

TELEVISION DAILY

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TV AS HYPO TO BASEBALL "GATE"

TELE TOPICS

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WPIX had a new biz flurry last week, latched R. J. Reynolds (Camels) for its eight-game college grid sked, starting Sept. 25 with the Navy-California contest in Baltimore. Games will be originated by local stations, augmented by a WPIX remote crew, and fed to the News station on the cable. WMAR-TV and WFIL will figure in the feeding. Ripley Clothes & Borden also joined the client list, former to bankroll wrestling (Thursdays) from Ridgewood Grove, America's oldest sports palace. . . . Herb Swope has checked out of WCBS-TV.

SCANNING the sports circuit these days, what with a hefty variety of boxing and wrestling, a guy wonders why Sam Taub hasn't been grabbed. Sam was a pioneer of the gabber as well as one of the best-informed men behind the mike in the sports whirl. . . . Peter Donald does a guest shot on Texaco "Star Theater" tonite, which gives that seg just about par for the course. Practically every "name" has been grabbed for the airer thus far.

NBC V. P. JOHN ROYAL's tome "Television Production Problems," has been published by McGraw-Hill as part of the NBC-Columbia Univ. Broadcasting series. Book includes several lectures, etc., by top staffers at the web. . . . Larry Holcomb, formerly head of radio for Sherman K. Ellis, has switched to Lennen & Mitchell. He'll assist Nick Keesely, agency's radio and TV mgr. . . . Sept. 14 issue of The Woman, pocket-size slick, has a piece on CBS' busy gal Franny Buss. . . . WABD's "Key to the Missing" (Sunday nites) continues to defy Father Time and The Impossible. Seg last week turned up a guy missing 62 years, also established family ties for a girl raised in an orphanage.

DuMont's Vet Series

"Operation Success," a new public service series, produced in co-operation with the U. S. Veterans Administration, will premiere on the DuMont Television Network Sept. 21, it was announced Friday by James Caddigan, director of programming for the net. The series will be telecast on Tuesdays, 8 to 8:30 p.m., and continue for four weeks.

The program will demonstrate methods developed by the Veterans Administration to help disabled and partially disabled veterans find useful places in business and industry.

Chief emphasis will be placed on work done with amputees who need special training and must master special skills in order to step out of the category of wounded soldiers and become men capable of doing a full day's job.

WENR-TV Sets Lineup For Heavy Prog. Sked

Chicago—When WENR-TV, ABC's local outlet, makes its debut this coming Friday, station will be equipped with as heavy a program lineup as any to hit the year thus far, according to web's veepee Charles G. Barry.

Opener, which will rival the splash premiere of ABC's New York flagship, WJZ-TV, will include such web regulars as "Candid Microphone" and "Stump The Authors." Regular programming will include boxing and wrestling on Tuesdays and Wednesdays, plus professional football starting with the Chicago Cardinals and Pittsburgh Steelers on Sept. 19th.

Brown Shoe Expands

Roblee Television Fanfare, pre-game interview program on WABD, has been expanded to include time preceding telecasts of all home games on New York Yankees' football schedule by sponsor, Brown Shoe Co., St. Louis. Fifteen-minute program, featuring interviews with celebrities and outstanding sports figures, was a regular feature before all 68 Yankee baseball games.

Same general format will be used in fall telecasts with Johnny Winkin, roving editor of Sport Magazine and Stan Lomax, ace sportscaster.

Zetka Ups Production To 2,000 Tubes Mthly.

Zetka Television Tubes, Inc., has set a production schedule of 2,000 tubes a month and expects to reach that rate in a short while, according to Joseph B. Zetka, vice-president. Firm is in the process of expanding its facilities to meet the heavy demand for twelve- and fifteen-inch television tubes.

To finance the necessary expansion program, common stock in the Zetka Company is being offered at \$1 a share.

Seek Texas Station

Tyler, Texas—The Tyler Broadcasting Co., has applied to the FCC for license for a television outlet to operate here on Channel number nine, with 1-kw visual and 0.5-kw aural. The estimated cost of the plant is set at \$84,945. The operating cost for the first year is estimated at \$12,000-\$20,000.

Firm is a partnership composed of James W. Fair, in the oil business, 10% interest; Wilton H. Fair, his brother, an attorney, 10%; Dr. Irving Brown, a physician, 20%; Durward J. Tucker, electrical and radio engineer, 20%; Ray G. Thurmond, attorney, 20% and W. M. Rodgers, a former part time announcer-operator at KGKB, Tyler, 20%.

Press-Time Paragraphs

WGN-TV Preems DuMont Web Show

Chicago—WGN-TV introduced DuMont network films last Sunday and plans to give Chicago viewers a regular schedule of east coast network programs. First DuMont show seen here was "Photographic Horizons," with Peggy Corday as mistress of ceremonies, at 7:30 a.m., and "Court of Current Issues" at 9:30 p.m. Monday's show was "Doorway to Fame," with Johnny Olsen as emcee. Others to follow include: Today, a preview of the Alan Dale show; Wednesday, "Swing Into Sports," with Joan Arliss as emcee, and Friday, Jack Eigen's disc jockey video series.

WBAP-TV Points To "T-Day"

Fort Worth—If all goes well within the next three weeks, WBAP-TV will make T-Day (Sept. 29) on schedule. So says Harold Hough, director of radio and television for Carter Publications. Test pattern transmission begins Sept. 15. Work on the television section of the new radio and television center, under construction in Fort Worth, is in final stages. The roof is on the main television studio, with finishing touches being added to the control rooms and two other studios.

Phileo Appt's Coast Ad Exec.

San Francisco—Robert F. Laws has been appointed to the newly created post of western television advertising manager for the Phileo Corporation, it has been announced by C. S. Bellinger, western sales manager. Laws has been advertising and promotion manager for ABC's station KGO in San Francisco since 1944. A graduate of the University of California in 1937, Laws was associated with the San Francisco News until 1941 when he returned to the University as director of publications and other educational student activities, leaving there in 1944 to join ABC.

Medium Aids Yanks Set New Mark, Exec. Says

Despite the fact TV has an acknowledged ability to keep the public close to the fireside while airing a major sports event, thereby posing an increasingly difficult problem for top management in various phases of the sports world, the exact opposite is true in major league baseball, where new attendance records are certain to be set by season's end this month.

Both the American and National League will register new highs in '48 and the three New York clubs specifically will each soar comfortably past marks currently on the books.

For the New York baseball Yankees, specifically, video has helped to build attendance at the Stadium, and as such has a long-term welcome mat to the club's front office.

In the opinion of the Yankees' Tom Gallery, director of sales, including radio and tele, delivered at the opening luncheon meeting of the Sports Broadcasters' Association yesterday, video is responsible for the increasing presence of women and children in the House That Ruth Built. It's evident, he says, that video has whetted the appetite of this portion of the audience to the extent that interest is converted to attendance in person. Baseball, unlike many sports currently getting TV exposure, demands a huge playing area which doesn't project itself easily on the screen. As a result, he points out, the newly-aroused fan comes out to the park to see for himself.

On the other hand, it's expected other major clubs and their farm (subsidiary) teams will be faced with the problem of arriving at "territorial agreements" within the future. The smaller clubs, in Gallery's opinion, will probably raise a ruckus at the annual winter meetings, and some indication of what may be effected at those confabs to keep everybody happy is seen in a decision the Yanks took at the opening of the current season. WNEC-TV, Hartford, and a DuMont outlet, wanted to pick up the Stadium contests along with other web fare, but the Yanks' front office nixed it because of the danger of attracting fans away from local club.

As far as the Yanks are concerned, and there has been some concern due to the fact that coverage of the parent club has whittled down the gate of the nearby Newark Bears, its No. 1 farm club, the Yanks are "One hundred per cent in favor of television."

According to Gallery, the public will still come out to a ballpark if "you have a good team and there's plenty of competition."