

item. *Collector's Item* is produced in cooperation with the Fund for Adult Education and kinescoped in the WOI-TV studios for possible extended use.

### 'DANCETIME'

WBUD Trenton recently inaugurated its newest daily community-service program, *Dancetime*, created especially to meet after-school recreational needs of Delaware Valley teenagers. More than 500 youngsters attended the opening broadcast at the Trenton YWCA, and attendance, limited to members only, is growing daily, reports Richard M. Hardin, station general manager. Membership cards are given free to all teenagers who write to the station. Songstress Joni James entertained at the first dance session, and Mr. Hardin said that a new, nationally-known radio or recording artist will appear at least twice a week.

### PLUS POUR VOUS

WHEN WLWD (TV) Dayton changed from Ch. 5 to Ch. 2 a new slogan was originated: "C'est plus pour vous on Ch. 2," which is being delivered by all the stations' announcers and talent in their best French. The slogan, which is being carried out on billboards, window displays and car cards, will be translated every six weeks into a different language. It will always mean the same, however: "There's more for you on Ch. 2."

### POW INTERVIEWS

PHILADELPHIA's first returned prisoner of war from Korea, Corporal Wilbert Warring, was interviewed on WPTZ (TV) Philadelphia's *Your Esso Reporter* news program a few hours after his arrival, reports the station. Corporal Warring, though suffering from injuries, was able to come to the studio, where he expressed his gratitude for being home and talked with news editor Dick McCutchen on the situation in Red prison camps.

### INVISIBLE STORY LADY

WHEN Betsy Stelck, the Story Lady of *Little Playhouse*, WNBW (TV) Washington, had to make a two-day trip out of town, producer Carl Degen was faced with the problem of explaining her absence to young viewers. The problem was solved by making the Story Lady invisible for two days. Miss Stelck's voice was recorded and her magic wand, telephone and other props were attached to thin puppet strings, which were manipulated from 20 feet overhead. The station reports that youngsters at home never suspected that they were looking at the world's largest puppet stage instead of the invisible Story Lady.

### CORONATION GUIDE

CBS TELEVISION'S teacher's guide on the forthcoming Coronation broadcasts was praised in a statement to the network by Sir Roger Makins, British ambassador to the U. S. He said that the guide, prepared for CBS-TV by the Citizenship Education Project, Teachers College, Columbia U., will help teachers to introduce and explain the meanings of the Coronation to children in the U. S. and to point up "the origins and traditions of the British and American people."

### 'INTERSCHOOL FORUM'

A SERIES of four weekly half-hour round table discussions on world affairs, titled *The Interschool Forum*, is being presented over WBRY Waterbury, Conn., on Sundays, 4-4:30 EDT.

Varsity debaters from Taft and Hotchkiss schools opened the series on May 3 with a discussion of the McCarran-Walter Immigration and Naturalization Act. The series, featuring public and private schools in the Waterbury area, is in its fifth year.

### NEW NETWORK SERIES

GERALD W. JOHNSON, WAAM (TV) Baltimore, will begin a new series of comment programs for ABC-TV, beginning Sunday, May 31, 8:45 p.m. EDT, originating from WAAM (TV). Mr. Johnson is the current winner of the Alfred I. DuPont Foundation Commentator Award for "pointed, witty and wise analysis and comment." The station reports that it will thus become the only TV station in the nation originating regular programs for two networks.

Mr. Johnson is joining *Johns Hopkins Science Review*, DuMont, as a WAAM (TV) network production.

### Q FOR QUANTUM

ROBERT LEWIS in St. Louis were interviewed by Robert Q. Lewis on disc jockey Curt Ray's program on KMOX St. Louis recently. Of the 22 Lewis namesakes, there wasn't one duplicate Robert Q. However, Robert F. Lewis won two dinners at the Hotel Chase, where Robert Q. is appearing in a night club act, for his winning suggestion as to what the "Q" in Lewis' name should stand for. His suggestion was "Quantum" because "as a unit of atomic energy, it represents to science the spark and newness that you have for show business."



**in this room ...**

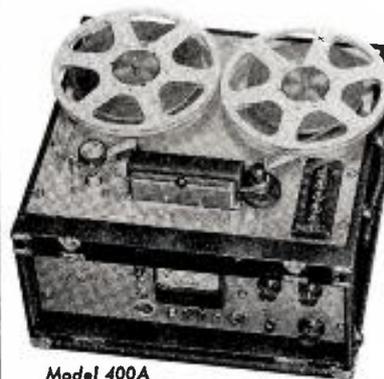
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