

Use of Radio Said To Be Increasing With Estimated 125,000,000 Operating

By WILLIAM EWALD
United Press Correspondent
New York — (U.P.)—This is National Radio Week, an occasion dedicated to the enlightenment of those who can't see De Forest for TVs.
Radio, the brainchild of Bill Marconi, Lee De Forest and some late Russian entries, is blooming. Like the voice of the turtle, it's being heard throughout the land.
Nobody knows for sure how many radios there are in this nation, but there are plenty of estimates around. The Mutual Broadcasting System says about 125,000,000 sets are in use; UNESCO says about 127,000,000, and the Radio Advertising Bureau puts some 122,000,000 in homes plus some 10,000,000

more in public places.
NBC, a network given to spectacular thinking, says about 140,000,000.
Sales Booming
Back 10 years ago, in the stone age of TV, there were only 85,000,000 radio sets in use. Now, radio is booming as a companion piece—there are an estimated 17,000,000 radios in our kitchens and 21,000,000 in our bedrooms. There are 31,000,000 sets in our autos and a new portable is being bought every 15 seconds.
But enough of figures. This can only lead to madness. Let us consider what people are listening to on all these radios.
According to the latest national Nielsen radio ranking, some of the top network shows

are: Two for the Money, Drag-net, Our Miss Brooks, Edgar Bergen, People Are Funny, Gun-smoke, Gene Autry and You Bet Your Life.
It's estimated that some 5,000,000 auditors turn on Two for the Money, still a pretty good-sized chunk of audience for any program.
Plenty of Good Music
There's plenty of good music, too—The Metropolitan Opera, the Voice of Firestone, The New York Philharmonic in season, The Telephone Hour and The Boston Symphony and Boston Pops.
In some respects, radio is going egghead. The CBS Radio Workshop is frankly experimental—it has presented a half-hour of the sounds you might hear in Manhattan, an original opera, a dramatization of "Brave New World" with author Aldous Huxley as narrator.
All in all, a pretty heady list, stimulating and varied. So, as one wag at Mutual put it:
"This is National Radio Week. If your next door neighbor doesn't have his set turned on, turn yours on louder, so he can enjoy himself, too."

Portland Workman Killed in Cave-in

Portland — (U.P.)—A workman at Portland's new city zoo was killed yesterday afternoon when he was pinned beneath a slide of earth for more than an hour.
Joe C. Catlin, 35, was working at the bottom of a 16-foot sewer trench when the earth slide buried him in about six feet of mud and clay.
Catlin's head was buried in clay for 25 minutes before workmen could remove the overlying earth. A gas shovel was put to use to free the man but it was nearly an hour later before workmen were able to completely free him.

American Motors Continues Layoffs

Milwaukee, Wis. — (U.P.)—An American Motors Corp. spokesman said today a layoff of 4500 workers will continue indefinitely.
The idled workers include 1450 in Milwaukee and 3100 in Kenosha, Wis. The company had planned to call them back yesterday, but the spokesman said the return to work was postponed because an expected rise in demand for Hudson and Nash cars failed to materialize.

A Nichol's Worth of ... Comment On This and That

By HARMAN W. NICHOLS
United Press Feature Writer
Washington — (U.P.)—I'm a circus fan and always have loved clowns. But somehow I never could cotton to one "Clara bell," who used to appear in baggy britches and size 24 shoes in a TV thing called "Howdy Doo-dy."
That is, until I met him. When "Clarabell" appeared on the video he was mute. But in my house, with the young set for blocks around invading our privacy in the sundown hours, it was hard to ignore him. All "Clarabell" ever did to earn big money was to run around the set and make a lot of racket pumping a 1910 Ford auto horn.
But, by golly, the man really talks. He's still a clown, although he has shed the stigma of the dumb. And to prove it, he arrived in United Press quarters here, dressed in a gaudy hand-stitched get-up which he said came to \$500. And while he was appearing he appeared in the wrong room, followed by a cute little six-year-old blond called

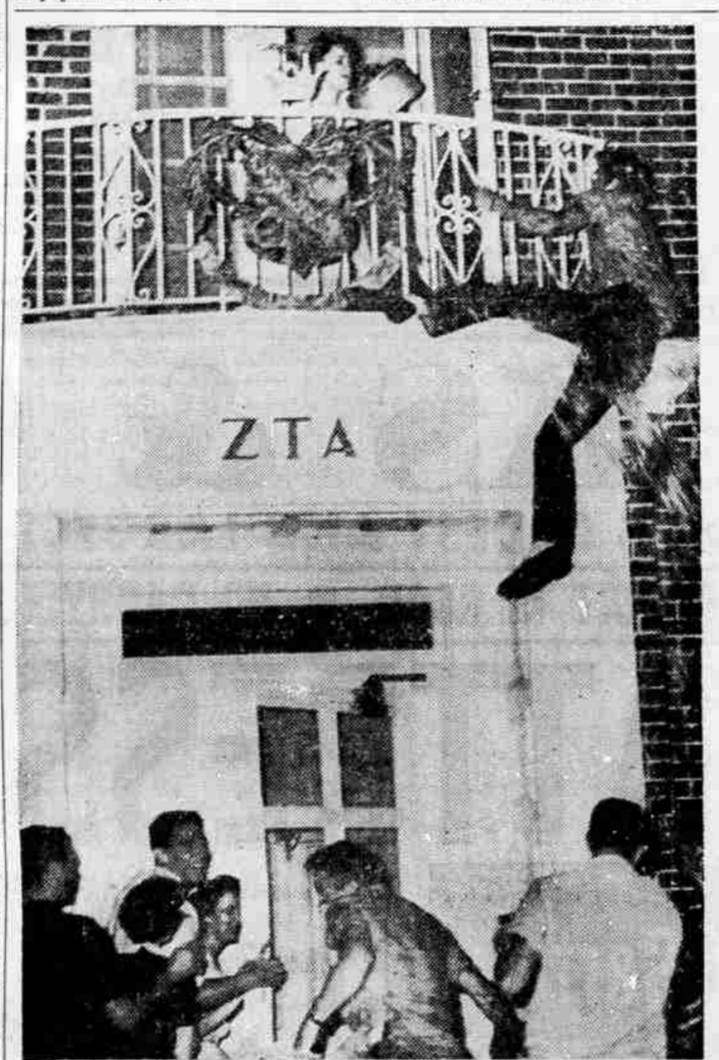
"Miss Sunbeam" (named after a bread), her mammy and a lot of other people.
The city room is no place for clowns who aren't newspaper people. The boss was editing some deathless prose, which could not rock the universe. Anyhow, he was in no mood for clowns.
"Run along down the hall," the boss said, "to room 702."
The clown ran.
"Clarabell" came in and said "howdy."
He's still a clown, as I said, a "he" clown and not a "she clown," and he let it be known out loud that he is on a new TV show now and would like to be known by a new name from now on—"Sir Clacky Wack," which is supposed to be a lot more dignified than "Clarabell." At least the "sir" handle.
Actually, Edwin Aiberian of Weehawken, N. J., is sort of out of character as a clown. He did not start out to be one in the first place. He graduated from Columbia University in 1942, heading toward being a chemist. Broke, he decided he had best quiet the growl in his tummy so he latched on as a clown.
Branched Into Opera
He did pretty well, but when the show people discovered that he had a fine bass voice he branched out into opera, the operettas among the summer first-nighters, the concert swing, and also dabbled in musical comedy. Lately he has been a guest on a lot of big television shows. The very young likely do not recognize the man without his auto horn.
As "Sir Clacky Wack" on his new show he'll have a chance to bring out his talents.
The erstwhile "Clarabell," a tag he would just as soon forget, fancies himself as a singer, which he is—a pretty fancy bass. After chemistry and between clownings, he managed to get into Carnegie Hall, which he filled to the rafters with his rich voice.
On Saturday afternoons he gives out for money at the Grossinger Hotel in upstate New York with Jewish ballads. And often on a Sunday morning, Ed runs down to New York and sings in a church choir.
Worse moment he had while playing "Clarabell" was when a five-year-old came up to him and shouted:
"You're not 'Clarabell,' you're a man."
What Ed is.

Marilyn tells why she quit Hollywood!

Marilyn Monroe was sure of fame and fortune in Hollywood. She was one of the most talked-about, most photographed women of our times. Why then did she turn her back on Hollywood to study long-hair acting in New York? Is she serious about acting in tragedies on Broadway?
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Johnny Carpenter Wins Safety Award
Portland — (U.P.)—Johnny Carpenter, well known to radio and television audiences of the Northwest, has been awarded a citation for the National Safety Council for his work in traffic safety, according to word received here today.
CHIEF DEATH CAUSES
Paris — (U.P.)—Heart trouble cancer are the two chief causes of death in Paris, according to the Municipal Health Department.



RIGHT IN THE KISSER—A Southern Methodist University student gets a bucket of water smack in the face as he tries to make a balcony entrance of the Zeta Tau Alpha sorority house on the university's campus in Dallas, Tex. He was part of a campuswide panty raid. Below him a couple of fellow students attempt to get their dates into the house during the raid.

Quotes From the News

By UNITED PRESS
London—Prime Minister Anthony Eden on the frogman debate in the House of Commons:
"I deplore this debate and will say no more."
Cairo—Egyptian Premier Gamal Abdel Nasser in a message to his frontline troops along the Egyptian-Israeli border:
"I can say frankly that the West has begun arming Israel."
New Bern, N.C.—North Carolina Gov. Luther Hodges on traffic safety:
"In our so-called enlightened society, we seem to regard death by motor vehicles as routine and humdrum news items."
Portland, Ore.—Adlai Stevenson on the race for the key Oregon Senate seat between Sen. Wayne Morse and former Interior Secretary Douglas McKay:
"I hope that Wayne Morse will continue to be the senator from Oregon."
Washington—Defense Secretary Charles Wilson in reply to Sen. William J. Fulbright (D-Ark) who observed more people are killed in automobiles than in war:
"A good many people used to get kicked by mules."
Paris—Soviet Minister Nikolai Bulganin, in an interview in the newspaper Le Monde, on co-existence:
"There is no third road."

A single kilowatt-hour of electricity will light a 150-watt reading lamp for 6 2/3 hours, run a clock for 20 days, run a vacuum cleaner for three hours, run the average electric refrigerator for one day, run a food freezer for 12 hours, run a washing machine for four hours, operate a television set for three hours. Glancing away from the road for just one second at a speed of 40 miles an hour is like driving blind for 58 feet, the Chicago Motor club says. The Homestake gold mine at Lead, S. D.—the largest on the North American continent—produced \$18,000,000 worth of gold and silver last year.

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