

EQUIPMENT  
PRODUCTION  
STUDIOS

# RADIO DAILY

## TELEVISION DAILY

SPONSORS  
BUSINESS  
AGENCIES

VOL. 58, NO. 18

NEW YORK, FRIDAY, JANUARY 25, 1952

TEN CENTS

# BANNISTER RE-AFFIRMS FAITH IN RADIO

## Wilson Will Reconsider Color TV Freeze

### Calls Meeting Of TV Producers February 8

Washington Bureau of RADIO DAILY

Washington — Possible changes in the government order freezing production of color television sets will be discussed by television producers at a meeting which has been called by the Office of Defense Mobilization on February 8. Defense Mobilization Director Charles E. Wilson,

(Continued on Page 6)

### McDaniel Reveals RTMA Meeting Plans

With important government actions affecting the radio-TV manufacturing industry expected shortly, industry leaders will meet February 5-7 at the Roosevelt Hotel, New York, for the mid-winter conference of RTMA, Glen McDaniel, president, announced yesterday. The conference will conclude with a

(Continued on Page 7)

### New Patriotic AM Series Sponsored By Jr. League

New series of dramatic radio shows designed to make history interesting will be launched on February 4 by the New York City Board of Education through its station, WNYE, in cooperation with the Junior Leagues of Brooklyn and New

(Continued on Page 6)

### Religious TV Series

Bishop Fulton D. Sheehan has been signed for a series on WABD-Du Mont television network starting Tuesday, February 12, 8 to 8:30 p.m., EST. Bishop Sheehan, noted as a radio and TV orator, will discuss, "Is Life Worth Living." Series will originate in a library studio in New York City, it has been announced by the DuMont Television Network.

### ABC Radio Show Plugged on NBC-TV

Somebody said it would happen some day and it did yesterday on "TODAY." What actually happened was this: two ABC boys with a flair for funmaking posted themselves out the RCA-Victor exhibition hall around 8:30 a.m. yesterday. They were peering through the window which displays Dave Garroway and company busily engaged in presenting NBC's TV show, "Today." As the NBC cameras panned the window, Bill Stedman and Tom Shea, went into action. They displayed a big sign which read: "LISTEN TO HERB SHELDON MORNINGS ON WJZ RADIO, 6:30 TO 8:15 A.M." This NBC-TV plug for an ABC radio show cost them \$4—the price of the sign.

### Commission Denies Okla. Broadcasters 20th-Fox TV Petition Hold Annual Meeting

Washington Bureau of RADIO DAILY

Washington—In a memorandum opinion and order yesterday the FCC denied, as unnecessary and premature, a petition filed by 20th Century-Fox Film Corp. to enlarge the issues in the forthcoming theater TV hearings, scheduled to begin February 25.

To 20th Fox's request that an issue of whether frequencies presently allocated to industrial radio services might be assigned to theater TV, the commission said "to

(Continued on Page 2)

Lawton, Okla.—Members of the Oklahoma Broadcasters Association meeting here Wednesday voted to investigate the feasibility of a state-wide survey of impact of TV on radio, elected officers for the ensuing year and discussed possible revision of by-laws to enlarge scope of association's activities.

William B. Way of KVOO, Tulsa, reporting for the six stations in the Tulsa area, told of the success of their campaign to sell radio and urged other broadcasters to adopt

(Continued on Page 3)

### Travis Heads ABC Sales Promotion On West Coast

West Coast Bureau of RADIO DAILY

Hollywood—C. Merwin Travis has been named sales promotion manager for ABC's Western Division, it was announced by William Phillipson, director for ABC's Western Division, who also announced the pro-

(Continued on Page 2)

### Coast Film & Radio Stars To Aid Brotherhood Week

West Coast Bureau of RADIO DAILY

Hollywood—Sixteen film and radio personalities have been scheduled by the Hollywood Coordinating Committee to record a series of spot announcements featuring the 18th annual observance of National

(Continued on Page 3)

### Radio And TV Get Credit For Success Of Polio Drive

Cleveland—Radio and television stations in Cleveland are credited with 99 per cent of success of first "Mothers' March on Polio" drive in major U. S. city by Rudy Miller, chairman of fabulously successful drive.

"Mothers' March on Polio" to be repeated in Detroit and other large cities because of success of Cleve-

land drive, is organized into concentrated one-hour house-calling campaign by mothers answering doorbells only where porch lights are lit, indicating desire to contribute.

More than goal of \$400,000, \$100,000 more than collected by conventional week-long March of Dimes drive

(Continued on Page 7)

### Detroit Executive Gives Views On Radio's Future

Taking as his theme, "Radio's not going to fold up, but radio must take cognizance of the times," Harry Bannister, general manager of WWJ and WWJ-TV, Detroit, was the featured speaker at the Waldorf-Astoria Hotel, yesterday, before some three hundred members of the Radio Execu-

(Continued on Page 3)

### DuMont Asks For Hearing Separation

Washington Bureau of RADIO DAILY

Washington — As the DuMont phase of the ABC-UPT Paramount-DuMont consolidated hearing closed yesterday, William A. Roberts, counsel for the Allen B. DuMont Laboratories, told FCC hearing examiner Leo Resnick he would file shortly a motion requesting that the

(Continued on Page 8)

### VOA Transmitter To Be In Washington State

Washington Bureau of RADIO DAILY

Washington — The State Department's new seven-million-dollar shortwave transmitter, announced two weeks ago, will be located in

(Continued on Page 6)

### Premature?

Washington—When Sen. Estes Kefauver (D-Tenn.), former chairman of the Senate Crime Investigation Committee, tossed his coonskin cap into the presidential ring Tuesday he wasn't breaking any news. His wife, Nancy, beat him to the draw and let the cat out of the bag, as it were, on Hazel Markel's MBS program last Sunday.

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FRANK BURKE : : : : Editor
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WASHINGTON BUREAU

Bill Bailey
Office: 1142 National Press Building
Telephone: Metropolitan 0823, 0824.
Residence: 4315 Russell Ave., Mt. Rainier, Md.
Telephone: Warfield 4462

WEST COAST OFFICES

Ethel Rosen
6425 Hollywood Blvd. Phone: Gladstone 8436

CHICAGO BUREAU

Frances B. Clow
864 North Wabash Ave.
Phone: MOhawk 4-4737

ROME BUREAU: John Perdicari, Ludovisi 16.
PUERTO RICAN BUREAU: Antonio Alfonso,
Edificio Ochoa, San Juan, P. R.; P. O. Box 3385;
Telephone: 2-2305.

FINANCIAL

(Jan. 24)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include ABC, Admiral Corp., Am. Tel & Tel., CBS A, CBS B, Gen. Electric, Philco, RCA Common, RCA first pfd., Stewart-Warner, Westinghouse, Zenith Radio.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include Du Mont Lab., Hazeltine Corp., Nat. Union Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Row includes Stromberg-Carlson.

Travis Heads ABC Sales Promotion On West Coast

(Continued from Page 1) motion of John Hansen, present sales promotion head, to sales representative for ABC's owned radio station, KECA, in Los Angeles. Both appointments become effective February 1.

COMING AND GOING

KEN HILDEBRANDT, sales manager of KYA, San Francisco, flew back to the West Coast yesterday following 10 days' of business conferences with the George P. Hollingbery Co.

WILLIAM SHAW, general manager of KNX, Los Angeles and the Columbia Pacific Radio Network, has returned to the Coast following two weeks at CBS offices in New York and Chicago.

JEAN RUTH and BILL LECHNER, contract players at Jerry Fairbanks Productions, arrived in New York yesterday for appearances on the Doug Edwards' program.

CARL WARD, general manager, DON MILLER, sales manager, and HOWARD LALLY, food broker contact for WCBS radio, have returned to New York following the National Food Brokers Convention in Atlantic City.

RALPH CATTELL, v-p and general manager of Jerry Fairbanks Productions, is in New York for conferences with TV and agency execs.

JOHN L. AKERMAN, general manager of KMOX, St. Louis arrives in New York on Monday for a week of conferences at CBS.

ARMAND GRANT, assistant general manager and director of sales at WAAM, Baltimore, will be in New York for three days of conferences with Harrington, Righter and Parsons, ABC and Du Mont.

KITTY KALLEN has arrived in Detroit for personal appearances and a show date.

PEGGE KING, TV actress, left yesterday for the West Coast.

PAT O'BRIEN is on his way to the Coast from Chicago aboard the Santa Fe Super Chief.

JACK PEGLER, sales manager for Zoomar Lens, leaves for Mexico this week-end for a visit with Emilio Azcarraga in Mexico City.

W. J. REA, manager of KMUS, Mutual affiliate in Muskogee, Okla., is in New York for conferences.

HAL COULTER, director of Mutual promotion, returns to New York today from Chicago.

HARRY ALGUS, of the press information department of Mutual, leaves today for a winter vacation near Monticello, N. Y. at the Hotel Concord.

DORSEY OWINGS, BMI Southern field rep., is in Columbia, S. C. today attending the meeting of the state Association of Broadcasters. He will return to New York on Monday.

LIN PATTEE, BMI field rep., leaves today for Burlington, Vermont.

BURT SQUIRE, BMI mid-west rep., leaves tonight for Chicago.

C. E. ("BEE") ARNEY, of NARTB, is in New York.

ARTHUR H. BECKWITH, commercial manager of WLAN, Lancaster, Pa., was in New York yesterday visiting Bob Keller. He returned home last night.

LEO ROSENCRANS of Fairbanks Production department, is in Chicago for meetings.

Commission Denies 20th-Fox TV Petition

(Continued from Page 1) single out and specifically to put in issue the frequencies allocated to the industrial service might imply that the other frequencies which have been put into issue by petitions filed by other parties to the proceeding are not also involved therein or that the commission is giving some preference to the use of industrial frequencies for a theater television service.

The commission said that up to now it has not assigned any frequencies to theater TV and that one of the purposes of the hearings next month is to determine the orders of frequencies and the spectrum space required, if any, at each order of frequency which would be necessary to establish a theater TV service. In other words, the FCC made it plain it has not yet determined whether theater TV would be in the public interest and whether the allocation of any frequencies for this service would be justified.

Baran Takes New Post

Paul Baran has been appointed field engineering representative for the Audio-Video Products Corporation, Kenneth B. Boothe, manager of the company's instrumentation division, announced yesterday.

Send Birthday Greetings To

- January 25: Teddy Bly, Bob Keyworth, Portland Hoffa, Robert Durham, C. A. Snyder, Douglas McLetchie
January 26: Wyllis Cooper, Charles E. Green, Bill Baird, Joseph Koehler, Sophie Hinze, Ed Ballantine, Donald Thornburgh
January 27: Bernice Claire, C. T. Hughes, Lee Hughes, Helen Whitwere, Benay Venuta
January 28: Irene Beasley, Beatrice Pons, Frank Healy, Nelson Olmstead, Arthur Gary, Mort Silverman, Dick Davis, Edward F. Loomis
January 29: Joy Hodges, Ted Green, Joe Parker, Allen B. DuMont, Richard Hess, Eileen Palmer
January 30: Gene Norman, Lawrence Lowman, Dick Kelly, Reg. D. Marshall, Renwicke Cary, Clarence G. Cosby
January 31: Eddie Cantor, G. Bennett Larsen, Cecil Hogan, Garry Moore, Larry Holcomb, Herbert L. Krueger, Leonard H. Hale, Norman Nesbitt, Bob Novak, Robert Maxwell

TWICE as many local folks BUY WITH

If the cash registers don't ring, local merchants drop any advertising medium like a hot brick. So get this:

In Baltimore, WITH regularly carries the advertising of more than twice as many retail merchants as any other station in town!

If you want to make a small appropriation do BIG things in Baltimore, call in your Headly-Reed man today. He'll give you all the facts about WITH's commanding position in this highly competitive market.

STC and STC-FM STAMFORD, CONN. The Gateway to New England ABC Affiliate Representative, EVERETT-MCKINNEY, Inc.

THE ONLY STATION THAT ACTUALLY DELIVERS COMPREHENSIVE COVERAGE OF THE REGION'S FASTEST-GROWING MARKET KGW PORTLAND OREGON ON THE EFFICIENT 620 FREQUENCY

The Results station WITH BALTIMORE, MARYLAND Tom Tinsley, President • Rep. by Headly-Reed

## AGENCIES

**DAVID D. POLON** has joined the Emil Mogul Company as director and business manager of their expanding radio-TV department. Polon was formerly vice-president of R. T. O'Connell Company, in charge of AM and TV.

**ALFRED DAVIDSON ASSOCIATES** has been appointed public relations counsel to the Gold Pure Food Products Company, Brooklyn. A campaign now being planned for promotion of Gold's line of horse radish and allied products, will place heavy emphasis on television, with all media to be used.

**HUNTER COLLEGE** will open a new course on the basic principles of advertising on Feb. 19. Course is open to both men and women.

### Coast Film & Radio Stars To Aid Brotherhood Week

(Continued from Page 1)

Brotherhood Week, February 17 to 24. They are Eve Arden, Edward Arnold, Jack Benny, Eddie Cantor, Jeff Chandler, Ralph Edwards, Douglas Fairbanks, Jr., June Haver, Bop Hope, Alan Ladd, Art Linkletter, Frank Lovejoy, Groucho Marx, Joel McCrea, Dennis O'Keefe and Audrey Totter.

The spots will stress promoting of good will, justice, understanding and cooperation among people of all religious races and national origins. More than 2,000 discs will be mailed to radio stations in this country.

President Eric Johnston of Motion Picture Association of America (MPAA), is general chairman of National Brotherhood Week this year, assisted by President Joseph H. McConnell of NBC, as radio chairman.

only \$624\* for a  
**10-DAY HAWAIIAN VACATION!**



Includes Mainliner transportation, hotel accommodations and sightseeing.

That's just one of United Air Lines' low-expense Hawaiian Air Vacations. There are six others from which to choose, lasting up to 23 days. Call or write for a free descriptive folder. \* From New York

**UNITED AIR LINES**  
(Fares plus tax.)

## Detroit Broadcaster Declares Radio Is Still Going Strong

(Continued from Page 1)

tives Club of New York. He was introduced to the gathering by I. E. (Chick) Showerman, president of the club.

Beginning his remarks with the observation that "How to run a radio station side-by-side with TV and to make both profitable," was the thinking of his stations as far back as 1945, Bannister revealed. At that time he felt that TV would probably occupy some three to four hours a day.



BANNISTER

However, he said, in March of 1947 WWJ-TV came into being, starting all alone in the motor city without benefit of the cable and that by that time station heads were sold on the medium to the extent of sacrificing two years of radio profits in order to set up the TV station. At that time, Bannister said, he felt that TV would ultimately kill radio.

By mid-1949, with TV expanding, however, he felt he had to re-vamp his ideas that radio was doomed, and that the medium not only had a "right to survive" but that also radio, in itself, would never die.

However, as radio billings declined, as much as 40 per cent early in 1951, and levelling off to some 20 per cent later in the year, Bannister said it was decided to fight back for the radio medium.

#### Justifies Rate Cut

While he had always felt that radio was priced too low during the years it had the center of the stage, Bannister said, it was decided, as a first step, to lower nighttime station rates by 20 per cent. This retained a great deal of business on the station and brought in some new accounts. This, he said, was in the face of some \$6,000,000 worth of advertising, which had gone into TV in the Detroit area by mid-1951.

Re-looking at the radio situation in Detroit, in late 1951, after the

#### Proposes Station CP

Washington—FCC Hearing Examiner Hugh B. Hutchison, in an initial decision, proposes to grant a construction permit to Spa Broadcasters, Inc., for a new AM station at Saratoga Springs, N. Y., to operate on 900 kc with 250 watts daytime only. He proposed to deny for default application of Saratoga Broadcasting Co. for the same facilities.

Spa is composed of John H. Woods, transmitter engineer of WWSC, Glens Falls, N. Y.; Richard O'Connor, dairy farmer and civic leader of Middletown, N. Y., and Joseph E. Donahue of Brooklyn, a U. S. Government Supply Officer.

newness of TV had worn off, Bannister revealed that a return to promotion of personalities, plus appraising "out of home" audience and many other "plus" activities of radio listening were more thoroughly examined. These included the development of sequence block programming, studies of listening audiences by type of home, opening up early a.m. to small advertisers, home-owning status and other parts of the wealth-factor, which brought forth a new cost-per-thousand figure, which could be favorably compared, for radio, to other media.

While on the subject of re-evaluation, Bannister said he had never felt that rating services could be used as more than a faint sign-post as to what a program could really do for an advertiser.

#### Radio Billings Up

As a result of all this activity, Bannister said that by late 1951, the decline in radio billings were halted, even opposite TV's draw of some \$700,000 per month in the Detroit area. In fact, he said, a definite upturn in radio billings has occurred since December and early this month.

With these facts at hand, Bannister said, his radio station intends to keep radio on a high level and has no intention of ever cheapening the medium.

In closing he admonished the advertising agencies that too many of them have reached the position of treating radio, because it has been around so long, with the "familiarity that breeds contempt."

## Okla. Broadcasters Hold Annual Meeting

(Continued from Page 1)

the theme of "Everywhere you go, there's radio."

In considering plans for a state-wide survey the broadcasters named L. F. "Chub" Ellatti of KSPI, Stillwater, outgoing president, to head a committee which will contact the research departments of Oklahoma University and Oklahoma A. and M., regarding the proposed study.

Allan Page, KSWO, Lawton, was elected president of the association for the ensuing year. Cy Casper, WBBZ, Ponca City, was named vice-president; Guy Farnsworth, KCRC, Enid, secretary-treasurer. Directors elected were Jimmy Barry, KMUS, Muskogee; George Collison, KOCY, Oklahoma City; John Esau, KTUL, Tulsa; Bill Hoover, KADA, Ada; Ed Ryan, KSIW, Woodward. Page appointed Collison chairman and Esau, Collison, Barry members of special committee to study possible revision of association by-laws to enlarge scope of activities in line with other state associations.

#### Grant License Renewals

In a revised report the FCC announced that the following FM stations have been granted regular license renewals: WLYC-FM, Williamsport, Pa.; WICA-FM, Ashtabula, Ohio; KLZ-FM, Denver; WCTW, New Castle, Ind.

The following AM stations were granted regular renewals: WARA, Attleboro, Mass.; WBEX, Chillicothe, Ohio; WMUS, Muskegon, Mich., and WLOL, Minneapolis.

An original FCC report on January 4 listed all stations as AM.

**Your Top TV Sales opportunity**

# WDEL-TV

**Wilmington, Del.**

In the market which has highest income per family in the country.

Represented by

**ROBERT MEEKER ASSOCIATES**

New York Los Angeles San Francisco Chicago



AK Bonché

# THE VOICE THAT SELLS...

The young man steps out on a television screen, and sells. Sells a song, sells himself, and sells for sponsors.

Up against the toughest competition in all television, he's been able to draw and hold big audiences . . . bigger, in fact, than those of 31 other leading nighttime network programs.

Even more important, he has brought in those audiences to a sponsor at a remarkably moderate cost-per-thousand viewers . . . at a cost that beats no less than 47 other leading nighttime network programs.

He can do it for you . . . week after week or on a "limited engagement" basis. He can do it for you . . . on a quarter-hour, half-hour, or full hour basis, to suit your demands, your budget.

He can sell you, if you ask him to.

## CBS TELEVISION

"a refreshing relief from the hard-hitting type of variety show" (John Crosby, Herald Tribune)

"an ingratiating performer whether he's splicing lines or singing tunes" (Variety)

"figured to sell itself solidly to adults who just want some relaxed general entertainment...Sinatra... has become an amazingly polished performer... a truly pro light comedy style" (The Billboard)

"he has proven himself a great, charming personality, a far more mature and much broader performer than before" (George Simon, Metronome)

YOUR DIAL  
**MORE  
 POWER  
 TO  
 YOU!**  
 NOW  
**50,000  
 WATTS  
 DAY**  
 and  
**NIGHT**  
 1010  
**WINS**

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

Buy WINS...  
 it Sells!

**WINS**

50KW New York

CROSLEY BROADCASTING CORPORATION



By TED GREEN

● ● ● Hard-hitting Harry Bannister, general manager of WWJ and WWJ-TV, Detroit, graphically told the Radio Execs Club, yesterday, how radio is not only far from dead, but how the medium on his station is making a great come-back in the face of rising TV billings. Gist of Harry's remarks was that with re-evaluation, plus re-examination of the radio audience at home and "out," plus studies of what radio has to offer, radio remains a potent advertising force. Radio needs no apologists what with the Bill Ryan and Harry Bannisters around to tell the story.



● ● ● No comment from Ohio radio-TV exec Ed Lamb on the action of an unidentified man who took out petitions for Lamb's nomination for U. S. Senator at the Secretary of State's office in Columbus. Sec. State Ted W. Brown said 50 petitions were taken out for the Democratic party. Lamb, who owns WTOP, Toledo, and WTVN, Columbus, campaigned in 1940 unsuccessfully for nomination to the Democratic candidacy for state attorney general, and in 1934 was an unsuccessful candidate for the Republican nomination for U. S. Senator.



● ● ● Ever-mounting popularity of "Famous Jury Trials" on Du Mont is proof of its complete individuality, being unlike any other adventure program—it depends upon the drama and suspense of the court room rather than the actual commission of a crime. It is not a Whodunit since the audience usually knows immediately whether or not the defendant is guilty, the suspense lying in the possibility that he will get away with it. Judge Harold Medina publicly paid tribute to the show because of its obvious influence for good. The judge's endorsement has also been seconded by religious groups, parent-teachers and law enforcement agencies throughout the country. Credit for the high calibre program go to producer John Clark and director David Lowe.

**New Patriotic AM Series  
 Sponsored By Jr. League**

(Continued from Page 1)

York City. Entitled "The Price of Liberty," the series of 12 15-minute recordings was produced by leading educational authorities to dramatize historical highlights of New York.

Though primarily designed for use in seventh-grade history classes as an aid in teaching history, the series are also suitable for general adult groups such as patriotic or civic organizations. Distribution of the records is in charge of the Junior Leagues of New York State.

Beginning with the story of the origin of the first representative government in the Iroquois Confederacy, the series depicts in narrative form the constant struggle of all people of the state for freedom and justice, through a democratic government. Freedom of religion, freedom of press and speech are dramatized in the Flushing Remonstrance and the trial of Peter Zenger, while remainder of the series emphasizes other historical milestones in the growth of the state since its settlement in early days.

**VOA Transmitter To Be  
 In Washington State**

(Continued from Page 1)

the Port Angeles area of Washington State at a point known as Dungeness, the department revealed yesterday. Planned to have the most powerful radio signal in the world, the transmitter will carry Voice of America broadcasts across the Pacific to the Far East. A similar transmitter will be built on the Atlantic Coast for broadcasts to Europe and Latin America. A State Department spokesman said the Eastern site will be announced in a few days.

It is expected that the two news transmitters will be the key stations for a proposed worldwide network outlined by President Truman Monday in his budget message in which he asked for \$36 million to acquire lands and build new radio facilities. In addition to the land stations the Voice of America is completing installation of a new floating transmitter aboard a special Coast Guard ship. This station, scheduled to begin operations next month, will be used to reach remote areas, it was reported.

**Wilson To Reconsider  
 Color Television Ban**

(Continued from Page 1)

who originally requested the halt in production of color TV last October, revealed the plans for the meeting in a letter to Senator Johnson (D.-Colo.). The Senator had written Wilson on December 14 protesting the ban.

Johnson told Wilson that he understood TV producers were to be given freedom in using their allocations of critical metals for either black and white or color TV. The agreement was reached, Johnson said, at an industry meeting with Defense Mobilization officials on October 25. The understanding was that manufacturers would not come back for more metals once their allocations were used.

Some misunderstandings are prevalent in the industry, Wilson replied to Johnson. He added that the minutes of the October meeting are not entirely clear.

The meeting in February will be to see if the ban does not reflect the views of the industry, Wilson continued. Possible changes or ratification will be taken up.

Reason given by the mobilizer for the freeze order was that the industry feared possible anti-trust implications if they agreed among themselves to suspend color TV.

**WKZO-TV**  
 OFFICIAL  
 BASIC CBS  
 OUTLET FOR  
**KALAMAZOO  
 GRAND RAPIDS**  
 VIEWED BY 54.7%  
 MORE FAMILIES  
 THAN STATION "B"  
 WRITE US  
 OR AVERY-KNODEL  
 FOR ALL FACTS  
**FETZER BROADCASTING**  
 COMPANY  
 KALAMAZOO

## Radio-TV Gets Credit For Success Of Drive

(Continued from Page 1)

last year, was collected in Cleveland supported principally by radio and TV stations.

"Cleveland was lit up like a Christmas tree on the night of Jan. 16" Miller stated "and we credit radio-TV's three-week saturation campaign and up-to-last-minute urging after 6:30 p.m. with excellent response."

Also nearly half of 22,000 mothers who worked city block-by-block were recruited by Cleveland radio and TV stations according to Paul Brokaw in charge of public relations for drive.

"Local radio and TV stations opened drive with 30 announcements per day on week and stepped up saturation to 250 announcements per day on week and evening of drive," Brokaw said.

TV Outlet WXEL and radio station WGAR covered dollar-by-dollar scoring of results with live broadcasts from "Mothers' March" headquarters.

Cleveland polio drive officials undertook untried "Mothers' March" on insistence of assembled radio and TV program directors. They felt device would strike popular note and that it is especially adapted to flexibility of media. The drive will take permanent form as "Mothers' March" in Cleveland.

Cincinnati—An all-out appeal for the polio fund was staged by WLW-TV, in a three-hour telecast of the finals of the local Golden Gloves Tournament last night. The telecast got rolling at 9 p.m. when the first two contenders entered the ring and continued until approximately 12 midnight and featured the actual Golden Gloves boxing bouts interspersed with entertainment and appeals for phone-in pledges to the polio fund from viewers. Three top WLW television announcers were on hand during the evening to handle the blow-by-blow commentary on the bouts. Neal Van Ells, familiar to viewers of the Saturday night wrestling matches: Joe Hill, sports director of WLW-C in Columbus, and Bob Provence of WLW-TV's "Three City Final" rotated the ring-side assignment. Many WLW-TV stars lent their talents to the telethon effort in appeals between the eight matches that were scheduled for the Golden Gloves finals. Among the top names to appear were Bill Thall, Mel Martin, Vic Bellamy, Bonnie Lou, Kentucky Boys, Lee Jones, Buddy Ross, Briarhoppers, Marian Spelman, Judy Perkins, and Ernie Lee.

## ★ ★ TELE TOPICS ★ ★

**T**OPIC of ABC-TV's "Horizons," Sunday, Jan. 27 at 12 noon, will be "The Future of Atomic Energy." Professor John R. Dunning, dean of the Faculty of Engineering, Columbia University, and six Columbia University students will participate . . . Plans for a "Mothers March Marathon," tomorrow, has been set up by WAAM, Baltimore, for the "March of Dimes." Program will start at 1 p.m. and run through early Sunday morning with Nick Campofreda as emcee. Due to the local transit strike, contributions slowing inter-city travel to a walk, have caused collections to be far behind in the Maryland city, hence the special public-service program. . . . Ed Sullivan barnstorms to more than 100 major department stores to introduce the new Lincoln for 1952, between Sunday evening "Toast of the Town," programs over CBS-TV. . . . Peggy Lee and Carlos Ramirez guest on Jackie Gleason's "Cavalcade of Stars," Friday, Feb. 1 at 10 p.m. over Du Mont. . . . The new "Al Pearce Show," starting Monday, Feb. 11 at 10:45 a.m., and going across-the-board thereafter, will be sold in fifteen-minute segments, according to Fred M. Thrower, CBS-TV vice-president in charge of network sales.

★ ★ ★ ★

**T**ODAY'S TV PERSONALITY: BEULAH ZACHARY, business manager for the Kuklapolitans as well as producer of "Kukla, Fran & Ollie," began her TV career when she joined the staff of WBKB, Chicago, in 1944. Following graduation from Salem College, Winston-Salem, N. C. It was here she organized a little theater group which led to her first professional experience in the Mohawk Drama Festival at Schenectady. Later, Beulah went to New York where she worked as stage manager and in costumes with many New York productions. Landing in Chicago as stage manager for "Cry Havoc" she became one of the pioneers of TV by working on an NBC show. Six months later, she joined WBKB, and after several weeks of dolly-pushing, boom-hoisting and other odd-jobs, Beulah started as a director, specializing in dramatic productions. She has been associated with Burr Tillstrom ever since she worked as his producer on "Junior Jamboree." As producer of "Kukla, Fran & Ollie," Beulah has overall supervision of getting the program on the air,



ZACHARY

★ ★ ★ ★

**B**AND-LEADER Elliott Lawrence makes his dramatic debut tonight on Du Mont's "Not for Publication." . . . Open to graduate students only, Wayne University, Detroit, will offer a full semester course on the place of TV in the school program and its contribution to instruction. . . . Sen. Owen Brewster, (R.-Me.) will replace Sen. Everett M. Dirksen as speaker on the first telecast of "America's Town Meeting," Sunday, Jan. 26 at 6:30 p.m. over ABC-TV. Discussion will be "Eisenhower or Taft—What Are Their Chances?"

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**T**OP TV programs in New York for December, as reported by Hooper find "Texaco Star Theater" in first place with a rating of 52.8, followed by "Arthur Godfrey's Talent Scouts," with a 46.9. In third position was "Colgate Comedy Hour," for the Dec. 2 show only, with a rating of 38.2. . . . With Danny Thomas in charge the "Colgate Comedy Hour," this Sunday at 8 p.m. on NBC-TV, will also feature Dorothy Lamour and Bunny Lewbel. . . . "Time for Beany," WCBS-TV, at 5:30 p.m. will go six days a week, starting next Monday. Program is sponsored Tuesdays, Thursdays and Saturdays by Leigh Foods, Inc. . . . The Chicago Symphony Orchestra, on ABC-TV, will present a special "Young People's Concert," Tuesday, Feb. 3. Program is televised at 10:30 a.m., EST, outside of New York. . . . A discussion of TV's influence on the fashion world will be given at the Hotel McAlpin, today, by Kitty D'Alessio, fashion consultant for some NBC-TV's shows.

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## McDaniel Reveals RTMA Meeting Plans

(Continued from Page 1)

board meeting on February 7 with Chairman Robert C. Sprague presiding.

Among forthcoming governmental actions to be discussed are:

The expected early termination of the FCC "freeze" on TV station construction and its effect on industry production.

The Industry conference called by ODM for February 8 to review the ODM order prohibiting the manufacture of color TV equipment.

The third and probably final trade practice conference to be called by the Federal Trade Commission preparatory to issuing proposed trade practice rules for the radio-television industry.

In addition, governmental material allocations and the military production outlook for the year will be reviewed at various group meetings throughout the conference.

The reorganized transmitter division, which will propose that its name be changed to the technical products division, will hold a series of meetings on Wednesday, Feb. 6, to launch its new activities. Among these will be the newly-formed government relations section, which will take some of the major problems involved in doing business with the armed services.

### Dinner Meeting

A dinner meeting Wednesday for the transmitter division executive committee and section chairmen, under chairman H. J. Hoffman, will conclude the division's sessions. The set division executive committee, under Chairman John W. Craig, will meet Wednesday morning, Feb. 6, as will the executive committee and section chairmen of the parts division, under Chairman R. G. Zender, and the amplifier and sound equipment division, under Chairman A. K. Ward. The tube division, under Chairman R. E. Carlson, will hold a membership meeting.

The television committee, under Chairman W. R. G. Baker, will receive reports on the progress of field tests of the color television standards developed by the National Television System Committee and the findings of a special task force established to determine effects of lifting the freeze.

A progress report on the work of the association's statistical department, which started functioning the first of the year, will be made by director William F. E. Long. The newly appointed RTMA service manager, Albert Coumont, will meet with the service committee to review its program.

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• • • MUSICVILLE GAZETTE—You're going to have to wait about a year to check me, but about then, when Patti Page's contract with Mercury terminates, you will find that during her stay at the Paramount that young wizard Mitch Miller got her for Columbia Records. . . . Bob Poole, the Mutual DJ, starts a novel idea today on his 550-station hook-up (except N. Y.). He'll feature the whole score of a B'way musical, with members of the cast as guests. Today he kicks off with "Top Banana" and his guests will be Judy Lynn and Mike Sloan. . . . As a result of his nice work on "A Kiss to Build a Dream On" with Hugo Winterhalter on Victor, Johnny Parker again this week was up at Victor, working with the Three Suns, and cut two more with Hugo. This is the same lad who wrote the song, "I Wanna Love You" whose Coral record by the Ames Brothers has already sold close to a quarter of a million records. Kay Starr's version will be out next week. (See below).



• • • Pianist Jose Iturbi, arrived in New York this week to rehearse the RCA Victor Symphony Orch. for his Feb. 2, matinee concert at Carnegie Hall. Iturbi will conduct from the keyboard, on which he'll play four major concertos. Program consists of Mozart's D minor, Beethoven's 3rd, Mendelssohn's concerto, and Liszt's No. 1. He will also record these, probably this week. . . . Nick Lucarelli of the ABC sound effects department has written the lyrics to two new tunes "Yesterday's Song" and "A Lonely World." Both songs have been recorded by Sara Lou Harris and Paul Valentine, respectively, on the Emerson label. . . . With all the awarding of awards by the various publications, it has always amazed me that "The Hit Parade" on TV has never received the top awards they deserve for their masterful production, and astonishing good taste, on what could easily be a deadly assignment. They are up there with the rest of the best.



• • • RECORDS ON PARADE—"Where's That Tiger?" cries Dick Linke of Capitol Records. He's still hunting a live one to use in a Les Paul, "Tiger Rag" promotion. . . . Due to the reception given "Necessary Evil" as waxed for Decca by Louis Armstrong and Ella Fitzgerald, Columbia, is issuing that side sung by Frankie Laine, as a single. It was issued around Xmas, as part of an album. . . . Nat Tannen is all excited about the Victor recording of "Good By Maria, I'm off to Korea" as sung by Montana Slim. The disc will be previewed via Don Larkens show on WAAT, Newark between 1 and 2 today. . . . "Please Mr. Sun" with Johnnie Ray, has already sold 400,000 in the first week and a half. . . . Danny Thomas of TV and the movies has an album of "Comedy Songs" just issued by MGM records. . . . Cathie Favaro, Dick Linke's right-hand in the Capitol promotion dept., has gotten the promotion to go with her duties. Assistant in the promotion department if you please!



• • • WEDDING BELLS IN TIN PAN ALLEY—Cliff Steward, Coral recording artist is getting married today. Acting as best man will be Rudy Vallee. H'mm, nice cast! . . . Tony Bennett who makes money for Columbia records ties the knot Feb. 14, while the boy in charge of pop. publicity at Columbia, Elliot Horne, will do it Feb. 2. He marries lovely Joan Regenstraff.



• • • TRY THESE ON YOUR TURN TABLES—"I Wanna Love You," Kay Starr, (Capitol). Kay breathes electric into this catchy rhythm tune. The flip side, "Wheel of Fortune," good listening too. . . . "Baby Doll," Doris Day, (Columbia): A nice ballad with La Day making the most of every note. . . . "No Other Love," Billy Williams Quartet, (MGM). Good listening. . . . "Mountain Laurel," Jane Turzey, (Decca). The type of ditty that has universal appeal; also good "Alleganey Fidler" flip side. . . . "We Won't Live in a Castle," two good records of this excellent ballad, which ought to be a real biggie. 1: Guy Mitchell, (Columbia); 2: Bill Hayes, (MGM). This song is tailored to his talents.

## DuMont Asks For Hearing Separation

(Continued from Page 1)

DuMont portion be severed from the hearings and that the Commission immediately grant license renewals to the DuMont stations.

Roberts said he would base his motion on the grounds that the hearing has developed that Paramount has no control whatever over the DuMont operations. His announcement came after corporate attorneys for Paramount and DuMont told the commission of negotiations whereby Paramount was to have disposed of its Dumont stock in 1950.

Edwin Falk of New York, corporate attorney for DuMont, testified that in February 1950 Edwin Weisl, a Paramount executive and member of the DuMont board, told him he thought Paramount would sell its stock for \$10 million cash. Subsequently Kuhn and Loeb, New York stock brokers, advised Paramount by letter, Falk said, that they were ready to sell the Paramount-owned DuMont stock on the open market and estimated they could realize about \$10 million for it.

### Not Eager

Falk added, however, that "it died on the vine." He told the commission that Paramount did not appear to be eager to sell its DuMont stock.

James P. Murtaugh of Simpson, Thacher and Bartlett, Paramount corporate lawyers, told the commission he did not get into the Paramount-DuMont phase until March last year and that so far as he could recall the alleged negotiations had to do with distribution of the stock.

Frederick W. Ford, chief of the commission's broadcast bureau hearing section who is representing the FCC in the hearings, placed in the record 1948 testimony of Paul Raibourn, president of Paramount Television Productions, Inc., in which Raibourn told the commission that Paramount would assiduously attempt to dispose of its DuMont stock. At that time, according to the testimony placed in the record yesterday, Raibourn said Paramount would accept \$10 million for its DuMont stock.

The hearings recessed until February 4, when the ABC-UPT merger phase comes up.

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