

Short Scannings

Brief but important video news

Of Personal Note on The Philly Scene . . .

Martin Matuson, Philadelphia, has been named art director of WXEL-TV, Cleveland. . . **Fred Bennett**, veteran air announcer, has joined the staff of WPTZ. . . **Dr. Joe Zimmerman**, director of Temple University's Television Workshop, has been named production supervisor of WFIL-TV. . . **Jean Sargent**, who did a women's interview show as "Kit Crane" on WIP, is doing script chores for the "Miss Susan" soap opera originating from WPTZ. . . Hollingshead Corporation, thru Campbell-Mithun, Inc., for its Whiz products, is sponsoring a Friday night feature film series on WFIL-TV, billed as the "Whiz TV Theater."

Matamoros, Mex., TV Outlet Plans Afoot . . .

Representatives of two television firms have announced that they expect to have a television outlet established and operating in Matamoros, Mexico, within three or four months. **G. B. Miller**, representative of the DuMont Television Corporation, and **Antonio Carreon**, of Compania Mexicana Television, stated that the outlet will have a power of 26,000 watts and will have a radius of 47 miles. A booster station is to be built at Ejido Jucio Blanco, which is about 27 miles west of Matamoros.

Dunville, Crosley Topper, Leaves Cincy Hospital . . .

Robert E. Dunville, top man of Crosley Broadcasting Company, Cincinnati, just out of the hospital after a 10-day stay for observation. Medics have advised a long rest for an overworked ticker.

Star Line-Up Set For "Medicine on the March" . . .

A star-studded line-up has been set for the initial telecast of "Medicine on the March," film panel package owned by St. John's Hospital, Santa Monica, Calif. Guesting are **Claudette Colbert**, **Irene Dunne**, **Joan Fontaine** and **Maureen O'Sullivan**. Chairman of the star participation committee is **John Farrow**. United Television Programs will distribute the weekly series. Proceeds of the program will be turned over to St. John's Hospital. A total of 39 subjects have been projected thus far, with sponsor interest already indicated from drug firms.

Foster TV Production Head for Crosby Firm . . .

Harve Foster last week was appointed manager of all TV film production of Bing Crosby Enterprises. Foster directed **Walt Disney's** "Song of the South" and **Hal Roach's** "Fabulous Joe" and has also been associated with **Samuel Goldwyn** and **Paramount Pictures**. He will report to **Basil Grillo**, Crosby production head.

CBS Plans Kine Of "Egg and I" . . .

The Columbia Broadcasting System last week was planning to cut a TV kine shortly, based on the **Betty MacDonald** book "The Egg and I." The sample for a projected comedy series may be made in Hollywood, possibly with **Claudette Colbert** playing the lead. A radio series based on the same property has been in the hands of the National Broadcasting Company for some time.

Chester the Pup To Take No Vacation . . .

In an unusual move, **Mason Candy Company** last week decided to keep its TV show, "Chester the Pup," airing thru the summer without a break. This is contrary to the usual procedure of candy companies, which pull in their advertising horns during hot weather. Show airs at 12:15 p.m. Sundays via American Broadcasting Company. **Turner Leach** is the agency.

Taylor and O'Brien On Skiatron Board . . .

General **Telford Taylor** and Rear Admiral **Timothy J. O'Brien**, U.S.N. (retired), have been elected to the board of directors of Skia-

tron Electronics & Television Corporation, New York. Taylor was formerly general counsel to the Federal Communications Commission and chief of counsel at the Nurnberg war crimes trials. O'Brien is veepee of Yearbook Publication, Inc.

By Way of Personal Mention . . .

Sam Fuller, top NBC-TV producer, hospitalized. . . **Ed Murrow** has signed **Branch Rickey**, general manager of the Pittsburgh Pirates, to do a World Series commentary on the newscaster's show for the second year in a row. . . **Ted Steel** celebrates his first anniversary on WPIX, New York, with an on-the-air

celebration Tuesday (1). **Sheldon Stark** signed to have his brother, **Wilbur Stark**, represent him for summer TV scripting. . . **Diane Sinclair** and **Ken Spaulding**, dancers on the **Paul Winchel** show now repped by **Earl Peed Associates**. . . TV actor **George Pembroke** signed by **Fritz Lang** for the Dietrich starrer "Chuck-a-Luck." . . **Norman Davis** has joined **Foley-Gordon** as office manager. . . **Judy Lynn**, songstress, vacationing in Miami. . . **Len Salvo Jr.** has joined NBC-TV as co-ordinator of Chicago TV programs.

Edward A. Davies has been named district sales manager of the Middle Atlantic area for the Princeton Film Center, Inc. . . **Don Sotter** has been appointed a producer-director at WHIO-TV, Dayton. . . The Kreisler "Band Stand" has helped several performers to get a wedge into films; **Freddie Robbins** has been signed by Columbia Films for a series of musical shorts, **Val Dufour** and **Toby Deane** are to be screen tested by 20th Century-Fox and Paramount Pictures, respectively.

Another Look

Brief criticism and comment re tv shows previously reviewed in detail

Pulitzer Prize Playhouse

Fridays, 9-10 p.m., ABC
Atho the *Pulitzer Prize Playhouse* is said to be having difficulty finding material, the happy fact is that on the show viewed, it came up with a fascinating story of more than ordinary interest and one which in the ordinary course of events would probably not be shown on TV. As usual, the program continued to maintain its consistent high standard of production.

Rebellion In Jackson County is primarily a character study, with political overtones, of an Oregon fruit growing tycoon who loses his fortune in the crash of 1929. When he is unable to pay his bills, his already existent persecution complex builds until, with the aid of a female, he organizes a semi-fascistic "Good Government Congress" to do away with democracy. Atho initially successful, his world comes tumbling down when he is caught stuffing the ballot boxes and he subsequently shoots a policeman.

Cast Excellent
James Dunn, an unusual selection for the role of the fruit grower, gave an outstanding performance delineating the man's neurosis and hysteria with penetrating accuracy. **Muriel Kirkland**, as his wife, was another acting bulwark. Her gentle quality and warmth permeated her role and built sympathy where it was needed. In lesser roles, **Edward Andrews**, **Everett Sloane** and **Valerie Bettis** performed more than adequately.

Lawrence Hazard's adaptation gave the property a dramatic coherence which made for substantial interest. Except for a fast-paced initial scene, **Frank Telford's** direction was polished, professional and purposeful.

The Schlitz commercials should be a source of delight to the sponsor and audience alike. They give the product a tone which beer ads never had and still create the desire for the product. The middle plug, especially—a guy going after some suds to get away from a wife

Edgar Bergen-Charlie McCarthy Show

CBS-TV, Friday 27
Atho the third **Edgar Bergen** video show had a leisurely pace, the show packed an amazing amount of entertainment into a half-hour format. Script planted **Bergen** and side-kick **Charlie McCarthy** in a Western ghost town. The two bedded down in a haunted hotel and the bulk of the program was their dream of the spot as it was back in the Gay '90s.

The gimmick was admirably produced, with authentic-looking, old-fashioned props and costumes lending a legitimately quaint atmosphere. Talent received smooth introductions as guests or employees of the hotel. **Met Opera** thrush **Dorothy Kirsten**, making her TV debut, appeared as **Jenny Lind**. The blonde beauty was both telegenic and charming, scoring vocally with her warbling of a **Ray Noble** ballad.

Camera work on the filmed show was good, particularly in the imaginative super-imposed "ghost" scenes. **Bergen's** dummy family is a natural for television. Not a self-conscious actor in the trunk load. His non-too-perfect lip work on this telecast was more than compensated by his unequalled gift for top comedy characterizations. He also looked handsome in a new hair piece.

McCarthy, of course, dominated the proceedings, but he ran a close race with **Mortimer Snerd**, who pulled top yocks, via an encounter with a shy ghost that did a double take, instead of **Snerd**, when they met. **Bergen** also brought on **Effie Klinker**, a spinster-type dummy, for her TV debut. The gal didn't register much better on video, tho, than she did in radio. **Coca-Cola's** integrated commercials, featuring a turn-of-the-century Coke stand, are good plugs that "refreshed." *June Bundy.*

on an expensive shopping tour—made sense and sustained interest. *Leon Morse.*

TV Talent and Show Tips

Will Mastin Trio

Sammy Davis Jr., multi-talented standout in the **Will Mastin Trio**, makes this group ideally suited for the TV medium. **Davis**, a one-man show, has been wowing 'em at **Ciro's**, Hollywood, thru a couple of holdover engagements. In addition to being one of the fastest tap dancers in the biz, he rings the bell with his terrific sense of comedy. His take-offs are as realistic as they are funny. His best embrace top-bracket singers like **Bing Crosby**, **Laine**, **Sinatra** and **Eckstine**.

Ray Alton

Leggy redhead's tap and semi-ballet hoofing is colorful and varied enough to warrant her a TV spot. In her teens, gal is easy to look at and shows possibility for a show where a terp routine is needed. Terpercould work in well as part of a dance duo. Being new, she is a definite bet for a producer with an eye on the budget. Caught at **Charley Foy's**

Supper Club (24), San Fernando Valley, Calif. *J. I. B.*

Marcia Van Dyke

Newcomer **Marcia Van Dyke**, who made a most auspicious **Stem** debut last week as the ever-patient **Katie of A Tree Grows in Brooklyn**, stacks up as a natural for musical TV. She has looks along with more than considerable acting ability, and, while her voice is small, it has splendid quality. She would fit right into a fem lead for any streamlined musical, or do well by solo singing chores. It would be well worth the while of TV talent scouts to drop in at the **Alvin** theater for a first-hand look and listen. *B. F.*

Charles Homer Bill

Bill is a Chicago free-lance radio announcer who has drawn on his boyhood farm background at **Sheffield, Ill.**, to create a rural character which is authentic, funny and inoffensive. Most of his appearances have been on a

Air Checks

Brief but important radio news

CBS Switches Affiliate In Atlantic City . . .

The Columbia Broadcasting System last week switched its Atlantic City affiliation from **WBAB** to **WFPG**. The former station recently had its license revoked by the Federal Communications Commission because its control had passed from **Albert Feyl** to the **Globe Publishing Company** "without prior commission consent." It is now off the air.

Bobby Sherwood Drops Radio D.-J. Show . . .

Band leader **Bobby Sherwood** will drop his daily disk jockey stint over **WNEW**, New York, in three weeks to concentrate on television. The spot hasn't been filled yet. The indie's program director, **Dick Pack**, says the station is in the market for new talent auditions.

Matt Boosted To Assist Manager at WDAS . . .

M. Leonard Matt, who has been conducting a nightly news commentary on **WDAS**, since early days of the station, and more recently added the chores of program director, has been upped to assistant manager of the station by **Owner Max Leon**. **Matt's** step-up follows the appointment of **Robert A. Klein** from assistant to general manager. **Klein's** plan calls for increased educational and public service features plus cultural programs. The station scored a scoop in bagging maestro **Eugene Ormandy**, of the **Philadelphia Orchestra**, as a classical disk jockey for a Sunday afternoon record show. Another newcomer via the **WDAS** staff is **Mort Brandes**, joining the sales staff after being associated with the advertising departments of the **Philadelphia Daily News** and the **Philadelphia** magazine.

Hazel Markel Signs For TC News Program . . .

Hazel Markel resigned as program director of **WTOP**, CBS affiliate in Washington, to sign with **Mutual Broadcasting System** in a coast-to-coast commentary. In addition to her **MBS** broadcasts, **Mrs. Markel** will also air a daily 15-minute women's program over **MBS** outlet, **WWDC**, Washington, starting May 21.

Mutual To Name New Directors . . .

Thomas F. O'Neil, veepee-director of the **Don Lee-Yankee** networks, will be elected chairman of the board of the **Mutual Broad-**

local sidewalk interview TV show, and they have been excellent comedy.

Bill merely puts on a hunting cap with the flaps down. He has a slight rural drawl. These are the only obvious business he uses. The main effect is from his feeling for rural idiom and his selection of incidents on the farm—usually concerning the mishaps of his woman in her various farm duties. **Bill's** character is a natural, and would do well in brief spots in almost any type of show. *J. M.*

Happy Kellems

One of the top pantomimists in the joey ranks, **Kellems**, now with the **Cole Bros.' Circus** in Chicago, is ripe for guest shots with variety-type videocasts. The sad-faced tramp clown had a taste of the medium as a featured player with the **Olsen and Johnson** troupe during the run for **Buick**, then returned to the sawdust trail, doubling as a minstrel show producer and performer off-season. Has a hatfull of gims especially adaptable to the visual medium and, as a solo performer with the circus, has worked his routines into a finely polished presentation.

Day, Dawn and Dusk

A particularly colorful vocal trio, **Day, Dawn and Dusk** have developed a batch of routines, parodies and special material songs which include some fine visual bits. Plenty of night club and theater experience shows in the group's polish. In addition, each of the lads demonstrates vocal ability a shade above average. Since one of the trio also plays piano, they could probably stand *(Continued on page 48)*

casting System this week (1) at the directors' meet in New York. He succeeds **WOR** Prexy **Ted Streibert**, who remains as a director. Other scheduled board appointments include **E. M. Antrim**, vice-chairman; **James E. Wallen**, secretary-treasurer; **George Ruppel**, controller, and **Elisha Goldfarb**, assistant secretary. All Mutual network officials and all board members will be re-elected to their respective posts.

Free & Peters Hold TV Sales Clinic . . .

Free & Peters, Inc., New York, holds its first national television sales clinic this week (1-4) at the **Waldorf Astoria** in Manhattan. The clinic, a course in TV selling for all **Free & Peters** TV sales personnel, was sparked by fact that the agency's video department has tripled in size during the past year. Speakers include **C. E. Hooper**; **Dr. Sidney Roslow**, **The Pulse**; **Allen Jay Videodex**; **Raymond Guy**, radio and allocations engineer of the **National Broadcasting Company**. In addition to **Free & Peters' New York** staff, agency execs attending the clinic will be **Joseph W. Evans**, **Fort Worth**; **Lou King**, **San Francisco**; **John A. Serrao**, **Hollywood**, and **William J. Tynan**, **William B. Wiemers Jr.** and **George F. Stanton**, **Chicago**.

Production Notes and Personal Intelligence . . .

Tallulah Bankhead, baseball's most rabid fem fan, by-lined a two page article tagged "Why I Pick the Giants for 1951" in the May issue of **Park East Magazine**. (Ed. note: At press time the Giants had lost nine straight games.) . . . **Mutual brass** will fete their prexy, **Frank White**, at a luncheon Monday (1), in honor of his second anniversary with the web. . . **WOR**, New York, radio publicity man, **Al Seton**, reports to the navy immediately as a lieutenant senior grade. . . **Henriette K. Harrison** appointed national radio-TV director for the joint-centennial celebration of the **YMCA's** of U. S.-Canada. . . **WMGM**, New York, sports commentator, **Bert Lee Jr.**, will marry **Dorothy Joyce Cohn** of **Long Beach, L. I.**, June 23. He is the son of **Bertram Lehar**, director of **WMGM**. . . **Ex-United Press** staffer **Philip F. Gould** has joined **WOR**, New York, as a news writer.

Frank M. Leonard, ex-Benton & Bowles public relations staffer, appointed director of public relations for **Federal Advertising Agency, Inc.**, New York. . . Foreign language station **WOV**, New York, has adopted an eight-year-old Italian boy thru **Foster Parents' Plan for War Children**. . . **Lowell Watts**, who organized the **KLZ**, Denver, farm department in 1945, has been recalled to active duty with the **Army Air Force**. **Carl W. Herzman**, Denver county agent, succeeds **Watts** at the station as farm reporter. . . **Mutual** advertising-promotion veepee **Robert A. Schmid** will be guest speaker at a meeting of **Triad League**, advertising and marketing club of **New York University**, Monday night (30).

William J. Reilly has joined **WCKY**, Cincinnati, as publicity director, replacing **Harold Haines**, who reports to the Army. At the same station, **DeLoss Jordan** succeeds writer **Jack Schroeder**, another new Army inductee. . . **WTAG**, Worcester, Mass., staffers **Gladys Tomajan**, special program assistant, and news analyst **Clyde Hess** marry next month. . . **Mystery Writers of America** have cited two Mutual network mystery dramas and their producers-directors for "outstanding achievement." Shows are "Murder by Experts" and "Mysterious Traveler," both produced and directed by **Robert A. Arthur** and **David Kogan**. . . **Joseph H. Miller**, political editor of the **Philadelphia Inquirer**, will pilot a weekly 15-minute report on the **Pennsylvania State Legislature** over the newspaper's local station, **WFIL**. . . **Joseph L. Tinney**, veepee of **WCAU**, Philadelphia, promoted from captain to commander in the U. S. Naval Reserve. . . **Disk jockey Ed Hurst's** frau, **Sarajean Cherashore**, has quit her publicity post at **WPEN**, Philadelphia. **Stork's** the reason.