

RTMA PUBLICITY

New Unit to Organize

RADIO and TV set manufacturers will set up an enlarged publicity and sales promotion unit when members of Radio-Television Mfrs. Assn. hold a three-day meeting Sept. 17-19 at Roosevelt Hotel, New York.

James D. Secrest, RTMA general manager, said formation of a new Public Relations & Advertising Committee will be a highlight of the meeting. The new committee will replace the Advertising Committee. It is scheduled to organize Sept. 17 and to discuss plans to expand public relations activities of set makers, coordinating publicity and advertising activity.

A score of group sessions will be held the first two days of the New York meeting, culminating the third day with a meeting of the RTMA board at which Chairman A. D. Plamondon Jr. will preside.

Meeting of the Television Committee, headed by W. R. G. Baker, General Electric Co., is scheduled the second day. A separate meeting of the Technical Products Div. Executive Committee will be held Sept. 12 at Absecon, N. J.

Tentative schedule of section and committee meetings follows:

Sept. 17—Morning: Antenna Section, Parts Div.; Ceramic Capacitor Section, Parts Div.; Phonograph Cartridges & Pickups Section, Parts Div.; organization meeting of Public Relations & Advertising Committee; Service Committee; Wire Section, Parts Div. Afternoon: Amateur Radio Activities Section, Parts Div.; Phonograph Industry Conference; Service Committee; Speaker Section, Parts Div.

Sept. 18—Morning: Amplifier & Sound Equipment Div. Executive Committee; Parts Div. Executive Committee and Section Chairmen; Set Div. Executive Committee & Educational TV Committee; Tube Div. membership meeting; Walsh-Healey Subcommittee. Afternoon: Industrial Relations Committee; Tax Committee; Television Committee; Membership Promotion Committee; Finance Committee.

Sept. 19—Morning: Board of Directors. Board luncheon.

IN REVIEW...

Program: Where Was I?, WABD (TV) New York and the DuMont Television Network.

Time: Tuesday, 9-9:30 p.m. EDT. Sponsor: Wine Corp. of America, manufacturers of Mogen David Wine.

Agency: Weiss & Geller Inc. Cast: Dan Seymour, emcee; Peter Donald, Nancy Guild, David Ross, panelists.

Co-producers: White and Rosenberg. Writers: Herb Sargent and Stanley Burns.

Director: Harry Coyle.

QUIZ panel shows are finding a place, however tenuous, in the regular programming in television nowadays. An advertiser, who apparently enjoys such programs, is the maker of Mogen David Wine. Last Tuesday, the firm saw its latest quiz effort, called *Where Was I?*, debut on the DuMont Television Network.

Like other programs of this type (they are deadingly similar), there is a moderator or host, and members of a hopefully erudite panel. In *Where Was I?* the moderator is Dan Seymour, the shows more and more are going in for the John Daly type; the panelists, Peter Donald of radio fame, Nancy Guild (pronounced as in Dial), a screen star, and David Ross, whose orchestra talent is well known to radio and TV audiences.

The format of this show is just a twist to each of the ingredients which usually are put in the quiz recipe. A photograph is flashed on a large screen directly behind the panelists, who fortunately don't turn around until (oh-mi-gosh-so-that-was-it) the picture is identified correctly. A guest who sends in the photograph, is questioned by the panelists (cite *What's My Line?*).

One guest, a photographer's model, who wistfully asked "Where was I?" was settled smilingly in a bubble bath—in the photograph that is. Another picture was a photo of the guest and his wife at their wedding in the Bronx 13 years ago. That makes for oh so much fun—for the panelists.

While all these pictures were

flashed on the screen and questions like, "Is it east of the Mississippi?," came knowingly from the panelists, Joey Adams, the well-known comic and author of sorts, brightened up the give-and-take with some humorous observations. It also gave each of the participants on the panel a chance to recall that "If I know Joey, I'd say that . . ." Aside from knowing Mr. Adams, the panelists fortunately were able to prod the answer (Mr. Adams and wife riding a camel in Palestine) with friendly assists from Mr. Seymour, like "That's almost right . . ." or "You're close . . . very warm . . ."

A refreshing interlude was the commercial where one learned that wine is still a delightful part of the gourmet's dinner table.

For all intents and purposes this reviewer waited patiently for the Detroit Lions vs. New York Giants professional football game which DuMont thoughtfully provided immediately following the close of *Where Was I?* Which is a good question: This reviewer had a living room seat on the 50-yard line. The game was great.

SHEEN PLANS

Drops Radio Role For TV

BISHOP Fulton J. Sheen has decided not to appear in his customary role of speaker on the *Catholic Hour* radio program (NBC Sunday, 2-2:30 p.m. EST) this coming season. A spokesman at his New York office Wednesday said that Bishop Sheen "preferred to give all his time to television" and explained that his duties have become too demanding for appearances on both radio and television.

The *Catholic Hour* is presented under the auspices of the National Council of Catholic Men and the program has been on the air for 23 years with Bishop Sheen appearing annually from January through Easter. A spokesman for the organization expressed the hope that Bishop Sheen's decision "isn't final and that he will reconsider."

An article in the *New York World Telegram & Sun* on Wednesday reported that while Bishop Sheen was in Europe, Gen. David Sarnoff, board chairman of RCA, and Milton Biow, president of the Biow Agency, approached the prelate regarding a television show to be sponsored by a cigarette firm over NBC-TV. Spokesmen at NBC, RCA and Biow denied that there was any truth to the report, while officials of the Society for the Propagation of the Faith, of which Bishop Sheen is national director, said that no comment could be made until the Bishop returned to New York this week.

RATE TRENDS

KBA to Discuss Oct. 13-14

TRENDS in the network rate situation will be discussed by Kentucky Broadcasters Assn. at the annual fall meeting to be held Oct. 13-14 at the Henry Clay Hotel, Ashland. Victor Sholis, WHAS Louisville, who has been active in the CBS Radio negotiations, will address the opening day luncheon on network rate trends.

The first day's agenda opens with a business meeting. The afternoon will include a sales clinic with W. T. Isaac, WHIR Danville, as panel chairman. Taking part will be Miller Welch, WLAP Lexington; Parker Smith, WKYW Louisville; Richard H. Goodlette, WKIZ Hazard, and W. Prewitt Lackey, WPAD Paducah.

Officers for 1953 will be elected at the morning session of the second day. Speakers at the luncheon will be Robert T. Mason, WMRN Marion, Ohio, NARTB District 7 director, and John T. Gelder Jr., WCHS Charleston, W. Va., president of West Virginia Broadcasters Assn.

Program clinic will feature the second afternoon, with Jean Clos, WKLO Louisville, as chairman. Other members will be J. Scott True, WFTM Maysville; Richard Martin, WCMI Ashland; Sam Livingston, WKYB Paducah, and Ed Brownell Jr., WLEX Lexington.



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