

MRS. CROSLY DIES UNEXPECTEDLY IN FLORIDA

Mrs. Gwendolyn Aiken Crosley, wife of Powel Crosley, Jr. radio and baseball executive, died unexpectedly Saturday at their Winter home in Sarasota, Fla. She was 48 years old. She had accompanied her husband to the airport on Friday when he left for Cincinnati. With Mrs. Crosley when she died was her daughter, Mrs. Martha Page Jennings.

Funeral services were held Tuesday afternoon in Cincinnati. A floral offering was sent by Bond Geddes, Executive Vice President of the Radio Manufacturers' Association, of which Mr. Crosley is a Director.

The Crosleys were married in 1910 at Muncie, Ind., where the present President of the Crosley Corporation and of the Cincinnati Baseball Club Company, was stationed briefly as manager of an automobile distributing firm.

Mrs. Crosley was a daughter of the late Walter H. Aiken, for many years Supervisor of Music in the Cincinnati schools. Also surviving are a son, Powel Crosley, 3d, two brothers, Walter Avery Aiken and Victor A. Aiken of Richmond, Ind., and four grandsons.

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TELEVISION COVERAGE LIMITED, SAYS FARRIER

While tests indicate that television will be a better advertising medium than radio, it will never achieve the nationwide coverage that radio has, C. W. Farrier, television coordinator for the National Broadcasting Company told the luncheon meeting of the New York Chapter of the American Marketing Association at the Hotel Roosevelt in New York City last week. The main problem in commercially sponsored television, he said, will be the costliness of programs.

Mr. Farrier pointed out that it would cost \$1,000,000 a year to broadcast a one-hour show daily. Since the network possibilities of television are still none too good, either by the use of coaxial cables or by a relay system of antennae, market coverage would not be adequate to warrant the expense, he said. To link the ninety-eight major markets, or those with more than 100,000 population, by coaxial cables would require an initial expenditure of \$113,000,000, he pointed out, and even then only 250-line pictures could be transmitted. Use of directional antennae would be cheaper, however, he said. Mr. Farrier also pointed out that the television show cannot be patterned after motion pictures, as it was found that regular features are too long and that comedy does not go over well with a small home group, because of lack of mass stimulation.

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