

COLUMBUS PLANS A FACIAL

Advisors Eye Program With More Balance

Television in Spotlight

CHICAGO, Dec. 18.—A better balance in subject matter, with more of an industry overtone, is expected to mark the next annual Ohio State University Institute for Education by Radio in Columbus, O., May 5-8. Tentative decisions made at the first meeting of the institute's new advisory committee in Columbus Saturday (11), plans the elimination of many sessions and greater acceptance of opinions from industry leaders.

The new advisory committee includes representatives of the National Association of Broadcasters (NAB), National Association of Educational Broadcasters (NAEB), Association for Education by Radio (AER), Public Service Orgs such as the Red Cross and the American Medical Association, listener groups, Frequency Modulation Association (FMA), Television Broadcasters' Association (TBA) and listener councils.

Altho the NAB had only observers—Bob Richards and Ken Baker—on hand for the first meeting, it will have seven official representatives serving on the committee by the time it meets again (somewhere in the Midwest) late in January. These seven—representing seven basic types of NAB membership—plus industry reps from the TBA and FMA, are expected to direct the format of the institute along lines more acceptable to industry factors, and to take from it the predominant educational aura with which fault has been found in the past few years.

According to I. Keith Tyler, head of the institute, many sessions will be eliminated this year, while others will be shortened. This, he said, will, to some extent, correct past situations which found many sessions being held at the same time. He said this move also would result in elimination of duplication of subject matter in various sessions, another past fault. Tyler also said that this year's institute would give more attention to television, with one general session and a couple of other meetings devoted to video.

From others, who attended the advisory meeting Saturday, it was learned that, whereas in the past

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Alabama Okays Wine Plugs for Stations

MONTGOMERY, Ala., Dec. 18.—As the result of a request by the Alabama Broadcasters' Association (ABA), the State Alcoholic Beverage Control Board (ABC) this week voted unanimously to approve advertising of wines over Alabama-radio stations. The action upset a long-established policy set by previous ABC boards, who felt that wine advertising would be detrimental.

Representing the ABA was Howard Pill, who, with Montgomery attorney Tom Martin, presented the case before the ABC board. Pill pointed out that wine, like beer, is a beverage of moderation, and that radio stations could advertise beer. Because they could not do the same for wine, he said, they were being deprived a source of revenue. Both



Merry Christmas

from the receptionist
and all your friends at

KLZ Denver

ABC, CBS Plot Woo of Jolson

NEW YORK, Dec. 18.—With Al Jolson announcing this week that his withdrawal from his National Broadcasting Company (NBC) Kraft show is due in good part because he wants to air future programs transcribed, a two-web pitch was expected to materialize this week. Both the American Broadcasting Company (ABC) and the Columbia Broadcasting System (CBS) are reported considering ways and means to woo Jolson onto their facilities.

ABC's effort will be based upon its considerable use of waxed shows, including Bing Crosby. CBS has long been weighing the end of its ban on transcribed shows, and is not only aiming at landing Jolson to its growing roster of names, but again is attempting to snare Crosby away from ABC by offering him the same deal he now has there.

Sugar Bowl Plans Tangle ABC Sked

NEW YORK, Dec. 18.—The American Broadcasting Company (ABC) this week resolved a schedule conflict on New Year's Day brought about by its special broadcast of the Sugar Bowl football game in the time ordinarily filled by the radio version of the Metropolitan Opera. The Met, aired under auspices of Texaco, waived its standard Saturday afternoon time, and ABC will tape record the entire performance—the first time this has been done with an opera—and rebroadcast it later that evening. The opera will air at 8 p.m. Eastern time and 7 p.m. in all other time zones.

The shift affects ABC's Saturday night commercial line-up, including Procter & Gamble's *Gangbusters*, which also airs co-op, General Electric's *What's My Name?* and Beich Candy's *Whiz Quiz*. ABC is now attempting to work out agreements with the sponsors whereby their contracts will be extended an additional week, but it is expected that some time may be canceled for the night.

Martin and Pill stated that radio stations would continue to refuse whisky advertisements.

Benny or No, CBS Packages Still Percolate; 11 Are Due

NEW YORK, Dec. 18.—The idea mill at Columbia Broadcasting System (CBS), which ground out new packages regularly for the web before CBS's current name star splurge, still is functioning, altho with less fanfare. The web's program department is readying 11 new house-built packages for early debut, and already negotiations are under way for one with a prospective bankroller.

The likeliest commercial prospect is a daytime five-a-week comedy strip featuring Morey Amsterdam, who already is top man on a CBS evening sustainer on Tuesday nights. Philip Morris Cigarettes this week was considering bankrolling the daytime show. The agency in the negotiations is Cecil & Presbrey, which handles Philip Morris's daytime billings.

Other shows being prepped by the web include two more comedy shows, two whodunits, a quiz and a show which thus far is not classified. The latter is tentatively titled *Broadway Is My Beat*, with Peter Lyon handling the scripting based on an idea by Lester Gottlieb of the CBS program department. The quiz show thus far is tagged *Earn Your Apples*.

The two comedy shows are comparatively high-budgeted shows, still without a name, scripted by Bobby Lee and Jerry Lawrence, who last turned out the legit musical, *Look, Ma, I'm Dancing*, and an Aaron Rubin show called *The Short Man*. The mysteries are the Dick Powell insur-

New CBS Changes Sets Sat. Night Sked

NEW YORK, Dec. 18.—The Columbia Broadcasting System (CBS) this week made further changes in its Saturday evening line-up (*The Billboard*, December 18) and is now set on all its shows, as of January 8, except for the 8:30 spot. The web is also dropping two sustainers, *Cabin B-13* and *Time's a Wastin'*.

The new sked starts with Morey Amsterdam, shifting from Tuesday night at 7 p.m., followed by Vaughn Monroe, Gene Autry, shifting from Sunday night, *Gang Busters* and the new Basil Rathbone series for Fatima cigarettes. *Sing It Again* will air at 10 p.m. for an hour.

To replace *Cabin B-13* at 10:30 Sunday night, CBS is shifting *It Pays To Be Ignorant*, now airing Saturdays. The network has also assigned Mr. Ace and Jane to the Tuesday evening 10:30 spot, starting February 1. Aces' Friday 8:30 time goes to *My Favorite Husband*, under sponsorship of General Foods, starting January 17.

Goodman Films AM Weather for Video

NEW YORK, Dec. 18.—Harry S. Goodman, transcription producer, is putting his AM weather spots on film for use on television. He's doing the job in color, which costs about 25 per cent more than a straight black and white job. Goodman's angle is that he can get a black and white print from the color negative—and therefore use the spots on black and white tele, and when color comes in, he'll be all set too.

The job for the 66 spots costs in excess of \$12,000. This does not include talent, because this is available from the transcriptions. The cost does include filming, cameramen, costumes, puppeteers and scenery.

ance operative show, *Johnny Dollar*, and a show idea originated by CBS program chief Hubbell Robinson called *The Snake*, with scripts to be turned out by Anthony Boucher and Dennis Green.

Other shows in the works involve Bert Wheeler and Pert Kelton; a new audience participation show being built by Walt Frammer, called *Exchange for Happiness* and to be emceed by Tod Russell; a new soap opera being prepared by William Kendall Clark, CBS staff writer, and a new stanza with Martin Gable and his wife, Arlene Francis.

Pillsbury Mulls Twin Hypo for Kay Kyser

NEW YORK, Dec. 18.—Pillsbury Mills this week was considering a double-barrel hypo for its daytime Kay Kyser show on the American Broadcasting Company (ABC), involving expansion of its sponsored time and a shift in the show's time period. The flour company is due for a decision shortly on taking over the entire 30 minutes of the program, of which it now sponsors the final 15 minutes. Also it is considered a good bet that Pillsbury will move the program from its current 11 to 11:30 a.m. period to the 4:30 p.m. slot.

The move would put Kyser into the established afternoon period on ABC, following directly after such shows as *Breakfast in Hollywood*, *Bride and Groom*; *Ladies, Be Seated*, and *House Party*. Currently in the 4:30 time is Galen Drake, who also airs under the Pillsbury banner, and who would probably move up to Kyser's 11 a.m. time.

WSCI Asks Closer Check on FM Sets

COLUMBUS, Ind., Dec. 18.—A plea for better distribution and testing of Frequency Modulation (FM) receivers is contained in a resolution being submitted to the board of directors of the Frequency Modulation Association (FMA) by Graeme Zimmer, radio director of Syndicate Theatres, Inc., operators of FM outlet WSCI here. Pointing out that distribution of FM sets in this State is unbalanced, the resolution calls for a review of the entire situation by the manufacturers.

Zimmer claims that in sections where there is no FM station, the dealers are loaded with sets, and in markets served by FM broadcasters there is an acute shortage. In urging more thoro sensitivity testing of receivers, the resolution claims that FM operators are suffering from public reaction to hastily assembled sets that fail to do justice to FM.

AFM Pacts in Detroit

DETROIT, Dec. 18.—Two-year agreements have been signed by the major Detroit radio stations with the Detroit Federation of Musicians, with no essential changes in either wages or working conditions, according to Jack Ferentz, president of the Federation.

CINCINNATI, Dec. 18.—Federal Communications Commission Thursday (16) issued a construction permit to Scripps Howard Radio, Inc., for WCPO-FM here. The station will begin operations in the spring, according to M. C. Watters, vice-president of the firm.