

EQUIPMENT
PRODUCTION
STUDIOS

RADIO DAILY TELEVISION DAILY

SPONSORS
BUSINESS
AGENCIES

VOL. 58, NO. 7

NEW YORK, THURSDAY, JANUARY 10, 1952

TEN CENTS

RADIO STATIONS GET NRDGA AWARDS

Ten Per Cent Slash In Metal Allocations

Washington Bureau of RADIO DAILY
Washington—Radio and television manufacturers face a cut of about ten per cent in allotments of critical metals in the second quarter of 1952, Manly Fleischmann, Defense Production Administrator, told members of Congress yesterday. He said civilian producers as a whole could expect the reduction in allocations of steel, aluminum and copper. According to Fleischmann's figures, civilian goods production would be cut to about 45 per cent of the pre-Korean output.

Also in Washington, the NPA disclosed that a Government order limiting the weight of permanent magnets used in radio and television loudspeakers is under consideration because of an acute shortage of nickel and cobalt. Most magnets are made of Alnico V, an aluminum-nickel-cobalt-copper-iron alloy. NPA officials told members of the loudspeaker manufacturers industry advisory committee that the shortages of nickel and cobalt will become increasingly worse as the military aircraft program expands.

Radio Time Sales Increase At WTAM During Past Yr.

Cleveland—Local radio time sales on WTAM increased 14 per cent during the past year as compared to sales in 1950, Eugene R. Myers, sales manager, revealed yesterday. He attributed the increase to radio's continued effectiveness as a mass advertising medium in competition with any other medium.

Barring unforeseen obstacles, Myers foresees an even brighter radio sales picture in 1952.

AM Business Booms

Reporting that the first three months radio billings for 1952 will exceed billings for the same period in 1951, Jim Bormann of WCCO, Minneapolis, said the radio picture in the Northwest is highly promising for the new year. Bormann is in New York for conferences with executives of the Columbia Broadcasting System.

Theater Group Seeks TV Hearing

Washington—In a petition filed with the FCC the National Exhibitors Theater Television Committee asked that its late comments and appearance in the forthcoming theater TV hearings be accepted. When the Commission announced the theater TV hearings last January, a date for filings was fixed but NETTC was not organized until July 1951, after the final filing date. Marcus Cohn of Cohn & Marks, counsel for TOA and NETTC, advised the FCC that NETTC is composed of exhibitors who belong to TOA and Allied States, and that NETTC was organized to develop the exhibitors' position and present evidence.

TV Servicemen Seek Adoption Of Measure

TV servicemen irked by the delays incident to the passage of a city law regulating service practices will gather at a Board of Estimate hearing at the New York City hall this morning in an effort to hasten the passage of the bill, M. L. Lebowitz, president of the Associated Radio and Television Service Men of New York, announced last night.

The bill which would put TV servicemen's operations on an ethical, business like basis was passed by the city council by a vote of 19 to four. Since then the Board of Estimate has been delaying a hearing on the bill and political interests have been working to prevent its adoption.

Forty or fifty servicemen who favor adoption of bill will gather at the meeting this morning, Lebowitz said.

Low Cost TV Film Plan Devised By WXYZ-TV

Detroit—New plan to let the small advertiser sponsor feature films on TV has been devised by WXYZ-TV, according to an announcement made yesterday by James G. Riddell, president of the
(Continued on Page 2)

WOR's New TV Sq. Opens In New York

New York's first building erected expressly for TV production was opened yesterday with a "21 Camera Salute" in WOR-TV's launching of its new Television Square, 67th St. and Columbus Ave. The 'salute' took Channel 9 viewers on a tour of the new modern video studio from 7 to 7:30 p.m., highlighted by guest appearances of Mayor Vincent Impellitteri and other city officials. Bill Slater served as moderator and guide for the special dedicatory program which included John Wingate, Barbara Welles, Ray Heatherton, Buster Crabbe and other station personalities. The program was the keynote feature of a reception for city officials, advertising and radio executives and the press.

Costing three million dollars, the
(Continued on Page 2)

Washington Stations Get Civil Defense Citation

Washington Bureau of RADIO DAILY
Washington—Expressing satisfaction over the 100 per cent cooperation received from the metropolitan areas 17 radio stations, four TV stations and two wired music program series in the test of Wash-
(Continued on Page 4)

15% Increase In Advertising Revealed In Agency Survey

Fifteen per cent increase of 1951 advertising in all media over 1950 is represented in the record total of over six and a half billion dollars. Most spectacular gain is disclosed for television which rose 161.8 per cent to a total of \$484,400,000, according to a preliminary estimate made

by the general research department for McCann-Erickson, Inc., which will appear in Friday's issue of Printer's Ink.

National advertising increased 16.2 per cent, \$3,761,200,000, while local advertising gained 13.5 per cent
(Continued on Page 2)

Retailers Cited For Programs On Stations

Recognizing the impact of radio as a sales medium in the merchandising field, the National Retail Dry Goods Association yesterday made 15 awards to radio stations and stores as the best examples of radio merchandising during 1951. The awards were made at the 41st annual
(Continued on Page 22)

'Town Meeting' Goes TV Over ABC-TV Net

Coast-to-coast TV debut of "America's Town Meeting," will take place over ABC-TV Sunday, Jan. 27 at 6:30 p.m., EST, under the sponsorship of Reichhold Chemicals, Inc. Announcement was made yesterday by Henry H. Reichhold, chairman of the board and founder of the chemical production corporation.

George V. Denny, Jr., will act as moderator of the TV show and
(Continued on Page 22)

Schwimmer And Blink To Promote TV Series

Chicago—Walt Schwimmer, head of Walt Schwimmer Productions, and Milt Blink, executive director, United Television Programs, Inc., have pooled their respective services and facilities to give national distribution to the TV version of the Tello-Test radio show, "Movie Quick Quiz." Two years in the making,
(Continued on Page 2)

Everythings On TV

Du Mont's "The Talent Shop," seen Saturdays at 7 p.m. on WABD is going to feature cheesecake on this coming Saturday's stanza. However, on display will be the kind of cheesecake you see in Lindy's window, not the type you were thinking of as you started to read this item. Fred Robbins and Pat Adair will be presiding over the fair.

RADIO DAILY TELEVISION DAILY

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FRANK BURKE : : : : Editor
MARVIN KIRSCH : Business Manager

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WASHINGTON BUREAU Bill Bailey Office: 1142 National Press Building Telephone: Metropolitan 0823, 0824. Residence: 4315 Russell Ave., Mt. Rainier, Md. Telephone: Warfield 4462
WEST COAST OFFICES Ethel Rosen 6425 Hollywood Blvd. Phone: Gladstone 8436
CHICAGO BUREAU Frances B. Clow 864 North Wabash Ave. Phone: MOhawk 4-4737
ROME BUREAU: John Perdicari, Ludovisi 16. PUERTO RICAN BUREAU: Antonio Alfonso, Edificio Ochoa, San Juan, P. R.: P. O. Box 3385; Telephone: 2-2305.

FINANCIAL (Jan. 9)

Table with columns: High, Low, Close, Net Chg. Rows include ABC, Admiral Corp., Am Tel. & Tel., CBS A, CBS B, Gen. Electric, Philco, RCA Common, RCA first pfd., Stewart-Warner, Westinghouse, Westinghouse pfd., Zenith Radio. Includes sections for NEW YORK STOCK EXCHANGE and OVER THE COUNTER.

Presents New Series Hollywood—Chevron Theater premiered on KTLA, Friday, January 4th a 30-minute dramatic series filmed by Revue Productions. MCA package is sponsored by Chevron Stations, will be seen in the seven Western states. Pictures cost \$18,000 apiece, and total outlay for (26) films is said to be around \$500,000.

WFIL 560 kc • PHILADELPHIA It's Not the Size... It's the Selling Power! ABC Affiliate—Rep: The Katz Agency

COMING AND GOING

WILL MOYLE, disc jockey for WNPA, Williamsport, Pa., was in New York for a few days and has returned home. CHARLES BROWN, v-p of Bing Crosby Enterprises, in New York from Hollywood for a few days. JOHN F. PATT, president of the Goodwill Stations, is in New York for business meetings. MIMI BENZELL has returned to New York from a Florida vacation. ROBERT SCRIVNER of the Fairbanks production department, and KEN DYSON, casting director, have returned from their annual vacations. DAVID A. LIPTON, v-p in charge of advertising for Universal Pictures, arrives in New York today from Hollywood for 10 days of conferences. JOAN CAMDEN left New York for Vienna yesterday to make a new movie. HARRY RICHMAN is flying in to New York from Nevada to make an appearance on "Toast of the Town."

BRUFF ALIN, president and general manager WAAB, Worcester, Mass., is in New York visiting ABC headquarters. JACK SURREICK, v-p and general manager of WFBR, Baltimore, Md., visiting in New York this week. ROY MORGAN, general manager of WILK, Wilkes-Barre, Pa., holding conferences with ABC executives yesterday in New York. JIM BORMANN, president of the National Association of Radio News Directors and director of news and special events at WCCO, Minneapolis, in New York for business conferences at CBS headquarters. JAMES G. RIDDELL, president of WXYZ, ABC Detroit owned station, planed back home last night. CECIL BROWN, Mutual commentator, has returned to New York from Boston and Worcester, Mass. In those places, he took part in debates. ROBERT MONTGOMERY was in Montreal yesterday to speak to the Canadian Club of Montreal. He returns to New York today. PETER COUSINS, RTMA information director, and JOHN SMITH, NARTB FM director, left Washington yesterday for Milwaukee to attend a promotion conference of Wisconsin FM broadcasters and distributors. BILL LECHNER and JEAN RUTH, players for Jerry Fairbanks Productions, are in San Francisco for personal appearances. TONI ARDEN left for Toronto yesterday where she will open at the Casino Theater. C. JOFFE, president of Studio Associates, Inc., advertising and editorial photographers, left for Chicago yesterday for a survey of the advertising market.

Schwimmer And Blink To Promote TV Series

(Continued from Page 1) "Movie Quick Quiz" closely follows the Tello-Test format with certain necessary adaptations to give it visual appeal for television. According to Blink, the new 15-minute show can be aired morning, noon or night for any retail chain, local store, national advertiser or as a spot carrier by a station. It will be sold across the board on a 26-week minimum, Blink said. Schwimmer Productions will furnish sponsors with all the new minute movies, questions and answers, special slides, film opening and close, operational instructions and jackpot awards. The station provides the emcee. First stations to buy the show were KSTP, Minneapolis, and WGN-TV, Chicago.

Low Cost TV Film Plan Devised By WXYZ-TV

(Continued from Page 1) station. Under the new set-up, known as the "5-for-1" plan, one feature film, at low cost, will be set aside for joint sponsorship by four non-competitive advertisers. Position of the major participation will be rotated from week to week with each co-sponsor allowed a 2-minute major participation, plus 4 ten-second announcements to be staggered throughout the program at 20-minute intervals. Films for the program will be presented Thursdays at 11:15 p.m.

Will Replace Frequencies

Washington—The FCC will replace 2374 kc, one of the three frequencies used by the Civil Air Patrol, with two new frequencies, 4325 and 4507.5 kc, which will be available January 25. Operation on 2374 kc will cease by April 1. The CAP stations now use 2374 and 4385 kc and 148.14 mc.

Advertising Increase Revealed In Survey

(Continued from Page 1) \$2,787,000,000. National advertising accounted for 57.4 per cent of the total advertising expenditures. Television is followed in order of gain by business papers, which the survey show to be up 16.6 per cent over the previous year; direct mail, up 14.6 per cent; local and sectional farm papers, up 14.2 per cent; all magazines, up 9.2 per cent; newspapers, up 7.9 per cent; outdoor, up 5 per cent, while radio showed the least gain, with an increase of 3.4 per cent. This increase was due primarily to the gain in use of spot radio, as there was a slight drop in network expenditure. The estimate emphasizes that most of the increases from 1950 to 1951 are a combination of increased volume and increased rates and costs, with indications pointing to a continuation of some of the increasing cost factors for 1952, with a prediction of an even bigger advertising year ahead. Stone To ABC Sales Staff Harry Stone has been named ABC radio network sales representative with headquarters in San Francisco, Fran Conrad, director of radio for the network's western division, has announced.

"WITH has done a magnificent selling job for Cardells..."

Cardells is one of the most alert merchandisers of ladies' wearing apparel in Baltimore. Last summer they used WITH exclusively to promote a special sale. Here's what Cardells' General Manager says about the results: "The first day of our sale on a sweltering day punctuated by lightning, thunder, and a drenching rainstorm was the greatest day's business in our entire history. Every day since has been a record-breaker... radio station WITH has done a magnificent selling job for Cardells'..." Results like this prove one big fact: WITH delivers more buying listeners-per-dollar than any other radio or TV station in town! It's the biggest bargain buy in Baltimore. Just let your Headley-Reed man tell you what WITH can do for you.

The results station WITH Baltimore, Md. TOM TINSLEY, PRESIDENT — REPRESENTED BY HEADLEY-REED



THREE-WAY

WINNER

Look Magazine
TV Awards for 1951

BEST COMEDY TEAM



Sid Caesar and Imogene Coca

BEST PRODUCER



Max Liebman

BEST VARIETY SHOW



“Your Show Of Shows”

NBC TV SATURDAY NIGHT

CAPITAL ROUNDUP

By BILL BAILEY

CHARLES W. TRIPPE, former general manager of WDXB, Chattanooga, is a new account executive on WWDC. He also was one-time sales manager of WINX, Washington, and account executive of WPEN, Philadelphia.

The Federal Civil Defense Administration started a weekly series on ABC January 5 (6:15-30 p.m. EST) with WMAL, local ABC outlet, recording for rebroadcast at 7:45 p.m.

Benton & Bowles, New York, agency for the DuMont network account, had invited the National Press Club to sponsor the premiere of the movie serial, but the Board of Governors turned deaf ears to the project.

Voices of Arlington, Va., citizens will be heard January 13 in the second of the CBS radio series, "The People Act." WTOP recorded the program yesterday in the presence of the Capital press corps. Arlington citizens were selected because of their successful campaign for more and better schools.

Washington Stations Get Civil Defense Citation

(Continued from Page 1)

ington's electronically controlled air raid warning system, John E. Fondahl, Office of Civil Defense, District of Columbia, congratulated broadcasters on their participation yesterday. Ross H. Beville, technical director of WWDC, was technical coordinator of all broadcast and TV facilities.

TV Rights To Reynolds

Hollywood—Stu Reynolds has acquired TV sales rights to "Rawhide Riley," half-hour TV film series starring Richard Arlen and featuring Raymond Hatton. Sam White is producer-director of series. Western-adventure series is based on true incidents which actually occurred in the museum barber-shop located at Benson, Arizona. Films are being shot as series of complete episodes.

WFIL

560 kc PHILADELPHIA

Operating at 560 kilocycles, WFIL's 5,000 watts provide coverage equal to 100,000 watts at double the frequency, . . . 1120 kilocycles.

ABC Affiliate—Rep: THE KATZ AGENCY



By TED GREEN

● ● ● Here's one show that won't go begging. Due to production cutbacks and the unsettled economic conditions, Jimmy Melton's "Ford Festival" and the motor car manufacturer will part company on June 30th. Since the weekly TV program started over NBC-TV on April 5, 1951, it has consistently risen in the ratings. Latest ARB rating for Jimmie and his gang was a fat 29.1.

★ ★ ★ ★

● ● ● Kudos to Syd Eiges and Jo Dine of NBC for their wonderful Rainbow Grill party in Burr Tillstrom, Fran Allison and Beulah Zachary of "Kukla, Fran and Ollie," Tuesday nite. Two hundred and fifty persons packed the skyscraper room to watch Kukla gently rib the assembled network v.p.'s about the show's recent cut to a fifteen-minute strip. Tallulah, Dorothy and Lillian Gish, Milton Caniff and his wife, Maxwell Anderson and wife, Bob Lanigan, June Lockhart plus many others were on hand to wine and dine and watch the Kuklapolitans.

★ ★ ★ ★

● ● ● Sid Lumet, CBS-TV director, is really on the ball. While continuing "Danger" he's also readying the first Columbia Workshop show which preems on CBS Jan. 13, at 4 p.m. . . . A special survey showed that John Daly's news show, on WJZ-TV, had moved into the number two spot in the New York TV news field after only 8 weeks on the air.

★ ★ ★ ★

● ● ● Producer Ted Collins, who has come up with numerous entertainment features and discoveries during his show business career, now has an additional one. . . . the "Cracker-Barrel" interview segment on the daytime "Kate Smith Hour." Because of his slam-bang questioning of Senator Robert A. Taft, Harold Stassen, Senator Estes Kefauver and other notables-in-the-news, Collins has been approached by several sponsors and agency execs to make the "Cracker-Barrel" sessions a separate video show. A newspaper syndicate is also after him to do a "Cracker-Barrel" column.

★ ★ ★ ★

● ● ● Cuties. . . . Jack Carter insists one politician's suitability to fill another's shoes often depends upon how big a part of him is heel. . . . Jackie Miles defines a Hollywood big shot as a guy who boasts about the money he owes. . . . "Mr. & Mrs. North" claims no patient ever wins a fight with the dentist who wants to pull a tooth—it always ends in a draw. . . . Speaking of cuties, Marcella Patrick (Detroit's gift to TV) back in town.

★ ★ ★ ★

● ● ● Effective Jan. 13, Isabel Rerman's "Lamp Unto My Feet" on CBS-TV moves into a new time slot from 4 to 5:30 p.m. on Sundays. . . . This better time slot reflects the show's increasing popularity, as predicted in this column. . . . WBAL, NBC affiliate in Baltimore, is reported having a rate squabble with the network. . . . Story is that the Hearst owned station doesn't want to go along with radio rate adjustment proposed by the web.

★ ★ ★ ★

● ● ● Albert McCleery, head of the Cameo dramatic unit at NBC, produced for Ted Collins seven dramatic vignettes in thirteen days and on the fourteenth day kicked off the Cameo Theater series with an outstanding production of "Dark of the Moon," starring Alfred Drake and Rita Gam. Some weeks ago this column predicted that some smart client would snatch this program and move it into a good spot. So, Thayer Ridgway of Brooke, Smith, French and Dorrance turned up as the "hep" man and has slotted the program into the hot 10:30 p.m. Sunday spot, following Red Skelton. . . . Well done, Thayer.

HOLLYWOOD

By ETHEL ROSEN

AMOS BARON, manager of KECA, went into the St. Lukes Hospital (Pasadena) Wednesday (9) for bone grafting on his leg, which has been bothering him for sometime. He will be away from his desk for about two weeks. Harry Walstum, program director, will substitute for Baron during his absence.

Hugh Herbert has been signed by Spike Jones to appear on Saturday's "All Star Review" over NBC. Occasion marks the first appearance of the comic on a Hollywood-emanating show in a year; veteran funnyman will perform in some of his old vaudeville routines for the TV show.

Famous Muci and Decca Records are getting behind the old 1934 Standard "June in January," written by the late Ralph Rainger and Leo Robin and plan to make it a seasonal tune, as has been done with "White Christmas." Bing Crosby, Dinah Shore and Frank Sinatra are but a few who are plugging it.

Elmo Williams, who is currently editing "High Noon," for Stanley Kramer, has completed an editing job of the kinescope of the John Christ-Harry Koplman television show, "You're Never Too Old" for Scrappy Lambert to audition for Eastern buyers. Show was condensed from its original 60 minutes to a half hour.

Coral Records has picked up the option on the Modernaires for another year starting Jan. 26th. The singing group who broadcast on Club 15 with Bob Crosby every Monday, Wednesday and Friday, recently recorded "Stompin' at the Savoy," which is one of Coral's best sellers. The new deal will also give the Mods a greater consistency of releases. Before joining Coral Records a year ago, the vocal outfit were on the Columbia label.

Jack Carson has signed Irene Ryan for a featured comedy spot on his "All Star Review" show of January 19th over NBC-TV. Joe Santley has been assigned to produce the show, which will be the first of Carson's TV'ers to originate in Hollywood.

Illustrate, Inc., is forming an association of such leading magazine cartoonists as Virgil Patch, Gardiner Rea, Richard Decker and many others, designed to promote the use of their nationally known art styles in TV film commercials. These men will be available for both regional and national advertisers.

Roland Reed Productions have closed a deal to produce a one-hour forty-minute motion picture in color, titled, "Freedom From Housework." The commercial film is sponsored by Westinghouse Electric Corp., and will go before the cameras, Feb. 1, at Hal Roach Studios.

a

lion-size

plus . . .

the movie stars

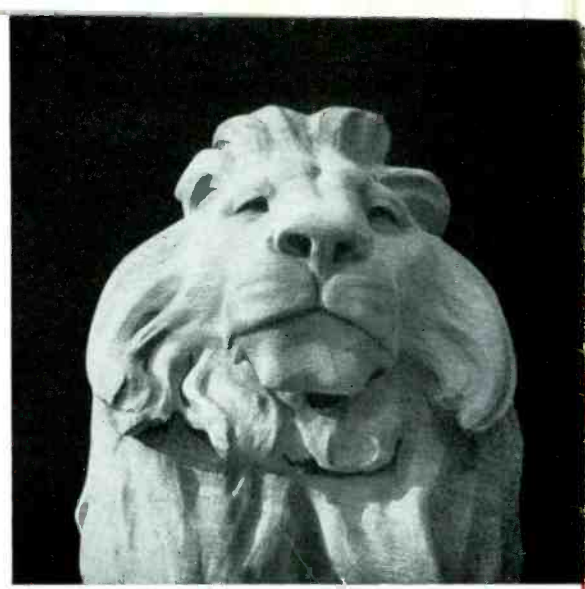
are moving to

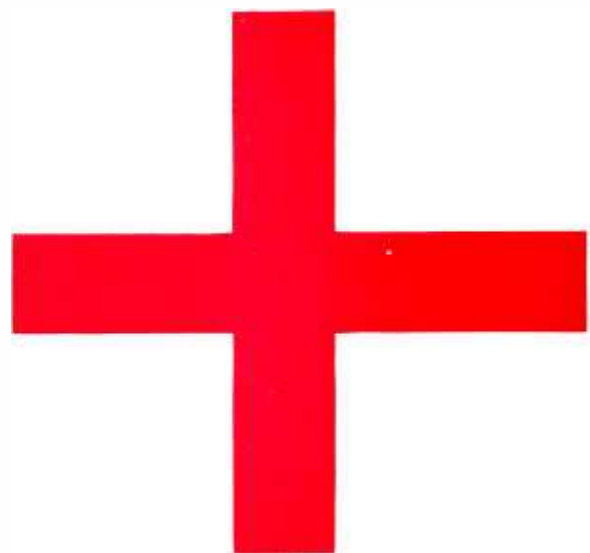
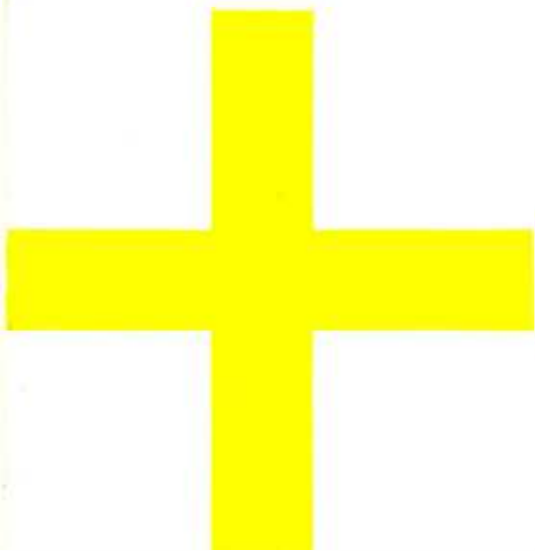
MUTUAL!

Leo (MGM) Lion joins

forces with

Mister (MBS) PLUS





These 16 pages preview the biggest programming plus in radio network history—10 all-star shows from Metro-Goldwyn-Mayer, *world's largest talent source*, added to the regular weekly schedule of the Mutual Broadcasting System, *world's largest radio network*, starting December 31, 1951.

This lion-size move—involving over \$2,500,000 in prime talent and six evening hours of prime time—is planned to produce lion-size benefits for *listeners*, for *stations*, and for *advertisers* on the Mutual Network.

Five of these shows are reserved for *national* advertisers' use, under the newly developed "Mutual-MGM *Multi-Message Plan*". Block-programmed with these, the other five are available for regional and local sponsorship.

For details on all 10 plus-programs . . . and how the new Plan can put five of them to work for *you* . . . turn this page . . .

MBS

MONDAY

the movie stars are



8-8:30 pm EST

BETTE DAVIS

co-starring with George Brent in "Woman of the Year"

program type: Romantic Adventure

setting: Roving Newspaper Assignments

moving to MUTUAL!



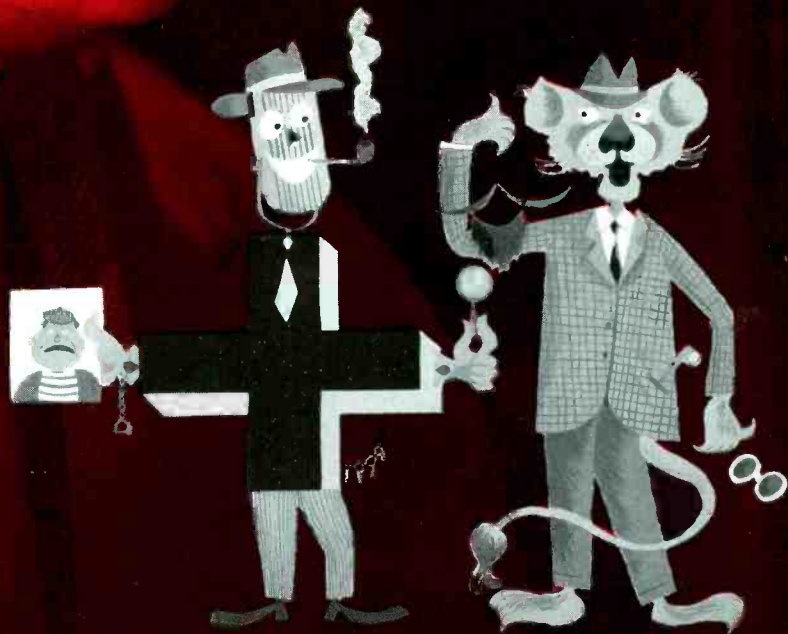
8:30-9 pm EST

GUEST STARS

Jack La Rue and others in "Crime Does Not Pay"

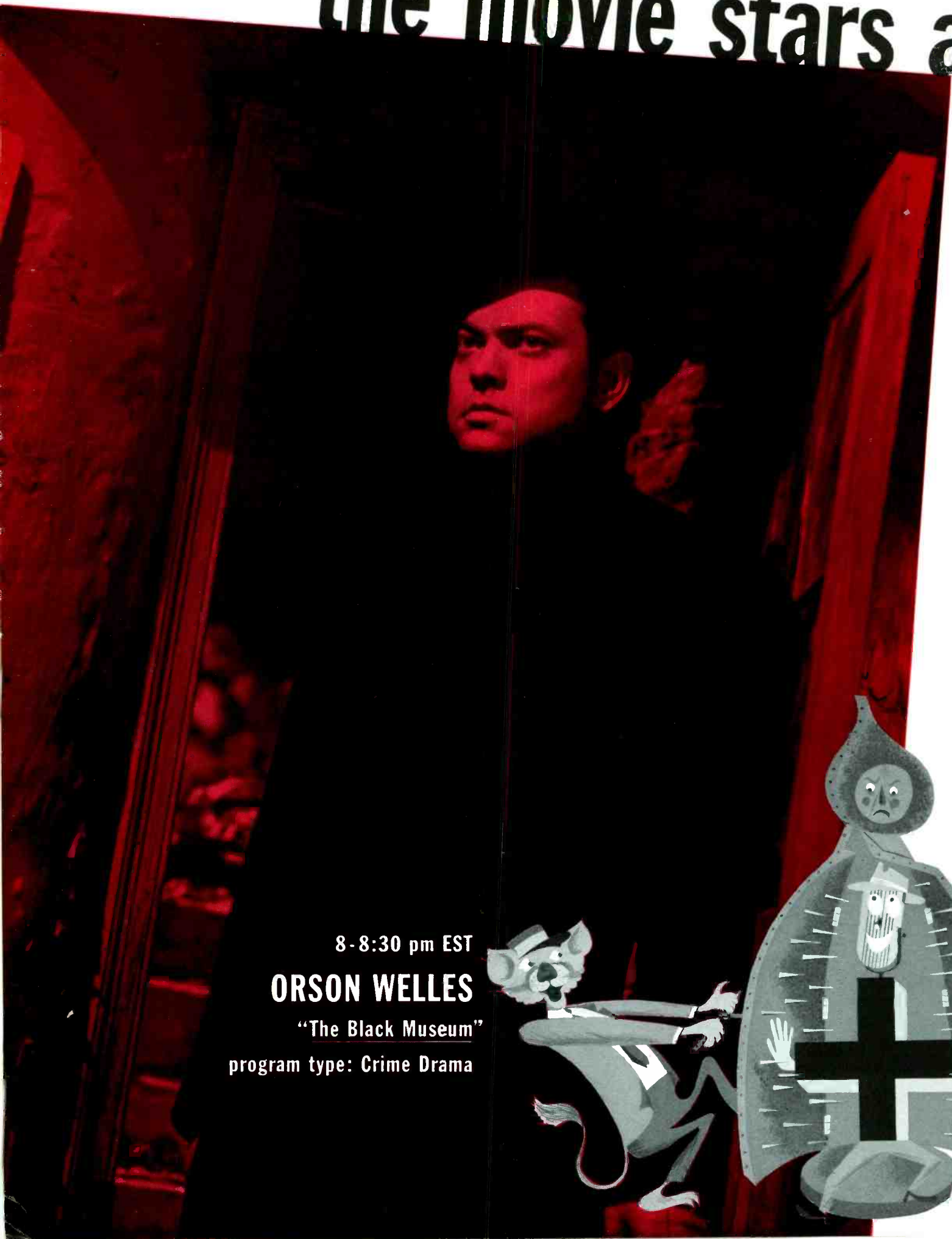
program type: Crime Drama

setting: Authentic Cases



TUESDAY

the movie stars are



8-8:30 pm EST

ORSON WELLES

"The Black Museum"

program type: Crime Drama

moving to MUTUAL!



8:30-9 pm EST

LEW AYRES & LIONEL BARRYMORE

"The Story of Dr. Kildare"

program type: Drama

setting: "Blair General Hospital"



WEDNESDAY

the movie stars are

HOLIDAY
IN MEXICO

STARRING

WALTER PIDGEON
JANE POWELL

WITH VICTOR MARCHESE

DAVID ROSE *Musical Director*
RAYMOND KATZ *Executive Producer*

Cuban Love Song

STARRING

ALFRED DRAKE
OLGA SAN JUAN

a
full
hour

8-9 pm EST

FILMUSICAL STARS

"MGM Musical Comedy Theatre"

The Air-première of MGM's
Most Famous Musical Comedies.

moving to MUTUAL!

*It
happened
in
Brooklyn*

STARRING
RUSSELL NYPE
MIMI BENZELL

NO LEAVE,
NO LOVE

STARRING
BARRY SULLIVAN
MCNICA LEWIS
KEENAN WYNN

DAVID ROSE *Musical Director* RAYMOND KATZ *Executive Producer*



THURSDAY

the movie stars are



8-8:30 pm EST

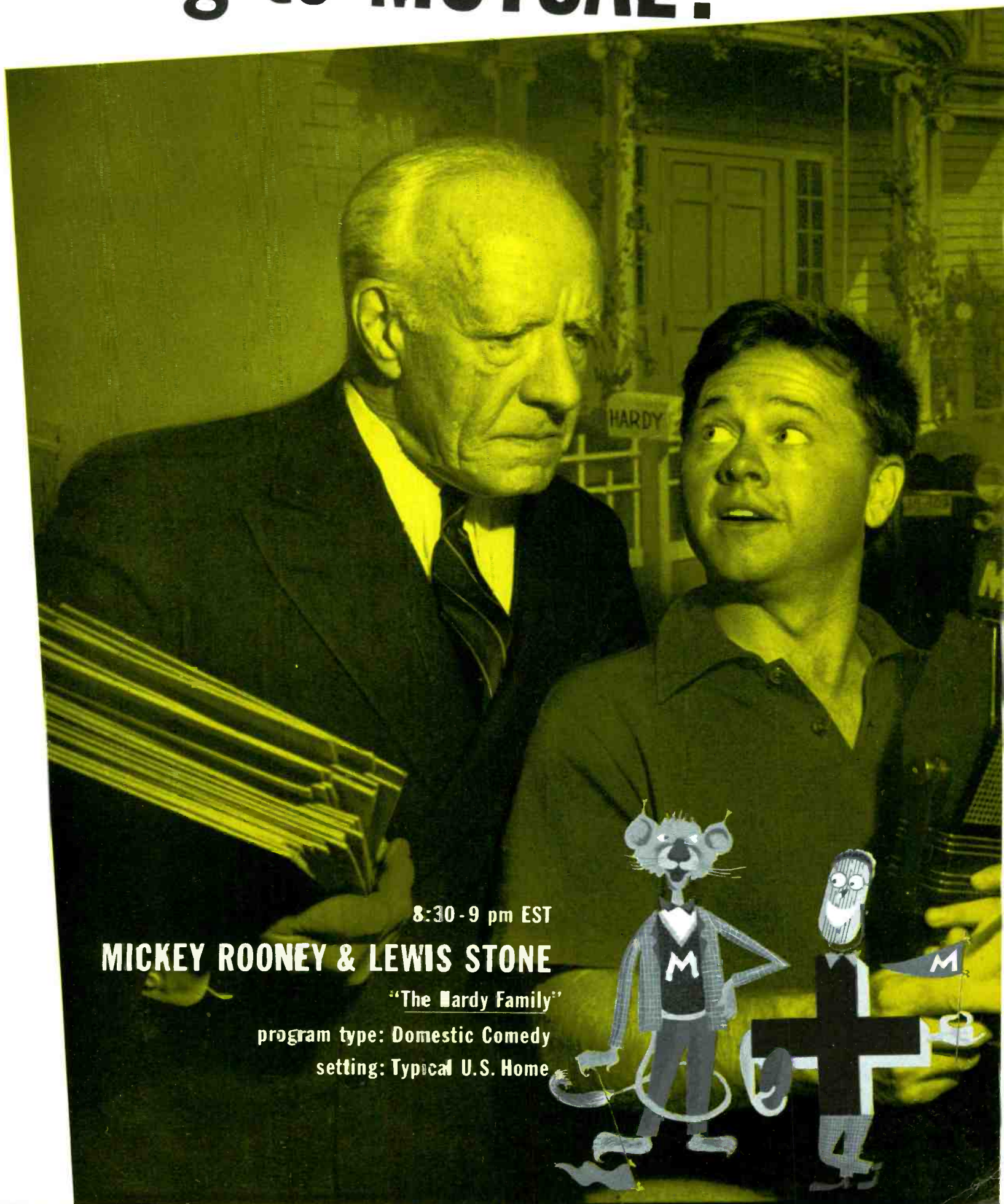
ERROL FLYNN

"The Modern Adventures of Casanova"

program type: Romantic Adventure

setting: International Resorts

moving to MUTUAL!



8:30-9 pm EST

MICKEY ROONEY & LEWIS STONE

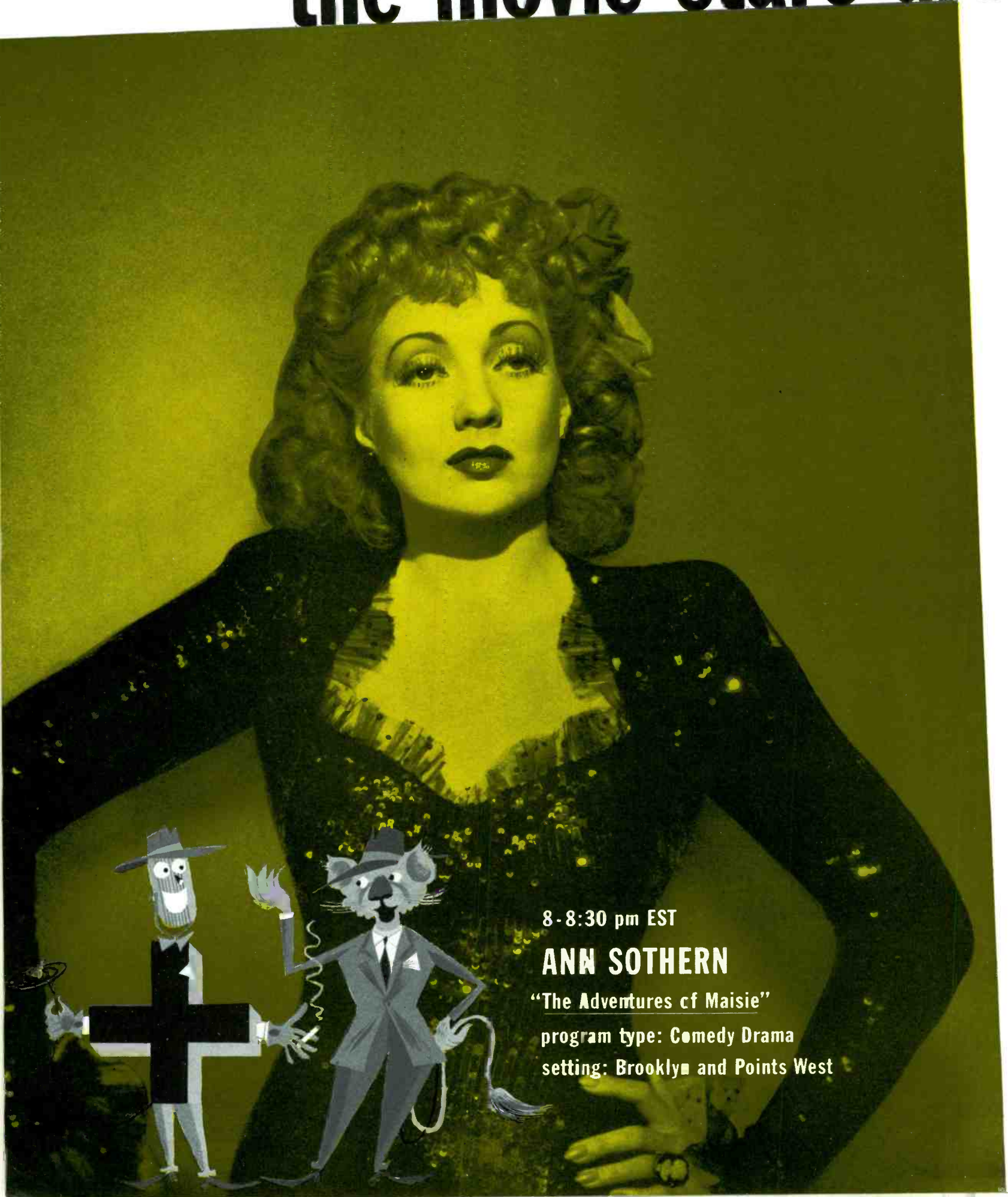
"The Hardy Family"

program type: Domestic Comedy

setting: Typical U.S. Home

FRIDAY

the movie stars are



8-8:30 pm EST

ANN SOTHERN

"The Adventures of Maisie"

program type: Comedy Drama

setting: Brooklyn and Points West

moving to MUTUAL!



8:30-9 pm EST

GRACIE FIELDS

"The Gracie Fields Show"

program type: Musical Variety

setting: London Music Halls

SATURDAY

the movie stars are

MGM
Theatre
of the
Air

Starring
Marlene Dietrich
Ava Gardner
Charles Laughton
Fredric March
Margaret Sullavan
Robert Taylor
and many, many others



SATURDAY
MBS



MBS



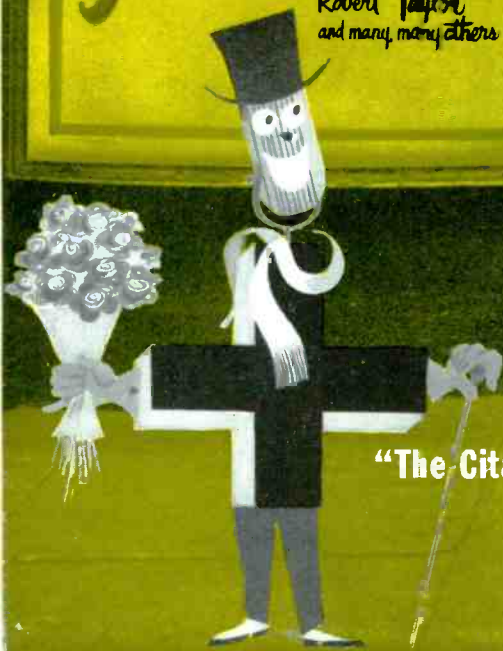
8:30-9:30 pm EST

SCREEN DRAMA STARS

"MGM Theatre of the Air"

Type & Settings: As varied as

"The Citadel," "Riptide," "Anna Karenina," etc.



moving to **MUTUAL!**

MONDAYS:

Bette Davis

Woman of the Year

TUESDAYS:

Orson Welles

The Black Museum

WEDNESDAYS:

Top MGM

Musical Stars

MGM Musical Comedy Theatre

THURSDAYS:

Errol Flynn

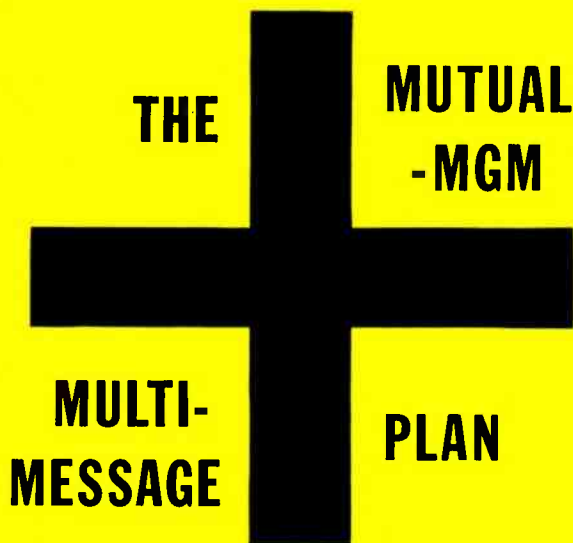
Modern Adventures of Casanova

FRIDAYS:

Ann Sothorn

Adventures of Missie

Here is talent worth millions to the nation's movie-goers, in record box-office receipts. But *what are they worth to YOU, in sales for '52?* To help you answer this pay-off question, we have developed a special plan for using these shows:



offering the national advertiser all these basic plusses over other networks' plans...

1. *Five shows* expressly designed for this Plan . . . all five starring *big Hollywood names* . . . and covering the entire range of *comedy, drama, mystery, music, variety*.

2. *Firm schedule* at peak of evening listening, Monday through Friday . . . programmed *back-to-back* regularly with other *added MGM-Hollywood attractions* for full-hour appeal.

3. *Widest flexibility* in use of 60- or 90-second messages in *one* or more (up to five) *shows* for *one* or more (up to 39) weeks . . . open-and-close "*billboards*" free.

4. *Maximum penetration* via world's largest network . . . big-city coverage *plus* dominance of "*Home Town America*" beyond regular reach of any other media.

5. *Unmatched opportunities* for exploitation and *mechandising* . . . personal *star-testimonials* available at low cost . . . whole Plan backed by *national* and *local* promotion.

6. *Lowest costs* of all comparable "*plans*" . . . all these *plus-differences* at rates as economical as these . . .

SAMPLE MULTI-MESSAGE CAMPAIGN COSTS, NET, 60-SECOND MESSAGES, FULL NETWORK	
2 Messages a Week for 8 Weeks	@ \$5,100 per Message \$ 82,000
3 Messages a Week for 13 Weeks	@ 4,200 per Message 164,000
4 Messages a Week for 26 Weeks	@ 4,069 per Message 423,000
5 Messages a Week for 39 Weeks	@ 3,802 per Message 741,000

< *These are sample campaigns only. Somewhere within this indicated range is the campaign that will prove most effective for you in 1952. When may we sit down together and work it out?*

MBS

The MUTUAL Broadcasting System

PE 6-9600
1440 Broadway
N. Y. 18, N. Y.

WH 4-5060
Tribune Tower
Chicago 11, ILL.

AGENCY NEWSCAST

... personnel, sponsors and notes

IRA COTINS, New York manager of Ad Detector Research Corporation, will be the speaker at today's luncheon-meeting of the New York Chapter of the American Marketing Association's copy-testing discussion group, to be held at 12:15 p.m. in the Hotel Shelton. Paul E. J. Gerhold, director of research at Foote, Cone and Belding Agency, is chairman of the discussion group.

BOZELL AND JACOBS, INC. have been appointed to handle national advertising for M. M. Davis and Son, Inc., Solomons, Md., boat builders.

L. E. MCGIVENA AND COMPANY, INC., New York, has been elected to membership in the American Association of Advertising Agencies.

EARL H. TIFFANY, JR. has been appointed a vice-president of H. B. Humphrey, Alley and Richards, Inc.

STOCKTON WEST BURKHART, INC., Cincinnati, is readying an extensive campaign for the Mosler Safe Company, which will be the largest in the firm's history.

HARRY B. COHEN ADVERTISING AGENCY is launching an increased campaign for the Lydia E. Pinkham Medicine Company, which will stress radio and newspapers.

ROSS ROY, INC. announces appointment of Albert E. Bowles as account executive, Clayton R. Watts as head of the dealer services department and James F. Steinke as assistant department head.

HENRY DREYFUSS, industrial designer, will speak today before the Advertising and Selling Course of the Advertising Club of New York.

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES reports success of the AAAA's examinations, with a recent survey showing that one-fourth of the candidates taking the exams have secured jobs in advertising within two years. Forty-two per cent of those surveyed who have not yet obtained advertising jobs are in allied fields, such as sales, business writing, public relations and others. The 1952 AAAA examinations will be held Feb. 16 and 23.

NOLAN AND TWICHELL ADVERTISING AGENCY, Albany, has been named by the Noble and Wood Machine Company, Hoosick Falls, N. Y.

CHARLES L. RUMRILL ADVERTISING AGENCY, Rochester, N. Y., has been appointed to handle advertising for Distillation Products Industries, division of Eastman Kodak Company.

Shift from stations to advertising agencies in the purchase of motion picture film for telecasting is noted in an initial survey conducted by the Broadcast Information Bureau, on behalf of its TV film Program Directory. It was found that 20 per cent of the film aired commercially is being bought by advertising agencies already in the field, realizing a trend predicted by many in the field who foresee eventual domination of the film by agencies. In the past, most of the motion pictures aired have been purchased by TV stations and resold to advertisers on a 'time and talent' basis. The BIB survey covered 1090 advertising agencies in this country with a better than 70 per cent response.

BERNARD JAY SHAW, formerly with WATV, Newark, has joined the Zlowe Company, New York advertising agency, as an account executive.

WEISS AND GELLER, INC. will direct advertising for Sweetop Creamed Frosting, a product of North American Sweets Corporation; and Synerjol, a dairy feed ingredient, a product of Newton Industries.

ROY S. DURSTINE, INC., has been named by the Macmillan Petroleum Corporation, Los Angeles, effective Feb. 1, for its ring-free motor oil.

ALEXANDER W. MACY has been appointed merchandising consultant and account executive for the H. W. Hauptman Company. He formerly was advertising manager of Gotham watches at the Ollendorff Watch Company, Inc.

E. BURTON CLOSE has joined the consumer products advertising and promotion department of RCA Victor Division, Radio Corporation of America, where he will be in charge of advertising for the company's new line of air conditioners.

DARYL W. BACH has been named copy director of Hoag and Provandie, Inc., Boston. He has been associated with the agency since last June.

JACOB RUPPERT BREWERY was host to over 200 members of the Sales Executives Club of New York City, last week in the Ruppert Taproom.

C. OWEN BRANTLY has been appointed vice-president of Battistone, Bruce and Doniger, Inc. He was formerly with Lee-Stockman, Inc.

JOSEPH D. BATES, JR. has joined Reilly, Brown and Willard, Inc., Boston agency, as an account executive. He formerly was editor of Hunting and Fishing Magazine.

*Mr. Willis J. Almekinder,
President of First Federal of Rochester,
at his favorite task —
opening a new account*



How First Federal of Rochester Quadrupled Assets

When First Federal of Rochester, N. Y., started local sponsorship of the Fulton Lewis, Jr., program on radio station WVET, assets were \$11,500,000. Today, after nine years of continuous sponsorship, assets are \$46,000,000. Obviously this increase is not attributable to the program alone. Good management, alert business practices, and many other factors enter into the picture. But, in the words of Mr. Willis J. Almekinder, President of First Federal, "A great deal of the success in reaching new savings customers is due to the fine audience which Fulton Lewis, Jr., reaches.

"Numbering over 200,000 people in Rochester, it is made up of thinking, hard working, conscientious citizens who are interested in America and who believe in such fundamentals of good citizenship as thrift. In our regular check of where our new business comes from, Fulton Lewis, Jr., has consistently rated at the top. Our sponsorship has generated a great deal of good will toward First Federal."

The Fulton Lewis program is a Mutual Co-op Program available for sale to local advertisers in individual cities at low, pro-rated talent cost. Among the 623

sponsors of the program (on 370 Mutual stations), there are 55 banks and savings institutions. Since there are more than 500 MBS stations, there may be an opening in your locality. For a proved and tested means of reaching new customers, check your Mutual outlet — or the Co-operative Program Department, **Mutual Broadcasting System**, 1440 Broadway, New York City 18 (or Tribune Tower, Chicago 11, Illinois).



'Town Meeting' Goes TV Over ABC-TV Net

(Continued from Page 1)

will bring leaders from every phase of American business, political, educational, academic and other activities into the debate on matters of topical interest.

Commenting on the chemical company's sponsorship of the program, Reichhold said yesterday: "Our basic motive is to promote public discussion and sound thinking in relation to the complex problems we face today. I believe it is the duty of private enterprise to appropriate a substantial portion of its time and means toward the promotion of public interest. Out of the deliberations of the early town meetings of Colonial days, a new and great nation on this continent was born."

The televised "Town Meeting" will originate from ABC-TV's 58th St. Theater in a replica setting of the legislative assembly room of Independence Hall in Philadelphia. MacManus, John and Adams, Inc. is the agency.

Oregon Broadcaster Will Make European Tour

Salem, Oregon—Don Lee Mutual stations KSLM, Salem, and KORE, Eugene, have completed arrangements to send the station's program director, Dave Hoss, to Germany and other points in Europe for a 30-day special events and home town interview tour with armed forces personnel from Oregon, announced Glenn McCormick, president of Oregon Radio, Inc.

Department from New York on Jan. 15. Hoss will visit occupation troops in six of the European countries, with interviews flown back to Oregon for broadcast. Individual records of each interview will be given to the nearest relatives of the servicemen and women now stationed throughout Europe.

Stork News

Jon Fogel, WCBS-TV director, announces the birth of Cathy Lee on Friday, January 4th, at the Lawrence Hospital in Bronxville, New York.

Truman Approval

Come Friday night, Margaret Halbert, NBC script girl, will appear on the RCA Victor Show, over NBC-TV, thanks to Margaret Truman. Miss Halbert was doing a stand-in for Miss Truman's secretary during yesterday's rehearsal and received praise from the president's daughter. In fact, Margaret went so far as to suggest to the program supervisor, Pete Barnum, that Miss Halbert get the role. Barnum gave his O.K.

Radio Stations Get Awards For Merchandising Programs

(Continued from Page 1)

convention of the association at the Hotel Statler in New York City, with John F. Hardesty, director of BAB's local promotions, presenting the grand award to Schuneman's Inc., St. Paul, Minnesota, for their program, "Red Rooster," aired over station WDGW, Minneapolis, Minnesota.

There was also a special award for comprehensive use of radio which was presented to Bigelow's in Jamestown, N. Y., for their shows "Breakfast with Bigelows," "Morning Extra," and the "Ted Malone Program," all heard over WJTN, Jamestown. First prize for programs beamed to a general family audience went to Burdine's in Miami, Florida, for their "Sunday Symphony," aired over WVCG, Coral Gables, Joske's of San Antonio, Texas, received second prize for their program "Matinee Masterpieces," over KTSA, San Antonio.

Bigelow's in Jamestown, N. Y., also received first prize, as a small store, for programs beamed to a general family audience, with their show, "Breakfast With Bigelows," heard over WJTN, Jamestown. Philips in Omaha, Nebraska received second prize for their "Good Morning from Philips," heard over KOIL, Omaha. Sibley, Lindsay and Curr of Rochester, N. Y., received an award for programs beamed to a women's audience. They sponsor "Tower Clock Time," over WHAM. A similar award given to small stores category was received by Wyman's in South Bend, Indiana,

New York Heart Fund Fair To Feature Radio-TV Stars

Radio and TV stars will contribute their talents at the New York Heart Association's annual Fair and Auction, to be held from January 14th to 17th at the Savoy-Plaza Hotel. Continuous entertainment will be presented during the afternoons and evenings.

Honorary campaign chairman for this year is Mrs. Vincent R. Impelleri with William Zeckendorf acting as campaign chairman.

Among the stars to appear during the three days are Ezio Pinza, Bert Parks, Clifton Fadiman, John Daly, Dave Garroway, James Melton, Nancy Craig, the Fitzgeralds, Wendy Barrie, Skitch Henderson, Barbara Wells, Peggy Wood, Claire Mann, Mel Torme, and Mike and Buff Wallace, among others.

All articles to be auctioned have been donated with the entire proceeds to go to the charity.

Stork News

Boston—Phil Christie, WLAW announcer, and Mrs. Christie are now a family of three. On January 3, Mrs. Christie gave birth to a baby girl.

for their program "The Time, the Place, the Tune," heard over WSBT, South Bend.

The Milwaukee Boston Store received first prize for programs beamed to teen-age audience with their "High School Disc Jockey Review," aired over WEMP. The first prize, in the same category, awarded to a small store went to Condon's in Charleston, S. C., for their "Teen Time," over station WCSC. The grand award for programs beamed to children's audience went to Sage-Allen in Hartford, Conn., for their "Kiddie Corner," aired over WCCC. The award for programs beamed to farm audience went to Joske's in San Antonio, Texas, for their "Farm and Ranch Journal," heard over KTSA.

The first prize for spot saturation campaigns went to Wolf Dessauer of Fort Wayne, Ind., heard over WANE, WGC, WKJG and WOWO. In the same category, pertaining to small stores, first prize went to Ivy's in Greenville, S. C., heard over WFBC and WMRC. Special award for outstanding use of the saturation technique went to Brown, Thomson, Inc., Hartford, Conn., heard over WHTT. Honorable mention for effective seasonal promotions went to the Killian Co., Cedar Rapids, Mich., for their "Iowa Football Program," heard over KCRG. Honorable mention also went to Sears Roebuck in Miami, Fla., for their "Roebuck the Talking Reindeer," heard over WVCG, Coral Gables.

Current Drive Of AFA Reported To Be Extensive

Current campaign for public understanding of advertising sponsored by the Advertising Federation of America, has reached extensive international proportions, reports Ralph Smith, vice-president of Sullivan, Stauffer, Colwell and Bayles, Inc., campaign chairman.

Worldwide requests for campaign material have been continuous, with promotion being used in Finland, Sweden, India, Arabia, Israel, the Philippines, Holland, England, Canada and other countries. Copy, aimed at consumers and advertisers alike, is universal enough to fit needs of media all over the world.

Smith reports more than 5,000 newspaper mats and over 6,300 radio transcriptions are now in use. Favorable reception by the public is reported for the fourth in a series of annual campaigns.

Sponsor Plays Host

B. T. Babbitt, Inc., on behalf of its product Bab-O, is presenting stockholders with tickets to the NBC-TV "Kate Smith Evening Hour," which it sponsors on alternate weeks during the second half-hour.

WOR's New TV Sq. Opens In New York

(Continued from Page 1)

Television Square occupies 48,000 square feet, incorporating complete facilities for production of every type of TV program. Three large production studios are contained in the new building, in addition to rehearsal rooms, facilities for storing and projecting film, dressing rooms and office space. Each production studio is a complete and separate unit with its own rehearsal space, announcer's booth, control room and a client's room where executives and others can watch a program in production.

In marking the official opening of Television Square, Theodore C. Streibert, president of WOR-TV, said: "Since this is the first building to be erected in New York City for the exclusive purpose of producing television programs, the opening takes on particular importance in the progress of the city's growth as the television industry's production center." He pointed out that for the first time, TV producers would be able to put on a show in a building expressly designed and built for them, and that many of the problems which have beset program producers working in a place originally designed for something else, have been solved in the erection of the new TV center.

Up-to-date modern lighting system is provided in more than 125 miles of electrical wiring. A total of 156,000 watts of electric power is available in each production room, four times the light intensity of the largest Broadway sign, or enough to light over 200 average homes a day.

Unique feature is the heating, ventilating and air conditioning system. While the entire building is air conditioned, each production room has telescopic ventilators which raise or lower to various heights, making it possible to introduce cool air underneath the hot lights. Other features include film storage vaults with capacity of storing up to three-million feet of film, a complex sprinkler and fire control system, and an ingenious warning system to keep track of opening of street doors which will block any unauthorized entrances.

The roof on Television Square is in line-of-sight with the WOR-TV antenna tower in North Bergen.

Crime Report

Starting on Monday, WMAL and WMAL-TV, Washington will air the proceedings of the Senate District crime sub-committee hearings, which will delve into the crime situation in the nation's capital. Radio will present the hearings on a recorded basis, while the TV side will take to the air at 10 a.m. and follow each day's action until close.

TV Reviews

President Truman's Address

Yesterday's first coast-to-coast telecast of the Presidential state-of-the-union address before the joint session of Congress was another milestone of achievement in TV's public service role. A combined TV industry presentation, President Truman's address over the four video networks and indie stations throughout the country was a forthright example of true democracy at work, bringing the national leader's report to the people directly into the homes of citizens. A competent camera crew expertly handled the entire proceedings, beginning with the seating of members of the House of Representatives, followed by the Senate, the President's Cabinet, Embassy heads and other diplomatic dignitaries, highlighted by the presence of British Prime Minister Winston Churchill.

Goodyear Television Playhouse

A most memorable video hour was Sunday evening's superb dramatic offering on NBC-TV's Goodyear Television Playhouse, "A Softness in the Wind." The adroit Jean-Pierre Aumont outdid himself in an unusually fine performance, topping previous acting laurels, in the portrayal of Louis Braille, founder of the Braille system of writing and reading for the blind. All the sensitivity of the blind Frenchman, self-dedicated to the cause of aiding similarly afflicted people in the era when the handicapped were barely tolerated, much less even pitied or given a helping hand. The well-written play by William Kendall Clarke is one of the finest vehicles viewed in the realm of dramatic biography, with credit to be shared by author Clarke, producer Fred Coe and director James Sheldon, as well as the worthy array of talent supporting M. Aumont.

About Cliff Norton

Inimitable style of humorist Cliff Norton is now gracing the video waves via WNBT, New York, and 12 other NBC-TV stations throughout the country. While mildly entertaining in its tightly written lines, the show does not measure up to Norton's usual standard of delivery as previously seen on the Dave Garroway Show and other video variety programs. Perhaps the time slot is to blame for the passive reception of Monday night's debut. The five-minute capsule show, while greatly limiting Norton's scope, holds promise of developing Norton as a TV personality.

McDONNELL.

★ ★ TELE TOPICS ★ ★

WITH Dr. William F. Russell, president of Teachers College, Columbia University, and president of the World Organization of the Teaching Profession, assisted by six students, ABC-TV on "Horizons," Sunday, Jan. 13 at 1 p.m. will present what the years to come hold in the field of education in the U. S. Dr. Russell will outline his thoughts on tomorrow's education, after which the six students will ask questions and express their own opinions in an unrehearsed session. . . . "Rocky King, Detective," Du Mont's popular mystery, starring Roscoe Karns, will celebrate its third birthday on Sunday, Jan. 13. . . . Sometime this month, according to the Allen B. Du Mont Laboratories, Inc., Cuba will inaugurate the island's first TV network with five cities, Havana, Santa Clara, Camaguey, Matanzas and Santiago de Cuba to be linked. . . . Joining the "100,000" club is the Rochester area with a total of 101,153 installations, as of Jan. 1, 1952, reported by A. N. Bender of WHAM-TV.

TODAY'S TV PERSONALITY: CARLO VINTI, head of the agency bearing his name, is perhaps better known as the producer of "Opera Cameo's," the half-hour operatic session on WPIX which has gained great popularity since it first came across the TV screen a year ago. Carlo regards the program as a labor of love, as he is an inveterate opera-goer and a lover of fine music. He is a graduate of the University of Milan and came out of World War I as a captain. Coming to New York in 1921, he entered advertising, following a period on the New York Stock Exchange. When he opened his own office, Carlo Vinti—Advertising, he began to specialize in foreign language advertising and many of the large agencies, wanting to reach various foreign language groups, have called Carlo in as a marketing consultant. He has been connected with many radio and TV programs, whose appeal have been directed to American as well as foreign-born audiences. In addition to "Opera Cameo's," Carlo is also associate producer of "Leave it to Papa." He is at present guest-lecturer at several TV classes where he teaches on ways of adapting opera to TV, to get the utmost of the music and drama before the cameras. Carlo is an American citizen.



VINTI

FIRST children's program to be sent via the cable and micro-wave from the West Coast will be "Space Patrol" on Sunday, Jan. 13 and presented at 6 p.m., EST, via ABC-TV. The time switch was engineered by Gardner Advertising Company's George Shields, account executive for Ralston; Bill Fisher, Jay Kacin, Bob Laws and Jerry Vernon. . . . Admiral Corporation has the exclusive rights to TV and radio rights of the Chicago finals of the Golden Gloves boxing bouts to be held on March 7 and for the All-Star football game in Chicago, August 15. Telecasts will be via Du Mont for TV and over Mutual on radio. . . . Earl Nightingale, long a top WGN personality, went TV this week, sponsored by Bell Savings and Loan through M. M. Fisher Associates. . . . Beginning Monday, Jan. 14, the "Bill Ballance Show," half-hour interview and variety program will debut on a Monday through Friday basis over WBKB, Chicago, at 10:30 p.m. Featured on the show will be Jean Cordell and Harry Suekman. Phil Bondelli directs.

WITH the "Sam Levenson Show" due to resume on CBS-TV, Sunday, Feb. 10 at 6:30 p.m., it will necessitate a change from that hour to 6 p.m. for the returning "Mr. I Magination," scheduled to resume on CBS-TV, Sunday, Jan. 20 in the 6:30 p.m. time slot. First program, incidentally, on Norman and Irving Pincus' production of "Mr. I" will be "The Last of the Mohicans," starring Paul Tripp and Butch Cavell. . . . The philatelists can now have a TV stamp for their collections. According to the Allen B. Du Mont Laboratories, Inc., Switzerland as a part of its "Century of Telecommunications" series is putting out a 40 centime stamp with TV represented symbolically by an all-seeing eye.

NEW BUSINESS

WCBS-TV, New York: Parodi Cigars, through the Anthracite Agency, has contracted for 26 weeks of spot announcements at 4 p.m. Sunday. Other new business includes Campbell Soup Company, for Franco-American Spaghetti, Thursday participations in the "Margaret Arlen Program," and 11:30 a.m. Monday and Friday announcements for 13 weeks, through Dancer-Fitzgerald-Sample, Inc.; Vick Chemical Company, 13 weeks of Monday-through-Friday participations in "The Early Show," through BBD&O; Seabrook Farms, for its frozen vegetables, six weeks of Monday participations in the "Margaret Arlen Program," through Hilton and Riggio Agency; Standard Milling Company, for Hecker's Flour, Tuesday participations in the "Margaret Arlen Show," and 2 p.m. Monday and 2:15 p.m. Thursday announcements for 13 weeks, through John W. Shaw, Inc., Chicago; Drake America Corporation, for Rowntree Candy, Friday participations in the "Margaret Arlen Show" for 13 weeks, through Colman, Prentiss and Varley, Inc., and Standard Brands, Inc., for Chase and Sanborn Instant Coffee, Thursday participations in "The Early Show," for 39 weeks, through Compton Advertising, Inc.

WPTZ, Philadelphia: Two of the oldest, continuously sponsored TV shows in the City of Brotherly Love, "Open House," which is the program of the Girard Trust Corn Exchange Bank, and the Philadelphia Electric Company's "Television Kitchen," have been renewed for the 1952 season.

WABD, New York: Block Drug Company, makers of Ammident and other drug products, has pacted for 52 weeks for sponsorship of the new "Dick Tracy" adventure serial, seen Fridays from 7:30 to 8 p.m. Contract was arranged through Cecil and Presbrey, Inc. Marlon Confections Company, for its Teens and TV Candies, has purchased participations in the Tuesday, Thursday and Friday 6 to 6:30 p.m. "Magic Cottage" program. Arrangements were made through Scheck Advertising. For its Mum Deodorant, Bristol-Myers Company has contracted for five 20-second announcements for Sunday evenings.

WFIL-TV, Philadelphia: Horlacher Brewing Company, through W. Wallace Orr Agency, is sponsoring the Thursday night "Sportsman's Hunting and Fishing Club" from 10:30 to 10:45 p.m. The series, which were launched on Jan. 3, will use a number of films.

TOPS T.V. in FILMS!

ANOTHER GREAT MAJOR PRODUCTION FROM UNITY
 Reuben Mamoulian's "GAY DESPERADO"
 Starring Ida Lupino and Nino Martini

★ UNITY ★
 TELEVISION CORP.
 1501 B'WAY., N. Y. C. 18
 L'ONGacre 4-8234

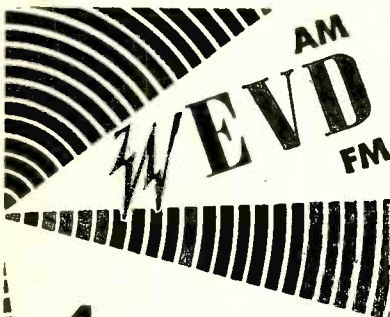
NPA Calls Meeting On Copper Shortage

Washington Bureau of RADIO DAILY
Washington—The National Production Authority has called a meeting of some 50 officers and technical representatives of 25 international labor unions for Monday, January 14, to discuss the critical copper shortage and its probable effect on production and employment this year.

Union leaders, whose views are being asked, represent organizations in the nation's major copper-consuming industries, NPA said. O. A. Knight, NPA assistant administrator in charge of Labor who will preside Monday, said the conference will give organized labor a formal opportunity to present its views.

Among specific subjects for discussion are the scarce metals scrap drive, the substitution of less scarce metals for copper, and the use of idle production facilities.

Meanwhile NPA revised its basic rules governing the controlled materials plan by (1) amending Direction 1 to CMP Regulation 1 to tighten the self authorization procedure by which small users obtain steel, copper and aluminum; (2) amending Section 20(f) of CMP Regulation 1 to permit manufacturers to accept shipment of controlled materials, on which delivery has been delayed, until a subsequent quarter without charging the shipments against the allotment for the later quarter, and (3) amending Section 6(c) of CMP Regulation 1 to outline the conditions under which controlled materials in inventory may be used in addition to the quantities allotted in the production of "Class B" products.



4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast

Jewish Market of Metropolitan New York

1. Top adult-programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of

"WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director

WEVD 117-119 West 46th St.,

New York 19

COAST-TO-COAST

High-Level Cooperation

Omaha, Neb.—WOW engineer Cy Hagrman set something of a record when a serial platter was broken during a straightening process just 30 minutes before the program time. Cy located a WHO, Des Moines, schedule, saw that they had already played the serial earlier in the day, and phoned to ask them if they would feed it to WOW for re-recording. With both supervisors on a remote location and unavailable, Hagrman ordered a line to WHO, cued Des Moines by phone, and proceeded to record the serial on a platter (re-winding tape would take too long, and a platter could be fed in 5-minute segs if time prevented recording the whole show). At 1:27.40 the recording was finished, and at 1:30 the show went on as scheduled. Hagrman breathed a sigh of relief and made one more phone call: to thank WHO officials for their fine and speedy help.

Busman's Evening Off

Buffalo, N. Y.—WBEN newscaster Dick Westerkamp started the year in typical newshound fashion—by covering a news story of his own. After doing several local and network broadcasts on the Little Valley airplane disaster that claimed 26 lives recently, Dick returned to his temporary quarters at the YMCA, smelled smoke from an adjacent hotel and turned in this town's first fire alarm of 1952.

School Safety

Youngstown, O.—WKBN is carrying a series of child safety programs sponsored by the Youngstown Municipal Railway Company. Titled "Safety in Your School and Mine," the programs are tape-recorded in the classrooms and student safety-patrol meetings of the local elementary schools. WKBN special events announcer Ted Niemi conducts the half-hour broadcasts, which consist almost entirely of discussions between pupils and teacher.

Citizen Broadcasters

Saginaw, Mich.—A new source of announcing talent was uncovered at WSAM during the recent holiday season, when the news and special events department came up with the idea of having all station-breaks on the two big holidays given by city and county officials. Dates were set in advance, and holiday greetings were recorded, along with station identifications, by a representative group of officials topped by Mayor William Hart. All city and county positions and offices were represented in the special holiday promotion, including city and county judges, police and sheriff's departments, prosecuting attorney, county supervisors, health officers, welfare directors and city councilmen. WSAM received much comment and commendation on the presentation.

Separate Operations

Salt Lake City, Utah—Beginning with this year, all KSL station breaks are given as "KSL Radio, Salt Lake City"—a further step in the separation of radio and television operations.

"Cloud Club"

Boston, Mass.—WHDH staff announcer New Powers turns disc jockey with his new program "The Cloud Club," an across-the-board slot from 10:35 to midnight, which features current and standard musical favorites with the format designed to set a mood of comfortable and intimate listening.

New Station Mgr.

Columbus, O.—Neal Smith, account executive and former sales service manager at WLW-D, Dayton, joined WCOL AM-FM as station manager, it was announced by Adna Karns, vice-president and general manager of Air Trails, Inc., which recently acquired the station. Smith has a wide experience in newspaper work, having served as salesman and advertising manager with Scripps-Howard papers here and in Cincinnati and Cleveland. He was station manager at WCOL for five years before joining WLW in 1944.

VA Develops Net Of Hospital Stations

Washington Bureau of RADIO DAILY

Washington—The Veterans Administration has inaugurated its own tape recording network, whereby programs are fed to 50 hospitals, F. R. Kerr, assistant administrator for VA's Special Services, announced.

In the short time it has been in operation the hospital network has featured special programs by Jimmy Durante, Burl Ives, Esther Williams, Jersey Joe Walcott and others. In addition it has presented programs written and produced by veterans-patients at various hospitals.

Hospitals originate programs over their respective radio systems, make tape recordings of the programs and send them on to others in the chain of Veterans Administration institutions from coast to coast.

Storecast Promotions

The promotion of N. C. Safferstein as vice-president in charge of sales, and Richard Malkin as vice-president in charge of programs and promotion, has been announced by Stanley Joseloff, president of Storecast Corp. of America; point of sale, merchandising and promotion organization. Safferstein replaces George H. Hennessy, who has resigned to take an executive position with the Minute Maid Corp.

WILLIAM B. RYAN

President, Broadcast Advertising Bureau

and

KEVIN SWEENEY

BAB Vice President

Will address the luncheon-meeting of the

RADIO EXECUTIVES CLUB

on

"Radio as an Advertising Medium"

SERT ROOM

Luncheon at 12:30 P.M.

WALDORF-ASTORIA

Thursday, January 10th

For reservations, call Claude Barrere — MU. 2-0238