

## AGENCIES

**ESSO STANDARD OIL COMPANY** is starting an extensive drive in behalf of Flit products. Radio in certain areas, television, newspapers, magazines and trade publications will be used. The campaign will reach its peak during the summer months. McCann-Erickson, Inc. is the agency.

**EVERETT-McKINNEY, INC.** has been named national representatives for WDOK in Cleveland.

**STAN SCHLOEDER** has joined the media department of Ruthrauff & Ryan, Inc. as time buyer. He was formerly with Benton & Bowles.

**HERBERT W. COHON** has joined Joseph P. Schneider, Inc. as head of its new business department. He was formerly an account executive with Redfield-Johnstone, Inc.

**ROBERT B. DALZELL** has been named vice-president in charge of the marketing division of Burnham & Morrill Company. He was formerly a sales executive with Lever Brothers.

**CVA CORPORATION** to Foote, Cone & Belding of San Francisco, for advertising of Roma Wines.

**MILO RADIO & ELECTRONICS CORPORATION** to H. W. Hauptman Company.

**WILLIAM W. HOERTER** has joined Botsford, Constantine and Gardner as account executive. He was formerly merchandising and sales promotion manager of Pepsodent division of Lever Brothers Company.

**WILL H. CONNELLY** has joined the contact and sales promotion staff of the Jam Handy Organization in Detroit.

**MEISSNER & CULVER, INC.**, a new Boston agency at 828 Statler Building, has been formed by John N. Meissner and Edward H. Culver. Culver was formerly executive vice-president of Cory Snow, Inc. while Meissner has served in various capacities with agencies in New York and Boston.

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By SID WHITE

### Man About Manhattan. . . !

● ● ● **ONCE OVER LIGHTLY:** Dinah Shore nixed an offer of 12 G's per to play Bill Miller's Riviera. . . . A radio station in Panama goes under the call letters of HOG. . . . ABC's "Ethel and Albert" may latch onto Westinghouse as a bankroller. . . . Did Rob't Montgomery move out of the Waldorf to avoid all those complimentary phone calls from strangers regarding his Lee Hat radio show's attack on crime? And is it true that he has given up the idea of devoting himself exclusively to eastern radio and TV? His pals tell us that the strain is already beginning to tell on him. . . . J. C. Flippen, one of our better pioneer air comics and now a 'Hollywood villain,' is slated for the CBS comic-treatment. . . . Ronald Colman appearing on B'way this fall in "The Gioconda Smile" is better than a possibility. . . . The Appellate Division of the N. Y. Supreme Court unanimously upheld Judge Steuer's decision of last year in favor of "H'wood Screen Test." Lester Lewis was sued then by "Screen Test, Inc." for a half a million bux on the idea. . . . Bert Wheeler coming back with a TV variety show. . . . Sign on a B'way dance hall: "Television shown between dance sets."

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● ● ● Watch the Ford TV Theater this Friday nite. It's an advance in video showmanship and credit director Mark Daniels with an alert, enterprising stunt. The drama is "Subway Express" and Daniels is doing it in the Inspection Barn of the IRT Subway, up at the end of the Jerome Ave. line. A real IRT car is being used to insure authenticity. If this is a click, other Ford shows will similarly be performed "on location."

★ ★ ★ ★

● ● ● A new star was born the other p.m. at the swank Copacabana, and, like Jackie Eigen, we were at the Copa to witness it. Billed under the hilarious Martin & Lewis duo was little Toni Arden, daughter of Philip Ardizzone, who was once a Metropolitan Opera star and sang at world renowned La Scala, in Milan. Toni walked out to a tough audience. Tough because they had come to the Copa to be made to laugh. Well, Toni didn't make 'em laugh—but she darn near had 'em crying. That is, after they had made her come out for half a dozen encores. We happen to know there's an ironic twist behind Toni's success the other nite. A few weeks ago, she got her big break by being booked into the Capitol Theater—only to be forced to cancel due to a severe cold. Getting such a break as a New York theater date and then having a cold cheat you out of it is the kind of reason psychiatrists can afford such big couches. Well, we're happy to report that Toni made her own breaks at the Copa opening. She wowed an audience filled with celebs, top entertainers and the town's severest critics. "You're terrific, kid!" yelled Clown Prince Milton Berle as Toni exited off the Copa floor—and that's about the way we felt about it, too.

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● ● ● Dan Seymour, who took over the supervising chores of "We the People" in Feb., has demonstrated what the quality of showmanship will do for any stanza. Seymour, reviving what had been a dying pigeon, adrenalined the television Nielsen to almost double its previous rating and boosted the show's status from 55th to 19th at the last reports.

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● ● ● At the conclusion of Melvin Douglas' appearance on the "M-G-M Theater of the Air" over WMGM, Howard Dietz, program host, said to the guest star: "Before we sign off, it is customary to have a little interview so that the listening audience can hear you step out of character." "Actors aren't supposed to have their own character," cracked Douglas. "They merely have characters created by script writers."

## PROMOTION

### R. R. Looks Back—And Ahead

The 14-year organizational history of Radio Reports, Inc., along with details of the company's expanded services to its clients has been outlined in a colorful 16-page brochure and sent to 7,000 potential subscribers. Operating as something of a clipping service, R. R. has expanded its services to include descriptions of the action and transcriptions of the sound of TV shows. Having provided its clients in past years with reports and recordings of domestic and foreign radio, also shown wave, R. R.'s new service will include reports on both news even and commercials aired via video.

### Connecticut Round-Up

C. O. Miller department store, Stamford, Conn., will sponsor "Sheriff Bob Dixon Day," proclaimed by Stamford on Saturday, May 20, in honor of the western star CBS-TV's "Chuck Wagon" program. Sheriff Bob, astride his Palomino horse, "Duke," and his \$10,000 silver saddle, will lead a parade of cowboys and girls down the main street of the city. Following the parade, Sheriff Bob will meet with boys and girls and adults at the Miller store and answer question on western lore. Sheriff Bob has deputized over 100,000 youngsters with deputy sheriff badges.

### Consumer Analysis Published

A new consumer analysis of the Birmingham area was compiled and published by WSGN-FM, WSGI and the Birmingham News-Agony Herald, under direction of the paper's research and promotion department headed by Bernard Felton. The first and only such analysis published in the South, the cover features a picture of Vulcan atop Reelfoot Mountain set in a front page of the newspaper, with the papers' titles across the top and the names of the station in bold type at the bottom.

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