

FCC Brushes Aside Richards Defenders' Red Herring Move

WASHINGTON, May 28.—With the Federal Communications Commission (FCC) still mulling a decision on G. A. Richards' application for a trusteeship transfer, the commission is engaged in a steady exchange of correspondence on the case in which Richards has been accused by some ex-employees at KMPC, Los Angeles, of having ordered news slanting in programs. Swelling the total inflow of mail to over 300, the FCC has received three score pieces of mail in the month since Richards applied for transfer of his interests to a trusteeship in stations KMPC, WGAR in Detroit and WJR in Cleveland (The Billboard, April 23).

The majority of mail continues to oppose Richards. In the correspondence supporting Richards are indorsements from additional automobile industrialists in Michigan and a lengthy document from Jacoby & Gibbons, of Los Angeles, self-described as engaged in "anti-subversive public relations." This firm sent to each of the FCC commissioners a 24-page bound report alleging that a list of individuals and organizations urging the FCC to revoke Richards' license contains "the names of many important Communists, Stalinists, fellow travelers or Communist sympathizers." In a reply to this report, FCC Secretary T. J. Slowie stated that while the Jacoby & Gibbons report makes charges against several persons and organizations that have voiced criticism of Richards since the FCC entered the KMPC case, the report makes no charges against the Radio News Club and ex-KMPC-ers, original formal complainants on whose complaints the FCC began its inquiry into Richards' stations.

Slowie's answer disclosed that FCC General Counsel Benedict Cottone on his March trip to Los Angeles on the KMPC case had already explained this to the firm of Jacoby & Gibbons at a conference. Slowie's reply follows in part:

"As you know, many organizations and individuals have written the commission in formal or informal fashion. However, as was pointed out by Mr. Cottone at the conference

with you and your associates in Los Angeles March 23, 1949, the allegations which led the commission to authorize the present investigation were presented to the commission by the complaint of the Radio News Club, and all other complaints contained in the public docket are subsequent in time to the Radio News Club allegations and were apparently precipitated by those allegations."

The FCC secretary continued: "The commission, of course, will be pleased to receive any information bearing on the credibility of any of the persons who have made allegations in these proceedings."

Vice-Chairman Paul A. Walker, of the FCC, directed a similar answer to a woman who had complained that one of the organizations opposing Richards' license renewal since the original complaints were filed "is simply the tool of Communists and fellow travelers." Walker reminded the woman that she made no such charges against the Radio News Club or former KMPC employees whose formal complaints evoked the FCC's study of the Richards case.

Fisher Exits Swift For Job With Y&R

CHICAGO, May 28.—Bill Fisher, radio-television director of Swift & Company the past three years, will join the local Young & Rubicam (Y&R) office as assistant radio-TV director June 13. Hiring of Fisher and Glen Church as assistants to Phil Bowman, head of Y&R's radio-video department, indicates expansion in these two media by the agency here.

As radio-TV director of Swift, Fisher handled *Breakfast Club*, *Sky King*, *Meet the Meeks*, the Lanny Ross Show and *Archie Andrews*.

Bowman said Y&R's Purity Bakers show on WENR-TV is expected to go network shortly. Other clients, he said, were interested in using radio and television for the first time.

Y&R's local office has been inactive in radio and television. New activity is expected to give Chicago another important agency operation in the two media.

Reynolds Mulls Summer Hiatuses

NEW YORK, May 28.—The R. J. Reynolds Tobacco Company is considering a recommendation from William Esty & Company, its advertising agency, that all its radio shows take hiatuses this summer. The agency feels the need to start pinching dollars, since it has gone over its radio budget for the year.

As a result, chances are that all the programs, with the exception of the Bob Hawk show will take the summer off. Hawk, who is on the Columbia Broadcasting System (CBS) network facilities Mondays from 10:30 to 11 p.m., has a strong rating, and during the summer it generally goes even higher.

However, Jimmy Durante, the *Screen Guild Players*, Vaughn Monroe and the *Grand Ol' Opry* will have plenty of time to rest, if the agency recommendations are accepted. The *Screen Guild Players* is in an especially weak position, even for fall renewal, because of its high cost.

Meat Group Eyes "Life With Luigi"

NEW YORK, May 28.—The American Meat Institute has indicated an interest in purchasing the Columbia Broadcasting System (CBS) package, *Life With Luigi*. The Cy Howard creation is on CBS Sunday evening 10 to 10:30 following *Our Miss Brooks*.

However, it has been indicated that moving the program into the Wednesday evening line-up in the fall to follow Bing Crosby would substantially enhance the possibility of a sale. CBS now has this time earmarked for Burns and Allen.

NBC Building Series For Faye Emerson

NEW YORK, May 28.—The National Broadcasting Company (NBC) is building a new series starring Faye Emerson, actress wife of Elliott Roosevelt. An audition was cut this week, the series being a situation comedy.

Other shows in the NBC hopper include segs built around comic Hank Ladd, an adaptation of *Chicken Every Sunday* and *My Good Wife*, the latter with John Conte.

B'bank KWIK Folds With Debt Over 75G

HOLLYWOOD, May 28.—Bur-bank's indie station, KWIK, became Southern California's first postwar radio casualty when creditors appointed attorney Leslie S. Bowden as trustee of the bankrupt radio property. Papers were filed under Chapter XI of the bankruptcy act, listing liabilities as well over \$75,000. Outlet will be placed on the sales block in the near future, and is being operated meanwhile by Norman Manning, whom Bowden named general manager.

Station was originally launched in 1947 by a group of Hollywood showbiz personalities, including agent Sam Kerner, comedian Billy Gray, radio-tele prod Don Forbes and other traders. Group operated the indie for approximately a year, bowing out in a resale deal which resulted in the current bankruptcy.

Benny Topper

WASHINGTON, May 28.—A leading feature of the Treasury Department's current bond drive is a movie short starring Jack Benny and Rochester which is to be shown in 15,000 theaters during the campaign. Benny plays five persons in the film, himself, his son, his father, his grandfather and great-grandfather.

SHORT SCANNINGS

Three new scripters have joined the DuMont writing staff at WABD, New York. **Mort Frankel** is scripting "Magic Cottage"; **M. C. Brock**, "Captain Video," and **Charles Speer**, "Flight to Rhythm." . . . **Harry S. Ackerman**, veepee and director of network programs, Hollywood, for the Columbia Broadcasting System (CBS) will supervise CBS-TV network shows originating on the West Coast. . . . **Screen Gems, Inc.**, a subsidiary of the Columbia Pictures Corporation has added a TV department to produce films and commercial spot announcements for video. **Ralph Cohn** and **Jules Bricken** are in charge.

Maj. Barney Oldfield has been transferred to headquarters, U. S. Army—Pacific, in Honolulu, after completion of assignment as a student at the Command and General Staff College, Fort Leavenworth, Kan. . . . **Jerry Danzig**, assistant to **Charles Underhill**, program director on CBS-TV, will return to the web, Tuesday (31), after a brief vacation. . . . **Howard Cordery**, executive producer at the American Broadcasting Company (ABC), has resigned to head the TV packaging at **John Nasht and Associates**.

"Cartoon Teletales," the Sunday evening TV show on ABC marked its first birthday on the medium, May 29. . . . **Don Giesy**, DuMont network flack, is writing a weekly TV column for New York's newspaper *The Public Guardian*. . . . **The Tophatters**, instrumentalists and novelty singers, are weekly regulars at DuMont's "Doorway to Fame" show. . . . **Parker Fennelly** is the star of a new package, "The Incredible Mr. Buchanan." . . . **Bob Bright** has left WPIX, New York, to join ABC's TV network as an assistant art director.

Betty Tevis joins WINS, New York indie radio operation, as publicity head, after handling the same job for WLW-T. . . . At WLW-T **Milton F. Allison**, sales manager, and **Walter Callahan**, of the sales staff, both resigned. . . . **Fort Pitt Brewing Company**, of Pittsburgh, is sponsoring a five-minute news show, the amateur fights and the wrestling over WDTV, Pittsburgh. **Batten, Barton, Durstine & Osborn** is the agency. Thru the same agency the **Minnesota Mining & Manufacturing Company**, St. Paul, is paying the bills for the "Kitchen Club" seen over WLW-T. . . . **Hudson Motor Car Company** is the sponsor of the 10-minute "Telenews"—INS daily newsreel over WJBK-TV. . . . **Roy Rector** is a new addition to Oklahoma City's WKY-TV staff.

Allison, Callahan Out of WLW-T

CINCINNATI, May 28.—The old one-two punch hit WLW-T's sales department here Wednesday when **Milton F. (Chick) Allison**, sales manager, resigned, and was followed soon after by **Walter Callahan**, member of the station's sales staff. Both were WLW vets.

Allison's resignation came after station management opined that WLW-T might benefit with a change in sales manager. Callahan hollered "I quit" shortly thereafter when he suggested to WLW-T brass that he would be the logical man to succeed Allison, and the WLW-T management failed to agree.

When queried on the Allison and Callahan resignations, **Robert E. Dunville**, vice-president and general manager of WLW and WLW-T, stated that they had no particular significance to station operation. "The resignations do not mean a major shake-up in station personnel," said Dunville, "nor a change in policy. It's one of those things that happen. We have the highest regard for both men, and the whole thing came off in friendly fashion."

Allison, promotion manager of WLW from 1940 to 1944, returned here a year and a half ago from WPEN, Philadelphia, to take the WLW-T sales manager post. Callahan was a member of the WCPO sales staff before joining WSAI here in 1937. Later he served with WLW in administrative and sales capacities in Cincinnati and Chicago.

In the meantime **Bill McCluskey**, WLW-T sales rep, is doubling at Allison's post, with **Marshall Terry** in charge of the department until the vacancies are filled.

B.R.'s Eye "Witches"; MBS May Cuff Show

NEW YORK, May 28.—Sponsor interest is strong in *The Witches Tale*, the old hag-ridden thriller, which was such a successful radio property in the 1930's. The show is being considered for network sponsorship, with the Mutual Broadcasting System on hand to give it a sustaining ride, if the clients don't materialize.

The program left the air in 1938 because **Alonso Dean Cole**, its originator, wanted a rest. If and when it returns, Cole will direct and write, but supervision of the package will be by **Charles Michaelson** who is peddling the show.

CBS To Bring Back Markle as Megger

NEW YORK, May 28.—**Fletcher Markle** will return to Columbia Broadcasting System (CBS) as a staff director next fall. Markle now handles megging chores on *Ford Theater*, which bows out of its CBS Friday evening spot after its July 1 broadcast and will not return in the fall.

Markle was brought to the web after his success in Canadian radio and is under contract to the network. CBS has no plans for him at the moment.

\$\$ Spurned!

NEW YORK, May 28.—WOR here, could, if it wanted to, develop a new source of advertising revenue. Since the station started construction of its TV tower in the Palisades, across the Hudson, it has been besieged by advertisers who want to spot a sign on the structure. The tower dominates the Jersey side of the Hudson.

WOR is nixing all offers, tho, and will settle for its own call letters and nothing else.