

NEW ZIV SERIES

MacMurray, Dunne
Signed

FILM STARS Irene Dunne and Fred MacMurray were signed to 10-year contracts by the Frederic W. Ziv Co. last week to co-star in a series of transcribed-syndicated radio shows, *Bright Star*, whose production budget is \$12,500 per half-hour program. The program will start Sept. 24.

John L. Sinn, executive vice president of Ziv, announced the signing of Miss Dunne and Mr. MacMurray and revealed plans for the series, a situation-comedy show, which is said to be probably the highest budgeted of all new radio programs being prepared for debut this fall.

It was estimated that Miss Dunne and Mr. MacMurray will each gross \$300,000 from the series, via their guaranties—against percentage of sales deals.

The open-end transcribed series will be offered for sale starting today (Monday). As in the case of other Ziv shows—which include *Bold Venture*, *The Guy Lombardo Show*, *Boston Blackie*, *Cisco Kid*—the selling will be handled by Ziv's staff of 100 salesmen. The series will be offered to agencies, local sponsors and stations, regional sponsors and networks, and national sponsors for spot advertising. On a similar basis, the *Bold Venture* series, starring Humphrey Bogart and Lauren Bacall, has been sold in more than 500 cities thus far this year, Ziv reports.

Taping of three *Bright Star* shows a week will be started immediately in Hollywood. Scripts,

* spokesmen said, have been assigned to top writers, including Milton Geiger, Richard Powell, and Carl Gass.

In addition to the stars, regular cast will include Announcer Harry Von Zell, with Michael Miller and Elvia Allman as supporting actors. Rivine Orton will be musical director. The Ziv company producer and Henry Hayward will direct.

It is the first comedy series ever produced by Ziv and, for the stars, their first venture into a regular radio series. Miss Dunne will play

the part of Susan Armstrong, editor and publisher of a newspaper, with Mr. MacMurray as the paper's top reporter. Each half-hour episode will be a complete story in itself.

Bright Star is the second high-budget show produced by Ziv this year, coming on the heels of *Bold Venture*. Mr. Sinn said he considered the new series, in view of the magnitude of its production budget, an important step forward for the entire transcribed-syndicated radio industry.

Negotiations with the stars were started in May. They were conducted for the Ziv company by Mr. Sinn and Herbert Gordon, vice president in charge of production; and for the stars, by Jack Gordean, Ray Stark, and Tom Greenhow of Famous Artists Corp.

ABC GROSS

Quarter Over \$14 Million

ABC gross sales for the quarter ended June 30 (less discounts, returns and allowances) amounted to \$14,869,465, according to a report on file with the Securities & Exchange Commission last week.

By comparison ABC's report for the same quarter of 1950 showed, on the same basis, gross sales totaling \$11,131,966.

Network's gross for the second quarter of this year represents an increase of 33.6% over the ABC gross for the same period of 1950.

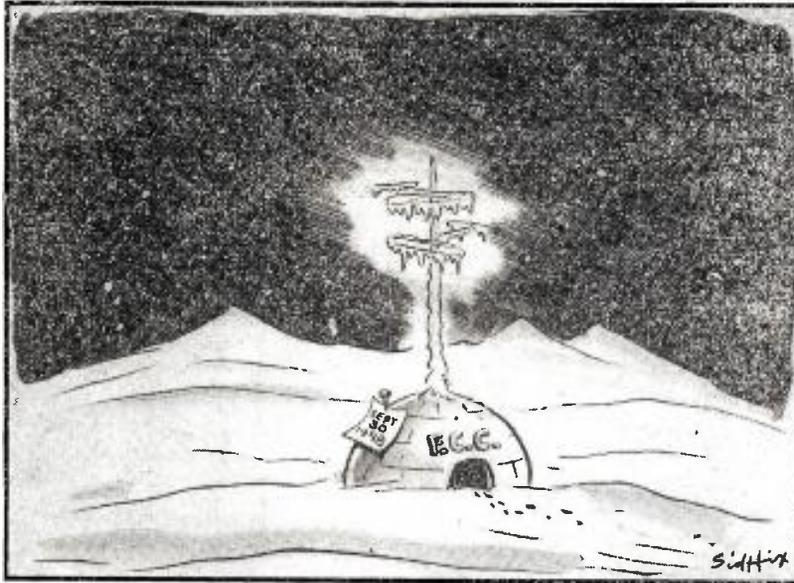
GE FOOTBALL

Sets CBS Roundup Coverage

HIGHLIGHTS of major college football games will provide the basis for a radio and merchandising program slated to be launched by the Receiver Dept. of General Electric Co. Sept. 29. Sponsoring of the *GE Football Roundup* on the coast-to-coast CBS Radio Network will spark the campaign.

Each Saturday GE will present highlights of five games from the field with Red Barber, CBS sports director, coordinating the remote broadcasts. Telephone reports from 15 other games will be interspersed with the direct accounts, to be handled by CBS correspondents on the gridirons.

All commercial time will be used by General Electric to promote its line of radio and TV receivers. Commercial materials for tie-in announcements will be supplied to dealers in those cities carrying CBS broadcasts from 2:30-5:30 p.m.



Drawn for BROADCASTING • TELECASTING by Sid Hix
"Can spring be far behind?"

CBS INCOME

Gross Up for Six Months

GROSS income of CBS and its domestic subsidiaries for the six months ending June 30 totaled \$54,622,655 after deduction of discounts, commissions and returns, compared with \$42,671,974 computed on a similar basis for the same period of 1950, a consolidated income statement showed last week.

Net income after federal taxes, however, dropped from \$2,495,370 for the first six months of 1950 to \$2,221,317 for the first half of this year.

The figures do not include earnings of Hytron Radio & Electronics Co. and CBS-Columbia Inc., which became a part of the CBS group on June 15. Their operations are expected to be reflected in the CBS consolidated income statement for the nine months ending Sept. 29, officials said.

Income before federal taxes ran ahead of last year's period—\$6,346,317 to \$5,782,070. But provision for federal taxes increased from \$3,286,700 for the first half of 1950 to \$4,125,000 for the first half of 1951.

A dividend of 40 cents a share on CBS Class A and Class B stock was announced coincident with release of the income statement. The dividend is payable Sept. 7 to stockholders of record at the close of business Aug. 24.

DEFENSE FUNDS House OK's Recruiting, Equipment Budgets

RADIO and television would derive approximately \$735,000 in revenue from U. S. Army and Air Force recruiting activities during the current fiscal year, under the omnibus Defense Dept. appropriations bill passed by the House and sent to the Senate last week.

That sum is contained in the \$10 million requested by the two services for recruiting activities, with \$3.1 million of that to be set aside for advertising programs [BROADCASTING • TELECASTING, Aug. 6].

"These funds are to be used for payment of national advertising to obtain as many volunteer enlistments as possible," the House Appropriations Committee said in reporting the bill to the House floor last Monday. "Continued emphasis is being placed on recruiting to obtain volunteers and thereby reduce the number to be called under selective service."

The Air National Guard drew roughly \$300,000 of the \$600,000 it sought for similar recruiting drives—about the same amount it derived last year—with an estimated 35% to 50% tabbed for radio-TV programs and announcements. There was no actual breakdown on its advertising expenditures, the figure

being offered as a rough guess by National Guard authorities.

In allocating the Army and Air Force its full estimate, the House Appropriations Committee generally reversed the sentiment of at least some of its members, who felt that some advertising activities could be curtailed (also see separate story).

Here is how the two services propose to slice their recruiting melon:

Radio and television, 35%, \$735,000; national magazines, 25%, \$525,000; preparation of art and copy for ads, 10%, \$210,000; publicity, 5%, \$105,000; film, sales and training aids, 4%, \$84,000; research, 1%, \$21,000; newspapers and supplements, 20%, \$420,000. This accounts for a total of \$2,100,000.

An additional \$1 million, to be split equally among radio stations and newspapers, will be apportioned to the six Army corps for local advertising.

At the same time the committee

lopped off \$145,130,500 for increases in civilian employes, recommending that the Defense Dept. be "less extravagant." It ordered a sharp reduction in publicity and information staffs.

Electronics manufacturers are expected to cut heavily into a near \$30 billion set aside for major procurement and production for the Defense Dept. While a precise overall figure was impossible to obtain, it was felt that perhaps \$3 billion—or 10%—would involve electronics contracts on the basis of past allocations.

The Air Force alone will receive \$384,167,000 for electronics and communications equipment to continue a modernization program launched during the fiscal year which ended June 30.

Another Air Force program calls for \$30,657,000 to be spent for purchase of 257 radio and radar trainers from those manufacturers which have already converted to war production.

For the Navy \$4 billion is earmarked for procurement of electronic equipment. The National Security Resources Board was voted \$1.6 million to carry on its security, censorship and other activities.