

## PROMOTION

### Bobby Benson Days

A series of personal appearances have been scheduled for Bobby Benson, whose radio adventures as a twelve-year-old cowboy are heard on Mutual network three days weekly (Mondays, 8 to 8:30 p.m.; Tuesdays and Thursdays, 5:30-6:00 p.m.) Highlight of the campaign will be Bobby's appearance with the Ringling Bros., Barnum and Bailey Circus at Madison Square Garden on April 14th.

Officially, his tour gets under way with an appearance in Paterson, N. J., on Apr. 12th; then goes to Richmond, Va., on April 15. Wilkes Barre, Pa., has declared Sat., April 22nd, as "Bobby Benson Day," when it will hold a parade and celebration in his honor. Bobby will lead the parade while riding his horse, "Amigo." Plans are also being made for an appearance in Philadelphia during the early part of May.

### U. N. Record Album

An album of phonograph records, giving the story of the origin, scope, aims and achievements of the United Nations is being produced at Lake Success by Mrs. Eleanor Gardner and Saul Carson, who have formed a documentary record album company under the name Tribune Productions. The album will be called "This Is The U. N." and will be released by the end of summer, according to Benjamin Cohen, Assistant Secretary General of the U. N. Dept. of Public Information. Among those of the U. N. who will assist and control the editorial content of the album are: Peter Ayles, director of the U. N. radio division; Walter B. Harris, chief of the U. N. education section; Mrs. Dorothy Lewis, coordinator, U. S. station relations, United Nations radio; and Gerald Kean, English language service, U. N. radio.

### KTLA Claims Record Coast Transmission

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ception of KTLA, which is 125 miles distant, is attributed to two factors, an exceptionally strong signal and the location of the KTLA transmitter on 5,800-ft. Mt. Wilson.

KTLA and San Diego's only TV station, KFMB-TV, on the occasion of the latter's opening, scooped West Coast television with the first television network hookup on May 15, 1949. The network hookup was accomplished without benefit of "booster" relay transmission towers or coaxial cable. KTLA's strong Mt. Wilson transmitter signal was picked up by KFMB-TV's Mt. Soledad tower and, in turn, beamed to the San Diego area. Since May, 1949, hundreds of hours of KTLA programming have been supplied in this fashion to KFMB-TV. NBC's Los Angeles outlet, KNBH, this week began supplying programs to KFMB-TV by the same method.

## California Commentary

By ALLEN KUSHNER

● ● ● Those old Laurel and Hardy films on television have injured considerably interest in the pair for a new "live" series and this situation may result in some suits being filed to determine whether a man's livelihood can be injured by re-showing of his old films. . . . Microwave towers and coaxial cable will supplement each other, rather than run as competition, the experts say. . . . At this writing, the Jerry Fairbanks firm in Hollywood appears to be occupying the Number One position in film-making for television. Hal "Great Gildersleeve" Peary is latest to schedule a test production for Fairbanks. . . . First large screen television for Los Angeles is going to be installed in the famous Orpheum Theater—and the announcement was made at a meeting of 400 exhibitors called by 20th Century-Fox. At all sales and exhibitor meetings these days, the big topic is what to do about TV. . . . Pal Branceaux, former Schubert dance director, will be musical director for the Pollack and Rogers Television weekly show, "Hollywood Skyroom," featuring Broadway and Hollywood stars, Max Pollack announced this week.

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● ● ● Meredith Willson, smashing records for the Iowa Industrial Fair in Des Moines, planed back to Hollywood this week to do another series of recordings on his thrice-weekly air show. Willson's program was launched this week in 48 major cities with Paulena Carter, Walter Reed and Tex Williams as guests. . . . The fact that one network is making "top brass" personnel changes in its television departments here indicates that the fight is on between the two major networks for the top spot in Hollywood television. . . . It is agreed that Hollywood soon will be the country's television center and both networks are marshalling their strongest forces in the fight for TV supremacy here. . . . Price tags on real estate within a two-mile radius of Hollywood and Vine are going up and there's a distinct feeling that another land boom is on the way. . . . CBS' purchase of a full city block at Sunset and Bronson is the first move. . . . Watch for a third network to grab real estate close to Sunset and Vine. . . . Hollywood's critics, having seen Garry Moore and Alan Young on TV, are predicting that these two comics are definitely video's "fair-haired" boys during the 1950's. . . . TV guest appearances currently range from \$50 to \$500 but the price, within the next six months, will be doubled or trebled. . . . Bob Shannon, Milwaukee's gift to radio, is about to sign a contract with a major cartoon studio to do voices for several cartoon characters.

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● ● ● Opening night of Coast League baseball in Hollywood was a distinct disappointment to club owners. Little more than 5,000 fans were on hand, which is 60 per cent under the usual season's opener here. . . . It's being blamed on the fact that the games were televised. . . . Frigidaire's big one-time splash in television with Bob Hope as emcee may lead other sponsors to feel that an occasional "Colossal" on TV is better than a weekly show on radio. . . . Ex G-Man Joe Graydon, now one of Hollywood's brightest television stars, has built up such a strong following among teen agers and housewives alike that he's now negotiating with two major networks for a TV radio show, too. . . . Walter O'Keefe's "Double or Nothing" program over NBC today will have as a special guest, A. J. Crotty, who is president of the National Restaurant Association. In addition, two winners of the "Hollywood Weekend" trip from Seattle will vie for cash prizes in the "Seattle Against The World" contest. . . . Jackie Gleason, currently starred as "Riley" in the "Life of Riley" video series, has just been signed by Universal-International for a top comedy role in the "Desert Hawk." . . . Frank DeVol, of the "Jack Smith Show" has been set to play a string of College dates on weekends, beginning May 19 with the Whittier College Jr-Sr prom at the Beverly Hills Hotel. . . . Natalie Kalmus of Technicolor fame is now associated with a swank Television set maker.

## NEW BUSINESS

WPIX, New York: Studebaker Dealers of Metropolitan New York will sponsor wrestling bouts from Hempstead, N. Y. The 13-week contract was placed by Roche, William & Cleary Inc., of Chicago. Arthur Guinness Sons Co., Inc., for Guinness Stout, sponsoring the "Guinness Telecade of Sports," a 15-minute sports reel, beginning March 1. The 13-week contract was placed Hewitt, Ogilvy, Benson & Math advertising agency.

The New York News who will sponsor "Voice of the People," a 4-minute forum program at 8 p.m. Thursdays. The 52-week contract was placed directly. Dynamic Electronics Inc. sponsored a one-hour remote program Saturday, March 25, beginning at 11 p.m., in connection with the opening of a new Dynamic store at 1926 Broadway.

Spot business included: Standard Brands, for Instant Tea, will use 2 second spots beginning April 14. The 52-week contract was placed by Compton Advertising. Jamaica Race Track, through Al Paul Lefton using 20-second spots beginning March 25 through April 29. Lamont Corlies Inc., for Nestles Candy Bar, renewed their 20-second spot contract for 13-weeks beginning April 1. The agency is Cecil & Presbrey.

Participating sponsors include: Shop By Mail, for nylon hosiery, who will use participations in the "Gail & Bill" program, Monday through Friday; "Little Old New York," Mondays; "Your TV Reporter," Tuesdays, Thursdays and Sundays; and "The Art Ford Show" Fridays. The agency is Scheck Advertising.

WXYZ, Detroit: Sun-Filled Orange Juice has purchased five participations a week effective March 13 for 39 weeks, on Ross Mulholland early morning disc show heard Mondays through Fridays. L. V. Ramsey is the agency. General Foods, Devils Food Mix has signed for the same program on a two week participation basis, plus two chain breaks a week. Both orders were effective March 13, for three weeks. Young & Rubicam is the agency. The Goebel Brewing Company, of Detroit, this week launched a new spot campaign by ordering on WXYZ, 10 chain breaks a week. The contract will run until April 1. Brooke, Smith, French & Dorrance Inc. is the agency.

### Plug Easter Record

Hollywood—Capitol Records has just placed in general release, Jimmy Wakely's recording of "Pete Cottontail." The recordings were planted with all disc jockeys in Los Angeles area within two hours after they were sliced. Capitol also is sending out 2,000 special Easter cards, plugging Wakely and "Pete Cottontail" to its entire list of disc jockeys throughout the United States.