Manion reiterated his stand on the Bricker Amendments in a debate with Pittsburgh leaders who oppose the suggested treaty changed in the Constitution. Scoop was especially noteworthy in that KDKA taped the show Feb. 15, three days before Manions dismissal was announced.

# ★ ★ TELE TOPICS ★ ★

● **CHRYSLER CANCELLATION** of "Medallion Theater" on April 3 now official, with four divisions in favor of separate TV shows, rather than the all-inclusive sponsorship. . . . NBC's Colonial Theater will portray itself in tonight's colorcast of "Armstrong Circle Theater" presentation of "Evening Star," starring Jarmila Novotna. . . . O' Cedar Corporation (starting March 16) and Carter Products (starting March 23) will sponsor CBS-TV's "Meet Millie" on alternate weeks in a new Tuesday time period, 9 to 9:30 p.m., EST. . . . WSEE-TV in Erie, Pa., will become a CBS-TV affiliate on April 25. . . . NBC-TV producer-director Norman Felton is guest lecturer this week at University of Iowa for advanced classes in TV. . . . WJBF-TV, Augusta, Ga., now operating on increased power. . . . Production resumed on new series of 30-minute "Gangbusters" films by Visual Drama, Inc., for General Teleradio, Inc., with first 13 films to be completed by April 30. William Clothier and William Farris continue as co-producers.

● **GORDON SILVER** is making its video bow in mid-March with Screen Gems' "All-Star Theater" in Kansas City and Atlanta, with additional markets to be added later. . . . Armstrong Tire & Rubber Co., is offering "The Big Playback" to dealers across the country on a 50-50 basis. . . . WATV is adding sponsors since its move to the Empire State Tower, with latest sales for its popular kiddie show, "Fun Time," sold to Charm's Candy for Fridays, starting Feb. 26, and to Durling Farms on Thursdays, starting March 11, both on 13-week contracts. . . . New TV column by NEA's Nick Kleiner gaining wide popularity. . . . Faye Emerson and Skitch Henderson will emcee the New York Junior League Mardi Gras Ball on March 2 in the Astor Hotel, which will be televised via WNBT-TV from 11 p.m. to midnight. . . . WBTM-TV, Danville, Va., began program operations on Sunday on channel 24.

● **TODAY'S TV PERSONALITY: GEORGE WOLF**, newly-elected v.p. of Geyer Advertising Agency where he is director of radio and TV, is a young veteran of the broadcasting field, having an extensive background as author, producer, director and executive for radio and TV as well as movies and the stage. As a free-lance radio writer and producer, George contributed to many leading programs prior to wartime service with the Army Signal Corps Motion Picture Center assigned to writing and producing documentary training films. The post-war era found Wolf with NBC where he wrote and produced a weekly network institutional show as well as working on special assignments. The next seven years ('46 to Aug. '53) found him at Foote, Cone & Belding, as director radio and TV where he supervised much of the agency's \$18-million of annual airtime billings.



WOLF

● **WEST COAST NEWS:** Desilu Productions will do a TV pilot film of "December Bride," popular radio program conceived and written by Parke Levy for CBS. Spring Byington who starred in the radio series will also be in the TV version which will be directed by Jerry Thorpe. . . . KNXT launched a new exercise program, "Pounds Off" sponsored by Carol Joyce Cosmetics. . . . Popular chef Mike Roy bowed yesterday in a new KNBH show, "Key to the Kitchen," aired Mondays-through-Fridays at 1:30 p.m. . . . KNBH sports director Cleve Herman has come up with the top-rated multi-weekly sports show in the L. A. area in his first year on the air, according to latest Pulse figures.

## BAB Names Winners 'Radio Derby' Contest

Showing documented proof that radio is an outstanding advertising medium for virtually every type of advertiser, the winners of the 1953 "Radio Gets Results Derby" conducted by Broadcast Advertising Bureau are announced today by BAB chief Kevin Sweeney. Seventy-six winners in 11 different classifications of advertisers were selected from over 350 entries. First-prize winning stations and advertisers will receive bronze, polished wood-mounted wall plaques, while second and third-prize winners will receive inscribed wooden plaques. Scrolls will be presented to all honorable mention awards.

Judging was based on actual results turned in for advertisers by radio as well as the amount and type of broadcast advertising used. Judges included Paul S. Willis, president of Grocery Manufacturers of America, Inc.; Frank X. Kiefer, editor of Department Store Economist; and Walter Kiplinger, promotion director of National Automobile Dealers Association.

The top winners are as follows:

- APPAREL:** First Prize: KTUL, Tulsa, Okla. (Robert Hall Clothiers); Second Prize: WJTN, Jamestown, N. Y. (Brown-Bilt Shoe Store); Third Prize: KYW, Philadelphia (MacDonald & Campbell).
- AUTOMOTIVE:** First Prize: WGAY, Silver Spring, Md. (Tom's Used Car Ape); Second Prize: WJOY, Burlington, Vt. (C. P. Smith, Jr., Inc.); Third Prize: WTTM, Trenton, N. J. (Volk Motors).
- DEPARTMENT STORES:** Special Award: KMOX, St. Louis, Mo. (Scruggs-Vandewoort-Barney); First Prize: WJOY, Burlington, Vt. (Abernethy Clarkson Wright); Second Prize: WJTN, Jamestown, N. Y. (Bigelow's Dept. Store); Third Prize: WTTM, Trenton (Hurley-Tobin Company).
- DRUG PRODUCTS:** First Prize: KCBS, San Francisco, Calif. (Hannah Laboratories, Inc.).
- DRUG STORES:** First Prize: WWDC, Washington, D. C. (People's Drug Stores); Second Prize: KCOL, Fort Collins, Col. (Shinn's Pharmacy); Third Prize: KYAK, Yakima, Washington (Brown's Pharmacy).
- FINANCIAL:** First Prize: KEX, Portland, Oregon (Benjamin Franklin Savings & Loan Assn.); Second Prize: KSCB, Liberal, Kansas (First Federal Savings & Loan Assn.); Third Prize: WMIL, Milwaukee, Wisc. (City Loan Company).
- FOOD AND GROCERY PRODUCTS:** First Prize: WCAU, Philadelphia, Pa. (Burnham & Morrill Co.); Second Prize: WGAR, Cleveland, Ohio (Colgate-Palmolive Peet Company); Third Prize: WIRE, Indianapolis, Indiana (Borden Co.).
- FOOD AND GROCERY STORES:** First Prize: WOPI, Bristol, Tenn. (Morton's Grocery); Second Prize: KBIG, Hollywood, Calif. (Von's Grocery Company); Third Prize: WCAU, Philadelphia, Pa. (American Stores Company).
- HOME FURNISHINGS:** First Prize: WPTM, Trenton, N. J. (J. B. Van Seiver Co.); Second Prize: WLDS, Jacksonville, Ill. (Slack Furniture Co.); Third Prize: KBIG, Hollywood, Calif. (J. B. Finch Furniture Company).
- MISCELLANEOUS:** First Prize: WOR, New York, N. Y. (Plantation Estates); Second Prize: KDKA, Pittsburgh, Pa. (Keps Electric Co.); Third Prize: KSEM, Moses Lake, Wash. (Third Avenue Shopping Center).
- SPECIALIZED SERVICES:** First Prize: WIP, Philadelphia, Pa. (Albert Tire Company); Second Prize: WEMP, Milwaukee, Wisc. (Charles Lubotsky Tire Stores); Third Prize: WTOP, Washington, D. C. (Hot Shoppes, Inc.).

TOP VARIETY  
in TV FILMS!

BILLBOARD AWARDS UNITY 1st PLACE for Marketing and Service!  
In the Annual National TV Film Service Awards Poll  
UNITY Leads Again in Best Marketing and Best Service

UNITY TELEVISION  
\* CORP. \*

1501 B'WAY, N. Y. 18 • LO 4-8234

## NEW BUSINESS

**WABD, N. Y.:** Through Wyatt and Scheubel. Salada Tea Company has contracted for participations in the Monday, Wednesday, Thursday and Friday, 4:00-4:30 p.m., "Tea Time Theater," plus a series of 20 second announcements, for 52 weeks, effective immediately until Dec. 31, 1954. The N. Y. Telephone Company, via BBD&O, Inc., has signed for 36 20-second filmed announcements, effective immediately and continuing for 18 weeks until May 25, 1954, for its classified directory. Party Novelty Packs, Inc., for its children's birthday party packs, has contracted for 13 participations in the Monday, 6:00-6:30 p.m. "Magic Cottage" program, effective immediately, and running through April 26. Sona Cosmetics, Inc., via Product Services, Inc., has purchased a ten-minute filmed program of beauty hints, seen Fridays, 2:30-2:40 p.m. for 13 weeks until April 16. Sales Builders, Inc., for its Max Factor cosmetics, has signed for 20-second announcements on Mondays, Tuesdays and Fridays effective immediately until March 12. Agency is Young & Rubicam, Inc.

**KECA, Hollywood:** A 52-week contract covering sponsorship of Elroy "Crazy Legs" Hirsch's Tuesday and Thursday sports programs on ABC's L. A. radio station KABC, has been placed by Bar's Leak, car radiator conditioner, via the Stobel Advertising Agency. The contract went into effect February 16, after the change in the station's call letters from KECA to KABC. and runs through Feb. 10, 1955. The Monday and Friday broadcasts of "Elroy Hirsch Sports" are sponsored by Art Frost of Glendale, California, DeSoto-Plymouth auto dealer.

**WWBZ, Vineland, N. J.:** Lincoln-Mercury purchased 60 spots via Kenyon & Eckhardt. Ralston-Purina Co. renewed the Purina Poultry Hour daily 12:35-1:00 p.m. for 52 weeks via Gardner Advertising Co. of St. Louis. P. Ballantine & Sons purchased 17 spots per week for 52 weeks via J. Walter Thompson for Ballantine Beer and Ale. C. Schmidt & Sons, Inc., is using 12 spots per week for 52 weeks on the "All Sports Parade" placed via Al Paul Lefton Co., N. J. Bell Telephone Co. has purchased 156 announcements, began Feb. 15 via Reach, Yates and Mattoon, Inc. Alps, Inc. bought 1:00 p.m. newscast for 52 weeks. Word of God Hour renewed for 52 weeks, using 4:40-5:00 slot on Sundays. East End Motor Co. of Vineland using 7:00 p.m. newscast for another 52 weeks.



## California Commentary

By ETHEL ROSEN

• • • Budd Lesser has been assigned to scripting two "Wild Bill Hickok" TV shows and a "Mr. and Mrs. North" TV series. . . . Harry Diner, formerly affiliated with MCA in San Francisco and the East, has joined the KPIX sales staff as account executive.

### Hollywood

He replaces Frank Beasley, who resigned to head the sales department of KAFY-TV, Bakersfield. . . . Irving Fein, director of public relations for CBS radio, in New York to confer with CBS radio executives. He is accompanying Jack Benny, who is spending two weeks in the East, doing two radio shows and a television program. . . . Something new has been added to KCOP's popular program "Hollywood on TV," on their last program, "Fashion Viewpoint" took the stage. First guest of the series, was Jerry Jontry, the Coast editor of Esquire Magazine, giving his opinion of masculine fashions from the male fashion viewpoint. Interviews are conducted with Marilyn Hare and David Street. . . . Carlton E. Morse has completed casting on his TV version of "One Man's Family" which returns to NBC-TV on March 1, with Theodor von Eltz and Mary Adams set as father and mother Barbour. Linda Leighton cast as Hazel, Russell Thorson as Paul, James Lee as Cliff, Anne Whitfield as Claudia, Martin Dean as Jack, and Jack Edwards as Johnny Roberts. Richard Clemmer will produce the five-a-week daytime strip for Morse. . . . Billy Gray, Patti Moore and Ben Lessy opened at El Rancho Vegas, February 17. Special material for the act is by Sid Kuller and Phil Shuken. Shuken has also just completed a pilot script for Ben Blue which both Blue and NBC are high on. . . . Tom Frandsen, host of KNBH's "Late Date at the Movies" has grabbed off the host chores on Regal Pale's new KNBH teevee-er. . . . Tony Bomba, 13-year-man with KPIX and KSFO, joins KPIX as technical director. . . . Herbert Wall will write the script of "Dentistry Without Fear," TV pilot film with Dr. Lawrence Harris, which Humanity Productions will make, starting soon.

★ ★ ★

• • • Larry Harmon, who stars in the "Commander Comet" show via KNBH, will make his debut as a film producer with "Jane Addams," feature based upon the fabulous founder of the Jane Addams Settlement House in Chicago and Nobel Prize Winner. . . . Fred Stubbins, former Los Angeles business manager for KSDO (San Diego) is now sales coordinator for KCOP. . . . Jack Rourke has added another program to his list of shows called "Rourke Revue" Monday through Friday, on KABC-TV. This revue will be for the most part "Quotes from the Columnists." . . . Charles Pierce, former East Coast disc jockey, now operates "The Music Shop" on KBLA. . . . Norman Brooks, the Canadian singing star, whose voice sounds exactly like that of the late Al Jolson, opened a two-week stint at the Mocambo this week, in his West Coast debut. He's a Zodiac platter artist. . . . Fashion designer Albert Allardale, who is sponsoring the career of singer Jan Valeris, is in New York arranging for a p.a. tour for the vocalist and also conferring with Broadway producers on costuming of several shows.

★ ★ ★

• • • The sponsors Wayne-Fellows Productions who picked up the tab two hours before the Academy of Television Arts and Sciences went on the air recently, turned over all the time to the local Heart campaign. Price of the sponsorship, over KNJ-TV was \$1,975. This was actually the first time a motion picture production company has bought television commercial time to a television award presentation. John Reynolds and Willet Brown had restricted sponsorship to institutional advertising. . . . Glenn Denning is recording a series of plugs for the Sister Elizabeth Kenny polio campaign which will be staged in May.

## CHICAGO

By HERB KRAUS

"UNCLE WIN" Stracke, who has been winning the hearts of the small fry on "Animal Playtime" over WNBQ, can now also be heard on records. Little Golden Records has waxed four of his kiddie songs. Win carries his winning ways to "Hawkins Falls" too and may shortly be back on "Studs Place," if and when that Chicago-style TV gem returns to the screen. Stracke is now being handled by Jules Peowar, one of the top TV producers, writers, and packagers in the business.

ABC engineers installed \$155,000 worth of new TV equipment in the storied Terrace Casino of the Morrison Hotel in anticipation of the Washington Birthday premiere of the simulcast of Don McNeill's Breakfast Club. They were in the process of a week of "dry runs."

Norman Ross, Jr. is basking in Paris these pre-spring days while his Saturday morning WMAQ Travel Hour continues on tape. During his short overseas jaunt to get a preview of the coming tourist season, Ross is spending four days in Rome, four days in Paris, plus excursions to the Riviera, Nice, and London. . . . One of our favorite folks, and a pioneer in Chicago radio as well as in the field of human relations, is Dr. Preston Bradley. The well-known Unitarian minister, author, and lecturer, has begun a new radio spot on WGN from 9:45 to 9:50 a.m. each morning except Saturday and Sunday. He is also seen on WGN-TV from 12:45 to 12:55 p.m. His regular Sunday religious broadcasts can still be heard on WJJD.



Enjoy the world's most luxurious air service  
**AT NO EXTRA FARE!**

**TWA's**  
*Ambassadors*  
nightly from  
**NEW YORK**  
**LOS ANGELES**  
**SAN FRANCISCO**  
via Chicago

Friendly lounge, superb cuisine, gracious hospitality in new, giant TWA Super Constellations. Sleeper berths at extra cost. See your travel agent or call Trans World Airlines.

ACROSS THE U.S. AND OVERSEAS  
**FLY TWA**