

# NAB TO "DEFEND" AM RADIO

## This Wk.'s NBC-CBS Rumors; Or, Had Your Marihuana Yet?

NEW YORK, Feb. 5.—The past week saw the customary number of stories making the rounds in connection with the program battle being waged between the National Broadcasting Company (NBC) and Columbia (CBS). Here are some of them:

Bristol-Myers was reported asking both CBS and the American Broadcasting Company (ABC) to submit time presentations, in connection with the company's two shows, *Duffy's Tavern* and *Mr. District Attorney*. J. M. Allen, the Bristol-Myers advertising veepee, refused to comment, to confirm or to deny. Ed Gardner, proprietor of *Tavern*, with a year remaining on his Bristol-Myers contract, said in Hollywood he was talking to CBS but gave no details. Reportedly, the company is concerned over the competition it faces in the fall from CBS, with Bing Crosby going into the 9 p.m. spot against Gardner.

Eddie Cantor was reported actively urging Pabst to shift to CBS. Cantor is now back to back with Red Skelton, who shifts to CBS come fall, and also is said to be bristling at the opposition he's getting from *Break the Bank*, currently outranking him on ABC.

Bob Hope was still being romanced by CBS, and Mark Woods, ABC president, out on the Coast this week, also is said to have pitched for the comic. ABC was reported willing to convey a block of stock to Hope if the comic could persuade Lever Bros. to shift. The *Fibber McGee*-CBS talks were also still under way. Another report, that CBS was planning extensive personnel cuts, was denied, emphatically.

### Heidt Rumor, Denial

The best rumor of the week, tho, was that Horace Heidt, the NBC-Philip Morris entry against Jack Benny, whose current Hooperating is 9.6, would shift at the end of March. He'd shift, however, not to his former 10:30 NBC time but to 10 or 10:30

Sunday night on CBS, on the theory that if it isn't practical to fight Benny, it would be smart to follow him. Milton Biow, head of the Philip Morris Agency, said it wasn't so; that CBS had made no pitch, and that, with another six or seven weeks to go at 7 p.m., no decision would be made for awhile.

CBS also closed its deal buying the *Lum 'n' Abner* package (*The Billboard*, February 5).

## Cantor & Pabst Talk Full-Scale Plunge Into TV

HOLLYWOOD, Feb. 5.—Eddie Cantor may be the next top showbiz name to plunge into full-scale television, it was learned this week. While contractual details are still to be ironed out, the goggle-eyed funnyman and bankroller Pabst beer have agreed on basic tele plans. Final discussions will begin this week in Chicago, when Cantor meets with beer execs and Warwick & Legler Agency reps. Among points to be settled will be starting date, origination point and tele-radio network to be used.

While refusing to comment on details, Cantor told *The Billboard* that he will not do a simulcast of a combined AM-TV show. Since the two mediums are different, Cantor feels that emphasizing one at the expense of the other would jeopardize both shows and injure entertainment values. Moreover, Cantor said he was dead set against doing a weekly telecast, since strain of straddling both video and radio shows weekly is too much to tackle. He has asked Pabst to allow him to do two tele shows monthly in addition to radio (See Cantor and Pabst on page 14)

### No Exit

NEW YORK, Feb. 5.—This was a week for lese majeste in the rumor mills. Radio row heard reports that, among those leaving their posts on their own volition or otherwise, were Presidents Niles Trammell, of the National Broadcasting Company; Frank Stanton, of the Columbia Broadcasting System, and Justin Miller, of the National Association of Broadcasters. All these reports were promptly and vociferously denied.

There is equally little truth to reports that another executive, name of Truman, was exiting.

## Meloneys to London For 'Claudia' Airings

NEW YORK, Feb. 7.—Mr. and Mrs. William Brown Meloney (Rose Franken) will fly to London today in connection with two airings to be made by the British Broadcasting Corporation (BBC) of *Claudia*, Miss Franken's play. Each program is to be a 90-minute production.

Upon their return, the team will whip into shape a new half-hour version of the *Claudia* series, now being sponsored on transcriptions by Coca-Cola bottlers as a daytime strip. Writers have canceled their deal with coke and are said to have several AM-TV simultaneous deals pending for the half-hour show.

## Housman Directs CBS Ads and Sales

NEW YORK, Feb. 5.—Louis Housman is the new director of the advertising and sales promotion department of the Columbia Broadcasting System (CBS). He formerly was associate director of the same department. Housman has been with the network since 1940.

## Drive Planned To Keep Right Relation to TV

### Campaign Starts in April

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spokesman said. "There are over 77 million radio receivers as compared with about a million television sets. We mustn't ever forget this ratio of 77 to 1 in evaluating the sales power of radio and the relative power of television. There is no question that video is a rising force and it is welcomed as such, but the important thing is to keep everything in proper perspective lest we jeopardize audio radio's sound position."

The plan to give emphasis to the "proportionate relationships" of the two media had its springboard at a meeting of the NAB convention planning committee here Thursday (3). Further attention to this was given by the five-man board committee, known as the "functional organization" committee, which met here yesterday (4) for the first time since it was authorized by the NAB board in November.

### Careful Approach

The "functional organization" committee, headed by Clair R. McCollough, of WGAL, Lancaster, is taking a "slow-but-sure" approach on its recommendations for recasting the NAB organization set-up "in keeping with electronic developments." The committee, in its first preliminary draft of recommendations to the board February 14, is slated to reach no detailed conclusions, and the talk now is that any proposal for a revision of functions will be a long time under consideration. The committee held a day-long meeting shaping its agenda, which covers not only television but also FM and facsimile, with heaviest attention to be given to television. Committee, besides McCollough, includes Paul W. Morency, WTIC, Hartford, Conn.; John F. Meagher, KYSM, Mankato, Minn.; H. W. Slavick, WMC, Memphis, and Everett L. Dillard, KOZY, Kansas City, Mo., and head of WASH-FM, Washington, and the Continental FM Network.

The annual NAB convention, it was agreed by the convention planning committee, will put the spotlight on sales, television, labor relations and public relations. The convention, it was indicated, will give full encouragement to television and audio radio, but, for the sake of what is described as "keeping the radio economy on an even keel," the industry will be reminded constantly that audio radio is still the dominant medium and that this should be "constantly borne in mind," while "full encouragement should be given to television as a growing partner."

## "Post" Shifts Denis, Drops Radio Column

NEW YORK, Feb. 5.—*The New York Post* suddenly discontinued its radio news and review column this week, the last column running Wednesday (2). Paul Denis, the paper's radio editor, has been shifted to the city staff. The publication of AM and TV highlights is being continued.

*The Post* is effecting extensive re-trenchment moves.

# NAB Board Ouster Under Way

## Would Limit Body's Term To Two Terms

### Smullin's Petition Filed

HOLLYWOOD, Feb. 5.—Membership of the National Association of Broadcasters (NAB) will be asked to amend the org's bylaws to prevent any member from serving on NAB's board of directors for more than two consecutive terms. First move in a campaign to wrest control of the NAB board from the old guard is being spearheaded by Bill Smullin, general manager of KIEM, Eureka, Calif., with assistance of Cal Smith, head of KFAC, Los Angeles. Smullin and Smith are NAB directors for the 15th and 16th districts respectively.

Smullin will present a petition demanding a referendum vote at the (See Push To Unseat on page 14)

## WJLB's Giveaway To Tie In Theaters

DETROIT, Feb. 5.—The theater tie-up for *Know Your Movies*, the cash and merchandise giveaway quiz show, will start February 21 for a series of 13 weeks, running every Monday night on WJLB, according to Sam Carver, vice-president of Michigan Independent Theater Owners, who organized the tie-up. A total of 38 theaters has already signed up, with others expected to join before the program gets under way.

Each house will have a direct line to the station, and shows will be stopped at the time of the broadcast in each house, allowing the audience to listen to the station instead. A 10-day build-up of spots is to be used to introduce the new show to the air audience, while the theaters themselves will use all standard forms of exploitation, including regular advertising and screen trailers.

## WLIB Enters Foreign Field In Big Way

NEW YORK, Feb. 5.—*The New York Post* outlet here, WLIB, this week was moving heavily into the foreign language broadcasting field, after a brief experimental fling at non-English broadcasts during the past few weeks. The decision to broaden its foreign shows was based upon two pressures: The search for specialized broadcasting which can withstand the threat of video, and the difficulty of a station in making the grade commercially in this crowded broadcasting center.

Thus far, the station's efforts have paid off. It now is airing four and one-half hours of Spanish shows across the board, and these are 95 per cent sold out. This week, it kicked off two shows daily of Polish and already is half sold. A new Greek (See WLIB Goes Foreign on page 14)