

"Blue Book" a Year Idea Pushed By Bipartisan Group in Senate

WASHINGTON, June 2.—In the wake of a preliminary hearing this week, the Senate interstate and foreign commerce sub-committee on communications announced it will go into an executive huddle on legislation sponsored by four senators proposing to create an 11-member national citizens' advisory board which would submit annual reports to Congress and the Federal Communications Commission advising "on how radio and television are serving the public interest and how they can better serve it."

Sen. William Benton, (D., Conn.), one of the co-sponsors,

told the sub-committee this week that he "would expect the proposed citizens advisory board in its annual reports to produce something equivalent to an annual 'blue book,' but to learn how to do it better and better every year, and to arouse more and more interest every year." "The annual report," said Benton, "could put the spotlight on successful efforts in the field of education and public service, and could view with alarm the discrepancies between promise and performance or any trends toward debasement or trivia."

Bipartisan Pitch

Co-sponsoring the bill with Benton are Sens. Lester C. Hunt (D., Wyo.), John W. Bricker (R., O.) and Leverett Saltonstall (R., Mass.). Benton said the citizens committee survey of radio and TV is essential because "there is no listeners' and viewers' lobby in Washington. The FCC has neither the time nor the authority actively to seek out, marshal and crystallize public opinion," said Benton. "Dur-

ing its existence it has, so far as I am aware, brought out only one general critique of broadcasting, the famous 'blue book' of 1946. That 'blue book' was mild enough, tho it stirred up great controversy. It had some good results—but they soon faded away."

The Benton-Hunt-Bricker-Saltonstall bill provides that the board submit its report each January 31.

The bill was accompanied by a resolution proposing that the FCC defer for a year lifting the TV freeze during which the Commission can give ample time to study "the principle and potentialities of subscription broadcasting and to encourage its development in every legitimate manner." Benton cited what he described as successful results of experimental subscription TV performed by Zenith Corporation in Chicago, and he mentioned the Skiatron project. He indicated that subscription TV could become tied in with stations operated by education institutions in "spreading education via television."

CBS Wants Jo To Buck Kate On TV, But...

NEW YORK, June 2.—Columbia Broadcasting System is considering Jo Stafford for an across the board daytime video slot to buck the National Broadcasting Company's Kate Smith. It is unlikely, however, that the deal will be consummated largely because Miss Stafford's radio commitments would seem to make it physically impossible for her to take on the chore. The singer has been renewed for both the Carnation Show, weekly half hour, and the three-a-week Campbell Soup Club 15. In addition to these commercial shots, she does weekly shows for the Voice of America, and the Economic Co-Operation Administration which carries her a half-hour weekly on Radio Luxembourg.

Gal is set for heavy international exploitation via several sources. The VOA is prepping a multi-language reprint of a recent Collier's magazine piece on Miss Stafford's voice work, and mailing it to every country on the VOA list, and is featuring the singer in a series of ads in the international editions of Life, Time, Newsweek and other overseas publications. A recent British Broadcasting Corporation check-up on most requested records also indicated strides the gal has made abroad. In this survey she ran second to Bing Crosby as most requested recording star, and topped such long-time English favorites as Dinah Shore, Duke Ellington, etc., by wide margins.

Lippert Sets 200G TV Sale

NEW YORK, June 2.—Lippert Productions stand to gross close to \$200,000 from sale of rights to a group of late-date feature films to TV outlets in Los Angeles, Chicago and New York. Deals were set this week for 26 films to WGN-TV, Chicago, and KTLA, Los Angeles, with WCBS-TV New York, on the verge of pacting for 20 of the releases. KTLA is paying \$69,000 and WGN-TV is paying \$67,500 for the same films, which are leased on a two-year basis, with a maximum of eight showings per film.

The flickers all were cleared with American Federation of Musicians, with no outstanding titles included, but with casts featuring such names as Jean Parker, Russell Hayden, Patrian Morrison, Denise Darcel, Tom Neal and Bela Lugosi. Earliest was produced in 1946, with several done as recently as 1950. Films will be peddled in individual markets. Sales were closed by Dorothy De Mayo, head of Tele Pictures, Lippert's TV sales subsidiary.

Glossy Professional 8x10 PHOTOS

all mail glossy photos and post cards — low prices. Satisfied customers coast to coast. Our 15th year of honorable courteous service. Reproductions as good or better than your original. Send today for price list FREE admission etc.

MULSON STUDIO
BOX 1941
BRIDGEPORT 1, CONN.

4th BCE Film Package Sells To Grove for Fall ABC Aired

NEW YORK, June 2. — Grove Laboratories this week was set to sponsor Bing Crosby Enterprises' new TV film series *Cry of the City* over the American Broadcasting Company video web, pending a final okay from Crosby on the West Coast.

The 26-week deal, which will plug Groves' Four-Way Cold Tablets, is scheduled to start September 4 at 8 p. m., making the fourth Crosby film series currently channeled on video. After the first 10 films are aired over the web, the series will be programmed on a station-to-station basis in an effort to grab off top time periods in each market.

Cry of the City is budgeted at from \$12,000 to \$14,000 a picture, and Grove is buying the half-hour series for about the same amount. However as with other Crosby

film packages, BCE retains all residual rights. Dick Dorso, veepee of United Television, BCE's distribution outfit, estimates that the firm will eventually gross between \$1,000,000 and \$2,000,000 on re-run returns.

Shooting on the next 12 *Cry of the City* films starts this month in Hollywood, on a two-day-per-picture schedule and under the guidance of writer-director-producer Bernard Girard, practically a one-man production staff. Looking forward to color, Dorso says they are already filming two series in Anasco—*The Chimps* and *Cowboy G-Man*, and will probably put *Fireside Theater* into color production next year.

NBC Sells Berle Hour for Summer

NEW YORK, June 2.—National Broadcasting Company video network this week sold the 8-9 Tuesday night time to be vacated by Texaco and Milton Berle for the summer, to two other advertisers. Accounts buying the premium period are Curtis Publishing and Minnesota Mining. The buys highlight the scarcity of network video time.

Berle vacations at the end of this month. Replacement shows aren't known as yet.

Telemeter H'wood Bow Set In 30 Days; Para Backs System

NEW YORK, June 2.—Initial press demonstrations of Telemeter, the latest pay-as-you-go TV system, are skedded for Hollywood within 30 days, but large scale in-the-home tests such as Phonevision ran in Chicago are not now contemplated. Paul Raibourne, Paramount Pictures' veepee for TV, who has been elected chairman of the board of the International Telemeter Corporation, said this week that the firm already is "definitely thinking about football games" as possible tee-off program material, perhaps for as soon as this fall, but other sources in the firm indicated no negotiations are under way as yet.

The significance of Paramount's buying into ITC this week is not being overlooked in video circles, since it represents still another wedding of film and TV interests. Others officials of ITC now are David Loew, president (from the Loew Theater chain); Carl Lesser, vice-president (former United Artist sales veepee), and Eugene Zukor, secretary-treasurer (he's an exec at Para's talent department and son of Adolph Zukor). The Telemeter firm is to be organized as a Delaware corporation.

Needs FCC Okay

Initial tests, according to Raibourne, are to determine technical data on range and characteristics of the device. Approval of the Federal Communications Commission is necessary for it to operate on a broadcast basis, and this, according to Raibourne, has not yet been received. However,

"CATS, FIDDLE" SET FOR KTSL

HOLLYWOOD, June 2.—Area gets its first all-Negro show when *The Cats and the Fiddle* bows on KTSL Monday (4). Half-hour seg, packaged by Phil Moore and Buster Collier, will be an all fem show as well, featuring a six-piece combo with Ginger and her violin, Vivian Dandridge, line of girls plus fem guests. Moore and Collier will co-produce. Show is slotted in an A-time period (8-8:30 p.m.).

RESTRICTED

Mag Sells Contents to TV, But...

NEW YORK, June 2.—*Woman's Home Companion*, one of the top fem magazines in the U. S., this week set a deal granting rights to package a video show based on its contents, but the deal has an unusual provision. It is that no national advertiser may sponsor the show, should it get on, but that the program be sold either as a co-op or on a local basis.

The reason for the *Companion's* decision is that it does not want a national network account to conflict with any of its national space buyers. For example, were one packaging firm to buy the show on a web, it would be competing with the *Companion's* own customers, which include several such accounts. The same is true in virtually every field of national advertising.

Ray Block office is packaging and repping the program.

CBS Sets Longines, Listerine Deals

NEW YORK, June 2.—Longines and Listerine this week set deals with the Columbia Broadcasting System for TV time. Listerine picked up the 7 to 7:30 period Saturday nights for the fall, the time being vacated by the Sam Levenson show. No program has been selected as yet.

The Longines buy was for the 11 to 11:15 p.m. slot Mondays, formerly occupied by Masland's *At Home* show. Starting date has not yet been set but it is expected to tee off soon with a possibility of expanding across the board in the fall. Format calls for name guests in a talk stanza, with personnel not set except for emcee Frank Night.

CBS-TV Shifts Levenson to "Wild" Time

Skelton Opposition Plan Dropped as "Charlie" Bows Out

NEW YORK, June 2. — With cancellation this week of the simulcast version of *Charlie Wild*, Private Eye on Columbia Broadcasting System's radio and TV networks by Wildroot, the web has set a new video time for the Tint-air sponsored Sam Levenson show. Originally scheduled to go Tuesday evenings, 9-9:30 on CBS-TV, the Levenson TV comedy presentation will move into Wednesdays, 9-9:30 p.m., this fall following *Arthur Godfrey and His Friends*.

The reason Levenson was shifted from Tuesdays to Wednesdays is that National Broadcasting Company expects to program the new Red Skelton TV stanza Tuesdays at 9 p.m. this fall. CBS-TV figured there was no sense in competing with Skelton, if it could be avoided. It is not known what will be slotted in the vacant CBS-TV Tuesday evening time period, but there are several potential clients interested.

Radio Switch

The radio version of the Levenson show, taped from his TV shows, was slated for the Sunday night 8:30-9 p.m. CBS period which Skelton and Procter & Gamble are vacating for ABC camping grounds. The current plan, however, is to schedule Levenson's radio program either at 9 or 9:30 p.m. on Sundays. Horace Heidt goes into 8:30 on Sunday during the summer and may continue in that time this fall.

Wildroot brought *Charlie Wild* over from NBC, but the program failed to catch on sufficiently to make for a renewal. Batten, Barton, Durstine & Osborn is the agency.

Death May End Richards Case

WASHINGTON, June 2. — The end of the three-year old G. A. Richards case before the Federal Communications Commission appears in sight as aftermath of the death this week of the owner of KMPC, WJR and WGAR. Next major step by FCC will probably be action on an application by the three stations for involuntary transfer of the ownership.

With the case having revolved around charges that Richards personally had ordered slanting of news over his stations, it is figured that there will no longer be a point of contention after an ownership transfer is made.

Richards' death came as hearing examiner James Cunningham was examining findings filed by counsel general Benedict Cottone and Richards' chief counsel, Hugh Fulton. The documents ran to a total of over 1,000 pages. Thousands more pages had piled up in hearing transcripts and exhibits. While it is figured here that the question of revocation of license is now removed, there is some belief that the hearing examiner in his initial decision might include an implied general warning on ethical procedure, should he find that news-slanting had been ordered by Richards.

Bulova Sets Up Ad Plan for Providing TV Film to Dealers

NEW YORK, June 2. — Bulova Watch Company, thru its agency, the Biow Company, this week set up a plan to provide film commercials to its dealers thruout the country, to be slotted into local TV shows which dealers may buy or participate in. Bulova previously supplied such advertising material for local dealer use in other media, including radio transcripts, postcards, newspaper mats and posters.

Bulova had done some minor TV dealer-assistance in the past, by supplying copy for commercials, and in a few cases, prints of its own network commercials for local use. The new plugs, however, are entirely original and are being made specifically for local use.

Details on how many films will

be prepared have not yet been set. The plugs will be finished by fall, however, and will be farmed out to a TV commercial pic-maker for shooting.

Mechanics of the plan will have any local dealer or jeweler who plans a show on his own city's station, or who wants to participate in a show, notify national headquarters of Bulova. Dealers will buy their own time. Bulova then will service them with the film plugs.

The local plugs will vary in length, to fit into virtually any type of campaign the dealer might desire. There will be 20-second films for spots. There also will be related commercials to fill two minutes of time for a 30-minute show.