

## Fairbanks Acquires Sole Rights to NBC Tele Pix

HOLLYWOOD, Dec. 22.—Jerry Fairbanks got sole ownership rights to more than 260 TV films he produced for National Broadcasting Company, according to terms of a \$200,000 deal he concluded this week with the web. According to Fairbanks, acquisition of the films produced for NBC will give his firm the largest product stockpile in the telecine industry. Already owned by Fairbanks are the "Front Page Detective," "Hollywood Wrestling," "Hollywood Theater" and "Hollywood Half-Hour" series.

Pix included in the deal are 195 "Crusader Rabbit" animation programs, 26 "Public Prosecutor" shows, 26 "Going Places With Uncle George" and 13 "Jackson and Jill" half-hour comedies. These, added to existing product, gives Fairbanks a total of over 500 films.

Series reacquired from NBC will be re-edited. The 20-minute episodes of "Public Prosecutor" will be cut to quarter-hour segs, thus becoming the only 15-minute TV film whodunit. All shows will be

## AT&T Topper Denies Blacklist Of AM Writer

NEW YORK, Dec. 22.—J. M. Shaw, assistant vicepres of American Telephone and Telegraph Company, appeared at a recent Radio Writers Guild meet here, and answered questions in connection with the case of RWG member allegedly blacklisted by "Telephone Hour" after having written musical continuity for the National Broadcasting Company radio show for six years.

Pointing out that the writer was not hired by A. T. & T. but by N. W. Ayer & Son, Shaw said "We do not and will not use 'Red Channels' or 'Counterattack' as a means of checking a writer's qualifications. We are interested in a man's talent and ability." As evidence of company's refusal to use blacklist he mentioned name of a prominent writer listed in "Red Channels" but recently hired to work on a motion picture for A. T. & T.

Altho Ayer, sponsor's ad agency, denied that blacklist existed at Ayer (saying writer was let out because sponsor and agency agreed format of show should be changed thru work of scripter) Shaw told the RWG that he had no prior knowledge of the writer's release.

Miss May Bolhower, executive secretary of RWG, said Guild is continuing its examination of facts in the case.

## Firm May Drop Radio Theater To Expand TV

NEW YORK, Dec. 22.—The Armstrong Cork Company this week was mulling the cancellation of its "Theater of Today" now programmed in the Saturday 12-12:30 p.m. spot on the Columbia Broadcasting System's radio network. The program sponsored for 10 years by Armstrong, has been conspicuously successful and still gets a top rating, but the sponsor would like to expand the video network of its "Circle Theater," on the National Broadcasting Company's TV web.

Advertiser's agency is Batten, Barton, Durstine & Osborn which is trying to sell the program to another of its clients, in the event of a cancellation. Should B.B.D.&O. find difficulty in peddling the show, CBS expects to line up a new sponsor.

## New Nielsen Gives Air Facts

CHICAGO, Dec. 22.—The A. C. Nielsen Company this week brought out the first edition of a monthly publication called "Nielsen's Air Facts." The four pages give audience trends, cast histories (without mentioning names) and new Nielsen subscribers.

peddled for local and regional bankrolling.

In addition to building its product inventory, firm also is hypoing its sales-distribution operations. Recently appointed vicepres and general sales manager, Ralph Cattell, this week opened firm's branch sales offices in Detroit and named Richard Bonds as its head. Additional sales offices will be placed in other key markets, following Cattell's recent nationwide tour of tele towns.

## Lever Bros. to Buy Part of Ameche Show

NEW YORK, Dec. 22.—Lever Brothers this week was reported considering the purchase of at least three quarter-hours weekly of the Don Ameche-Frances Langford daytime TV show via the American Broadcasting Company. To make room for the buy in the Lever budget, it is believed likely that the soap firm will cut down its sponsorship of "Hawkins Falls" to three times weekly on the National Broadcasting Company. Latter plugs Surf thru N. W. Ayer.

Ameche-Langford airs noon to 1 p.m. across the board via ABC-TV. "Hawkins Falls" is in the 5 to 5:15 p.m. slot across the board on NBC-TV.

## FREE SHOW

## Plant Asks Use of ABC Video Kine

NEW YORK, Dec. 22.—Television Authority this week was expected to authorize the initial re-use without charge of a video kinescope film for showing in an industrial plant. The Radio Corporation of America has requested permission to screen for all its employees at Camden, N. J., the December 16 outing of the "Hollywood Screen Test" show, aired via the American Broadcasting Company.

The stanza involved featured Chester Morris in a dramatic vignette dealing with donations to the Red Cross blood bank. RCA is anxious to screen the kine before its employees to stimulate blood donations for overseas troops.

## Radio Tops in Ad Truth Test

WASHINGTON, Dec. 22.—TV and radio are stepping ahead of newspapers and magazines in the quality of advertising messages as judged by Federal Trade Commission, it was revealed this week. Only 3.91 per cent of radio and TV messages over a 12-month period were set aside by the FTC as possibly "false or misleading," while 5.02 per cent of ads carried by newspapers and magazines were pulled aside. Radio led the field with a mere 3.53 per cent of its messages questioned by FTC, while TV, the youngest of the four advertising mediums, followed closely with a 12-month record of 4.29 per cent. Newspapers scored the poorest with 5.04 per cent, and magazines were next with 5.01 per cent.

## G. M. Dickers For Hildegard

NEW YORK, Dec. 22.—General Mills this week was dickering with Hildegard to move into the 10:30-10:45 a.m. slot on the Columbia Broadcasting System's TV web. Client last week purchased from the network this time period which follows Arthur Godfrey. If General Mills doesn't come to any agreement with Hildegard, CBS-TV might step into the breach and sign for her exclusive video services.

## TV EDUCATION THE HARD WAY

DETROIT, Dec. 22.—Putting the judge on television won't get you out of a traffic ticket—in this case a pedestrian ticket for jay-walking. Johnny King, WWJ-TV staffer, learned that the hard way. King received such a polite lecture from the cop who gave him the ticket that he invited him to go on the air. He still got the ticket. So he asked Judge John D. Watts to appear on King's own afternoon show.

The audience saw King come up before the judge, the procedure with educational explanation by the principals and the inevitable payment of a fine. Anyway King got a citation of appreciation from Police Superintendent Edwin Morgan for his co-operation in traffic education.

## SEVEN WOMEN

## Win McCall Mag's Radio, Tele Awards

CINCINNATI, Dec. 22.—Seven women in radio and television have received the first annual McCall's magazine awards for outstanding public service. They are Elizabeth E. Marshall, Chicago Board of Education; Kit Fox, WLW, Cincinnati; Sister Mary St. Clara, BVM, WKBB, Dubuque, Ia.; Edythe J. Meserand, WOR, New York; Bee Baxter, KSOO, Sioux Falls, S. D.; Helen Faith Keane, WABD, New York, and Dorothy Gordon, WQXR, New York. The winners will be announced in the January issue of McCall's on the newsstands next Wednesday (26).

This marks the first time that a national women's magazine has recognized the contributions which radio and television women make to their communities. The awards are divided into three main categories—service to a community, service to women and service to children, with one executive and one broadcaster honored in each category. In addition, one overall award was made to the top radio-television woman of the year. This was won by Miss Marshall.

## St. Louis Film Firm Launched

ST. LOUIS, Dec. 22.—Newly-formed Condor Films, Inc., first major motion picture studio of its type in St. Louis, launched production here this week on TV, industrial, commercial and training films. Firm aims to land local film business, heretofore farmed out to other cities by businessmen and advertisers.

Condor is headed by Arthur E. Wright Jr., prexy; Gus G. Kindervator, executive vicepres; and Bradford Whitney, vicepres. Latter resigned as director and talent supervisor of KSD-TV here to accept new post. Firm's technical staff includes ex-Hollywoodites Walter S. Craig as director of photography and chief cameraman, and Otto Rauhut, chief sound engineer.

## CBS to Add 2 New Segs To Bolster Sunday Sked

NEW YORK, Dec. 22.—The Columbia Broadcasting System's TV network is planning to throw two established video programs into its Sunday afternoon schedule shortly. Beginning January 13, "Mr. I Magination" and "Quiz Kids" move into Sunday afternoons on the web in slots as yet undesignated.

With the Alcoa-sponsored "See It Now" in the 3:30-4 p.m. slot, these programs may be spotted around it, or perhaps before it. Both stanzas have aroused sponsor interest. Ex-Lax has been flirting with "Quiz Kids." "Mr. I Magination" has won numerous

## NBC Forced Into Daytime Video Program Shake-Up

NEW YORK, Dec. 22.—The National Broadcasting Company this week was forced to shake up its daytime TV programming line-up as a result of losing the General Foods Bert Parks show to the Columbia Broadcasting System. The new Ralph Edwards show, originally slated to move into the 12:30-1 p.m. strip on January 7, instead will take over Parks' old 3:30-4 p.m. slot on Mondays, Wednesdays and Fridays. The Bill Goodwin show holds down that period on Tuesdays and Thursdays for General Electric.

The original Edwards time period thus is currently unfilled. Another change has Colgate's "Miss Susan" soaper axed from the 3-3:15 strip, with the Walt Framer package, "The Big Pay-off" taking over for the sponsor, 3 to 3:30 across the board, effective December 31. This means that Colgate has decided to leave "Strike It Rich" in its present 11:30 to noon spot on the Columbia Broadcasting System, Mondays, Wednesdays and Fridays. Had the Framer package not been bought, Colgate would have dropped the CBS time and moved "Strike" into the NBC time.

The daytime NBC-TV line-up now will lead off with "Today," starting January 14, 7 to 9 a.m.; 9 to 10 will be local time; 10 to 10:30 will hold the Mel Martin audience participation show starting January 7; 10:30 to 11 will be

## FCC Hearings Hit New Snag

WASHINGTON, Dec. 22.—Federal Communications Commission was again confronted this week with requests to slow down its written hearings on TV allocations. WSTV, Incorporated, has asked leave to file, after the deadline, amended comments containing alternative suggestions for channels to be allocated to Wheeling, W. Va., and Steubenville, Ohio. This request brought immediate statements from Fort Industry Company that "this untimely proposal would not afford" it and other interested parties time to present their views on WSTV's plan.

In another request to FCC to waive time requirements, radio KIST, Incorporated, applicant for a new TV station in Santa Barbara, Calif., asked leave to file a post-deadline brief urging amendments to the pending U. S.-Mexican Agreement on TV channels within 250 miles of the countries' borders.

## Telemeter OK In Palm Springs

HOLLYWOOD, Dec. 22.—Telemeter, coin-box system of collecting from viewers, was granted permission by Palm Springs' city fathers to test its equipment. Firm, jointly owned by Paramount Pictures, Carl Lesserman and David Loew, plans to install a cable that will carry TV signal from Los Angeles to the desert resort town.

Mountain-ranged Palm Springs heretofore has been a TV island out of reach from the video signal of local outlets. If Federal Communications Commission okays move, Palm Springs residents will pay-for TV per peek.

awards. Coca Cola still has a tentative option on Sundays at 4 p.m. for Andre Kostelanetz on CBS-TV which would further strengthen the network picture that day, were it to go on. CBS-TV, meanwhile, is weighing the expansion of "Songs For Sale" to an hour and a half on Saturday nights. Program might go 9:30-11 p.m. with "The Show Must Go On" being dropped. It is believed that the adding of a half hour to this program, which is now on 10-11 p.m., would enhance its entertainment values and thus bulwark CBS-TV Saturday evenings.

"It's in the Bag," audience participation; 11 to 11:30 will bring Ernie Kovacs from Philadelphia; 11:30 to 11:45 will be "Dave and Charlie," a situation-comedy stanza; and 11:45 to noon will be the Richard Harkness news show from Washington. Noon to 12:30 will continue to house Ruth Lyons from Cincinnati; 12:30 to 1 is un-set; 1 to 3 is station time; 3 to 3:30 is "The Big Payoff"; 3:30 to 4 will be Ralph Edwards alternating with Bill Goodwin; 4 to 5 is Kate Smith; 5 to 5:15, "Hawkins Falls"; 5:15 to 5:30, Gabby Hayes; and 5:30 to 6, "Howdy Doody."

## REJECTED

## FCC Returns Pritchard's Control Bid

WASHINGTON, Dec. 22.—Edward F. Pritchard, Jr., one time New Deal bigwig, has filed an application for control of station WKLX, Lexington, Ky., Federal Communications Commission reported this week. The application, FCC said, is being returned to Pritchard because of "incompleteness."

Pritchard who lives in Paris, Ky., told The Billboard that 60 per cent of the stock of WKLX is owned by himself, his father and a brother, Henry. Each holds 20 per cent. They have had this stock since 1947, he said. He pointed out that the commission a few months ago asked him to file an application for control.

## NARTB Gets Membership of CBS TV Web

NEW YORK, Dec. 22.—The Columbia Broadcasting System's TV network and its owned and operated stations, WCBS-TV, here, and KNX, Los Angeles, this week filed for membership in the National Association of Radio and Television Broadcasters. The move on the part of its video network does not presage a similar step by the Columbia Broadcasting System's radio network, according to Howard Meighan, president of the AM web. Meighan stated that the CBS-AM network had no plans to re-join the NARTB at the moment.

The CBS-TV network's decision to become a member of the NARTB is attributed by trade sources to the fact that Harold Fellows, former exec at WEEI, Boston, a CBS radio affiliate, is the president of the trade group. When CBS left the NARTB it was believed that the execs of the web did not see eye-to-eye with the brass who were then in control of the NARTB.

## Razor Firm Keen On Skelton Show

NEW YORK, Dec. 22.—American Safety Razor this week was weighing the sponsorship of Red Skelton for 12 weeks on the Columbia Broadcasting System radio network. Client is looking at several CBS packages, but Skelton seems to have aroused the most interest. Buick this week took advantage of the web's single-shot sponsorship plan when it purchased two Peggy Lee shots in her new 15-minute series.

## Yarborough Death

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of "One Man's Family," a role he had fulfilled since the show's inception in 1932. Yarborough also had been very active in other AM and TV productions as well as motion pictures, having had regular roles in such radio standbys as "I Love a Mystery" and "Hashknife Hartley." Major problem of replacement faces the "Dragnet" video show. Yarborough had participated in films skedded to be aired on January 3 and 10, but there is some question now as to whether these films should be utilized on the National Broadcasting Company series, or whether new shows should be shot.