

LOS ANGELES

By RALPH WILK



Broadway Table Talk...!

● ● ● Eddie Bracken himself prob'ly doesn't realize how close he come to missing the boat on the Texaco deal. It's hardly any secret in the trade that the client had a positive aversion to a script show, plus which the Dick Powell deal had all but reached the signature stage while Myron Kirk was breathing heavily on their necks with Tony Martin. However, the audition record (written by Bracken, Geo. Hope and Frank Tashlin) was such a piperoo that Texaco did a complete switch and grabbed it pronto. Incidentally, trade talk has it that Texaco is in the market for another show. . . . When Gen'l Motors dropped NBC Symphony you couldn't get dime bet covered that the show would be picked up again due to its tremendous cost (about a million a year). However, we're assured that the net now has six prospective buyers, three of them being automotive firms. . . . Philco putting out another recorded show with Burl Ives, preeming on Mutual in October. . . . Walter Lurie has wrapped up Jim Ameche for the lead in a new Mutual half-hour romantic-comedy series which will prob'ly be heard Friday nites.



● ● ● ONE MAN'S OPINION: The Dick Haymes-Helen Forrest program is back. We hope they'll leave out permanently the dramatic sketch leading into the musical part of the program and go back to the last season's standard of one of the gayest, most listenable musical interludes on the dial. . . . The CBS television color demonstration revealed John Tillman as a mighty colorful emcee. . . . "Milkman's Matinee," presented by Art Ford on WNEW, is one of the highlights of the ayem, thanks to Ford's generosity in spotlighting the music instead of himself, as too many other disc jockeys do. . . . Interesting battle going on between ABC and CBS over the 8:30 Friday nite slot. ABC's slugger, "This Is Your FBI," which did so well last year, figures to give CBS' "Thin Man" a sizable headache this season.



● ● ● SMALL TALK: Ginny Simms using Harry Salter's "Song of Your Life" idea as gimmick on new series. . . . Quite a story in the split between Henry Morgan and his writer, Aaron Rubin, but nobody'll tell us. . . . Michael Martin has joined the Mary Chase office, which, incidentally, has booked Josh White on a three-month concert tour. . . . Maxine Keith, radio consultant, hopped to Montreal to address students of radio at McGill U. . . . Harold Hoffman, who left AFRA's contact dep't to go with the Veterans' Administration about a year ago, is back in the AFRA fold again. . . . Oliver M. Presbrey, who handled U. S. Steel and Cresa Blanca for BBD&O, has left the agency to manage midwestern region for American Newspaper Advtg. Network, Inc. . . . Prentice-Hall including test radio spot announcements in its \$20,000 tub-thumping campaign for Russ Janney's novel, "The Miracle of the Bells." . . . Carl Emory, vet actor, announcer and narrator, has written a 'soaper' called Marianne. . . . Maybelle Prindaville has temporarily turned promotion mgr. for her author-husband, Lew Lauria, and his new novel, "Let The Chips Fall." . . . Gagwriter Alan Sands has completed a half-hour comedy-situation package, a takeoff on songwriters and the orchestra biz.



● ● ● OUR HATS OFF DEPT: Evelyn Knight's latest Decca waxing—"Passe," backed by "Land of Dreams." . . . Peggy Mann's thrushing on the Hit Parade. . . . Stan Kenton's new Capitol disc of "It's a Pity to Say Goodnite." . . . "Cinderella, Inc.," CBS ainer from Iceland restaurant. . . . Larry Finley's "Flight With Music," starring Marion Hutton—a musical gem. . . . Joe DeSantis' very believable job as Diamond Louie in "The Front Page" revival.

CHICAGO

By BILL IRVIN

COMMONWEALTH EDISON became the first purchaser of Chicago television time when George B. Bogart, vice-president of J. R. Perschall, advertising agency, and John Balaban, secretary-treasurer of Balaaban & Katz, signed a 26-week contract at WBKB. Negotiations for the show were handled by Capt. William C. Eddy, director of the station, and Ardien B. Rodner, Commonwealth Edison advertising official. For the past two years prior to WBKB's acceptance of commercial contracts, Commonwealth Edison sponsored a weekly telecast on a cost-sharing basis, producing 100 shows during that period. They plan to continue their present "Telequizcalls," with Joe Wilson and Meg Haun.

"Jimmy Evans' Football Forecast," is being heard over WIND, 8:45 to 9:00 Tuesdays and Thursdays, started September 17, under sponsorship of the Erie Clothing Co. The 13-week contract was placed through Gourfain-Cobb Advertising Agency of Chicago. Evans will review on Tuesday the outstanding games played the preceding week-end, and on Thursday will air his football forecasts.

Yankee Football Airings Sponsored By Pabst

Pabst Sales Co., distributors of Pabst beer, has signed to sponsor broadcasts over WINS of all 14 professional football games to be played this season by the New York Yankees of the All-America Conference. Warwick & Legler, Inc., placed the account for Pabst which also co-sponsors Yankee baseball games.

Corporate Name Change

Albany—Muzak Radio Broadcasting Station, Inc., New York City, has changed its corporate name to WGYN, Inc. Chadbourne, Hunt, Jaekel & Brown, are attorneys for the corporation.

Continues Crime Series

Murray Burnett will continue his writing assignment for "True Detective Mysteries," sponsored by Williamson Candy Co., over Mutual each Sunday afternoon, in addition to new authoring duties for "I Was a Convict," which premieres over MBS Sept. 19 at 10:30 p.m., EDT. Latter program is sustaining.

Stork News

Clay Daniel, WEAF producer, and Mrs. Daniel became the parents Sunday night of a seven-pound five ounce baby boy, at the Woman's Hospital. The newcomer is the second Daniel child, joining Robert Rush, 5.

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