



at deadline

PEOPLE...

SHORTAGE OF MATERIALS FOR COLOR TV CLAIMED

LIFTING of National Production Administration formal ban on color TV would still limit industry to black-and-white process because of acute shortage of such materials as cobalt, Horace B. McCoy, NPA assistant administrator, said Friday (early story page 69).

Mr. McCoy said as far as he knew major TV firms still are going along with freeze on mass production of color sets, agreed on at Oct. 25 conference with Defense Mobilizer Charles E. Wilson. One or two "smaller firms" have protested that NPA's order went farther than industry had anticipated, he added.

GUILD ULTIMATUM TO ROACH

HAL ROACH Jr., vice president in charge of production at Hal Roach Studios, Hollywood, Friday was served ultimatum by Screen Writers Guild, giving him 30 days to comply with Guild demand he pay Writer Roy Hamilton differential between TV and motion picture scale for work on script of *Tales of Robin Hood*. Picture was released theatrically through R and L Productions but was allegedly filmed for TV.

NARTB Nominees

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be elected in each category) are:

Large Stations—Otto Brandt, KING Seattle (also FM); Richard M. Fairbanks, WIBC Indianapolis (retiring District 8 director); Paul W. Morency, WTIC Hartford (also FM stations); John F. Patt, WGAR Cleveland; Victor A. Sholis, WHAS Louisville; Glenn Snyder, WLS Chicago.

Medium Stations—Campbell Arnoux, WTAR Norfolk, Va. (incumbent TV director); Harry Buckendahl, KOIN Portland, Ore.; George D. Coleman, WGBI Scranton, Pa.; Roy Dabadie, WJBO Baton Rouge, La.; R. O. Dunning, KHQ Spokane; Robert D. Enoch, WKLV Indianapolis; John Esau, KTUL Tulsa (also District 12); Harold Essex, WSJS Winston-Salem, N. C. (also District 4); Robert W. Ferguson, WTRF Bellaire, Ohio; Eugene T. Flaherty, KSCJ Sioux City, Iowa; Michael R. Hanna, WHCU Ithaca, N. Y. (also FM); Rex Howell, KFXJ Grand Junction, Col. (also District 14); Leslie C. Johnson, WHBF Rock Island, Ill.; Richard O. Lewis, KTAR Phoenix; Lester W. Lindow, WFDF Flint, Mich.; Walter Rothschild, WTAR Quincy, Ill.; Henry W. Slavick, WMC Memphis (also FM); Robert D. Swezey, WDSU New Orleans (also FM; incumbent TV director); C. L. (Chet) Thomas, KKOK St. Louis; Walter E. Wagstaff, KIDO Boise, Idaho (also District 14); Gunnar O. Wiig, WHCC Rochester, N. Y.; J. P. Wilkins, KFBB Great Falls, Mont.; A. D. Willard Jr., WGAC Augusta, Ga. (incumbent).

Small Stations—Matthew H. Bonebrake, KOCY Oklahoma City; Louis R. Cook, KNOW Austin, Texas; Victor C. Diehm, WAZL Hazleton, Pa. (also FM); Paul Fry, KBON Omaha; Simon R. Goldman, WJTN Jamestown, N. Y. (also FM); Milton Greenebaum, WSAM Saginaw, Mich.; William C. Grove, KFBC Cheyenne, Wyo. (also District 14); Oscar C. Hirsch, WKRO Cairo, Ill.; Bill Hoover, KADA Ada, Okla.; Lee W. Jacobs, KBKR Baker, Ore.; F. Ernest Lackey, WHOP Hopkinsville, Ky. (also FM); Ben A. Laird, WDUZ Green Bay, Wis.; J. R. Livesay, WLBH Mattoon, Ill.; Clair R. McCollough, WGAL Lancaster, Pa.; (incumbent TV director; also FM); John F. Meagher, KYSM Mankato, Minn.; M. Luke Medley, WHUB Cookeville, Tenn.; A. G. Meyer, KMYR Denver; Frank R. Smith, WBVP Beaver Falls, Pa.; Hugh M. Smith, WCOV Montgomery, Ala.; A. E. Spokes, WJOY Burlington, Vt.; Gene Trace, WBBW Youngstown, Ohio; Charles C. Warren, WCMI Ashland, Ky.

FM Stations—Otto Brandt, KING Seattle (also large stations); R. M. Brown, KPOJ-FM Portland, Ore.; Victor C. Diehm, WAZL Hazleton, Pa. (also small stations); E. J. Gluck, WSOC-FM Charlotte, N. C.; Simon R. Goldman, WJTN Jamestown, N. Y. (also small stations); Michael R. Hanna, WHCU Ithaca, N. Y. (also medium stations); Gerald Harrison, WMAS-FM Springfield, Mass.; James Hicks, WCOS-FM Columbia, S. C.; F. Ernest Lackey, WHOP Hopkinsville, Ky. (also small stations); Clair R. McCollough, WGAL Lancaster, Pa. (also small stations); Paul W. Morency, WTIC Hartford (also large stations); Henry W. Slavick, WMC Memphis (also medium stations); Robert D. Swezey, WDSU New Orleans (also medium stations); Edward A. Wheeler, WEAW Evanston, Ill.; Earl W. Winger, WDDO-FM Chattanooga, Tenn.

FROM SPACE TO TIME

LACY'S, Washington chain described as one of largest newspaper advertisers in entire appliance field, signed Friday for campaign of 6,760 spots on five independent stations in national capital. Seven-store unit to spend \$26,000 in 13-week drive promoting home demonstrations, with 520 spots per week. Package worked out by Irving Abramson, Lacy's advertising manager, and Stanley House, radio-TV director of Art Ads Agency. Cooperating sponsors are Admiral, Bendix, Emerson, GE (electronics), Hot Point, Motorola, Philco, RCA-Victor, Deepfreeze, ABC washers and Hamilton dryers. Spots bought at average cost of \$4. One-minute spots to have hillbilly motif. Chain operates seven stores. Stations are WEAM, WGAY, WINX, WOL and transit (WWDC-FM).

Business Briefly

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cereals), moves *Ranger Joe* western series from ABC-TV to CBS-TV effective March 2, CBS-TV Network Sales Vice President Fred M. Thrower announced Friday. Time period will be unchanged: Sundays, 12 noon-12:15 p.m. EST. *Ranger Joe* agency: Lamb & Keen, Philadelphia.

ESQUIRE AGENCY ● Esquire Inc., Chicago (*Esquire*, *Coronet*, and *Apparel Arts* publications), to Doyle, Dane, Bernbach Inc., that city. Firm currently using radio and TV spots.

SHAVING PRODUCT ● Colgate-Palmolive-Peet to introduce new shaving cream product, with radio and TV likely to be used. Agency, Wm. Esty Co., N. Y.

CITIES SERVICE FETE ● Cities Service Co. to celebrate 25 years of unbroken network broadcasting on NBC Feb. 18. Gala program to originate in Carnegie Hall, New York, with many special features.

BAKERY DRAMA ● Streitman Biscuit Co., Cincinnati, sponsors *Royal Playhouse* on WBTW (TV) Charlotte, N. C., and WSAZ-TV Huntington, W. Va., 26 weeks. Show owned by Bing Crosby Enterprises and sold through United Television Programs. Harry M. Miller Agency, Cincinnati, places account.

TOOTSIE QUIZ ● Sweets Co. of America, N. Y. (Tootsie Rolls), to sponsor quarter-hour quiz show, *Tootsie Hippodrome*, starting Feb. 3, Sun. 12:15-12:30 p.m. on ABC-TV. Agency, Moselle & Eisen, N. Y.

MORE FOR LEVER ● Lever Bros., N. Y. (Chlorodent), adding stations to list for eight-week campaign starting Feb. 4. Agency, J. Walter Thompson Co., N. Y.

CUBS EXCLUSIVE ON WGN-TV

CHICAGO CUBS home schedule of 77 games will be telecast for fifth time by WGN-TV Chicago, but this year for first time on an exclusive basis. Station has carried Chicago White Sox (American League) games exclusively for past four years. Jack Brickhouse will handle commentary. Announcement was made jointly by Frank P. Schreiber, treasurer and manager of WGN Inc., and James T. Gallagher, Cubs business manager.

NATHAN STRAUS, president and owner WMCA New York, appointed national treasurer of Kefauver-for-President Clubs. Mr. Straus was formerly administrator of U. S. Housing Authority.

IRVING G. ROSENBERG, manager of DuMont Labs Cathode-Ray Tube Div. since 1946, named director of operations with full responsibility over TV Receiver and Cathode-Ray Tube Divisions.

EDWARD C. RYAN Jr., senior account executive S. R. Leon Co., N. Y., advertising, elected vice president.

MICHAEL DAVIDSON, publicity director, Hirshon-Garfield, named advertising manager and assistant to president of Charles Antell Inc., and National Health Aids, Baltimore and New York. Firm's agency, Television Advertising Assoc., Baltimore, has opened New York office at 110 East 36th Street.

ROBERT GERNAND to George Brodsky Agency, Chicago, as an account executive replacing L. S. Preskill, resigned.

PETER M. SOUTTER, account executive J. Walter Thompson Co., Cincinnati, to DuMont TV Network, N. Y., sales department in same capacity.

COL. EDMUND C. STONER, assistant to vice president in charge of sales for Federal Telephone and Radio Corp., decorated with Order of British Empire Friday at British consulate in New York, for wartime work in developing Allied Air Force communications system in Italy.

J. S. (JERRY) HYAMS, vice president in charge of sales for Commonwealth Film & TV Corp., has resigned, according to Friday announcement by Mort D. Sackett, president, who will handle sales until Mr. Hyams' successor is announced within fortnight.

MOVIE EXECUTIVES TO APPEAR AT HEARING

MOTION PICTURE executives scheduled to appear at FCC theatre-TV hearing, set to begin Feb. 25, were listed by Motion Picture Assn. of American and National Exhibitors Theatre Television Committee, in appearances filed with FCC Friday.

Among those who will testify are:

Producers—Spyros Skouras, president, 20th Century-Fox; Herbert Yates, president, Republic; Barney Balaban, president, Paramount; Ned Depinet, president, RKO; Jack Warner, production vice president, Warner Bros.; Alfred Daff, vice president, Universal; Jack Cohn, executive vice president, Columbia; Eric Johnston, president, MPA.

Exhibitors—S. H. Fabian, executive committee chairman, Theatre Owners of America; Abram Myers, chairman and general counsel, Allied States Assn.; Harry Brandt, Independent Theatre Owners of America; R. V. Harvey, Western Theatre Owners Inc.; Frank Walker (former Postmaster General), Comerford Theatres, Pennsylvania; Mitchell Wolfson, president TOA and president TV station WTJV Miami; Truman Rembusch, president, Allied States Assn.

Others: Nathan Halpern, president, Theatre Television Network; Richard Condon, Broadway producer; Theresa Helburn, Theatre Guild; Brooks Atkinson, *New York Times* theatre critic; William Morris, talent agent.

WKOW HEARING POSTPONED

HEARING on license renewal of WKOW Madison, Wis., scheduled for today (Monday) [B•T, Jan. 14, 1952; Dec. 31, Nov. 12, 1951], has been postponed to March 28. FCC set the station for hearing to learn more about its management contract with Atlans Amusement Co., headed by H. Leslie Atlans Jr., son of the CBS Central Division vice president.