

Mary Martin with the British actor-author and the two others will be Mr. Coward's own "Blithe Spirit" and "Peace In Our Time."

The two Bing Crosby specials will be plays with music, identified by Mr. Robinson as Thornton Wilder's "Our Town" and Maxwell Anderson's "High Tor." Of the five remaining specials, three will be produced by Paul Gregory, who conceived, produced and staged "Don Juan in Hell" and "John Brown's Body" and whose "Three for Tonight" is currently playing on Broadway. The first Gregory special for CBS-TV will be "The Big Banjo," story of American minstrelsy, with a name cast.

Night by night, here are highlights of the fall schedule reported by Mr. Robinson:

The 7:30-8 p.m. block Monday through Friday will be programmed with "wholesome, family entertainment of high quality, with the accent on action and adventure." On Monday night Johnson & Johnson will sponsor *Adventures of Robin Hood* in this spot; Tuesdays, Whitehall Pharmaceutical Co. will sponsor *Name that Tune*; Wednesday nights will see *Brave Eagle* in that period; Thursday, Quaker Oats will sponsor *Sergeant Preston of the Yukon* and on Friday will have *My Friend Flicka*. The Monday night schedule from 8 p.m. onward will be unchanged.

Tuesday night, however, will be "re-programmed almost in its entirety." The *Phil Silvers Show* will start off at 8 p.m. followed by the new Marie Wilson series, *Miss Pepperdine*, at 8:30. *Joe and Mabel*, described by Mr. Robinson as expected to be "one of the season's big sleepers," will go in at 9 p.m. and the revamped *Red Skelton Show* will resume at 9:30. *The \$64,000 Question*, which looks as though it should be the blockbuster of all giveaway programs, goes into the 10 p.m. segment, and Ed Murrow's *See It Now* is slated to continue at 10:30.

Wednesday night's main change will bring two new occupants into the 10-11 hour: *United States Steel Hour* alternating with General Electric Co.'s *20th Century-Fox* series. Mr. Robinson told the affiliates that in its new time spot *Steel Hour* "should have the chance to reach the rating heights it was unable to achieve before," and that the *20th Century-Fox* series "is being planned to consist of top picture names in top picture properties. They will have the budget and the creative resources to make it outstanding television entertainment."

Approximately 50% of Thursday night's schedule will be new. A new documentary called *Wanted*, with each half-hour dealing factually with people and events leading to the crime for which a criminal is wanted, is slated at 8-8:30. Chrysler's *Climax (Shower of Stars one week in four)* will be back from 8:30-9:30, and *Four Star Playhouse* will resume at 9:30. The new *Johnny Carson Show* is slated from 10-10:30 and Mr. Robinson said "we are so confident" about the young comic that "we are currently formulating plans and discussing with advertisers the extension of this show into a full-hour revue."

The Friday night schedule will remain unchanged following the introduction of *My Friend Flicka* at 7:30-8 p.m.

The regular Saturday night lineup will start with *Stage Show*, followed by Jackie Gleason's *The Honeyymooners*. Then at 9:30 will come a new comedy, *The Four of Us*, starring Janis Paige, with *Gunsmoke* next at 10 p.m.

On Sunday nights, Ed Sullivan's *Toast of the Town* will continue in the 8-9 period. *General Electric Theatre* will remain at 9-9:30. The new *Alfred Hitchcock Series* goes into the 9:30-10 segment, to be followed by another new show on which "we are working with agency and client now."

ABC'S GOLDENSON SEES BRIGHT FUTURE

Stockholders meeting hears AB-PT president speak out on his confidence in radio and tv. First and second quarter profits for 1955 are ahead of those for the same periods last year.

BRIGHT FUTURE for the ABC Div. of AB-PT during the remainder of 1955 was pictured by Leonard H. Goldenson, president of AB-PT, at the annual stockholders meeting last Tuesday in New York.

Mr. Goldenson reported that the first quarter for ABC "was profitable and substantially ahead of last year," and that earnings in the second quarter are "running well ahead" of the same period of 1954. He enumerated in some detail ABC-TV's fall programming plans, including *Mickey Mouse Club*, *Warner Bros. Presents* and the new Bishop Sheen program, and added:

"Figures do not tell the entire story but tv network time sales for program renewals and new programs beginning this summer and this coming fall, sold since early February of this year, exceed the total network time sales for the entire year of 1954. We feel that ABC's growth in television will continue."

ABC Radio, Mr. Goldenson said, has been operating at "a profitable level, and we feel that radio will continue to be a profitable and vital medium." He told stockholders that radio listening habits have changed because of television, and that consequently ABC Radio has revamped its programming to place emphasis on drama shows for housewives during the daytime and short news programs in the evening.

In reply to a question, Mr. Goldenson said that consideration is being given to diversifying operations by expanding into the electronics and the phonograph record fields. He said that if AB-PT takes positive action, it may acquire an established electronics firm but it would prefer to establish its own record company.

Since AB-PT's activity is substantially in motion picture exhibition, Mr. Goldenson dwelt at length on the value of using tv to encourage attendance at motion picture theatres by promoting motion pictures on television. He cited the *Disneyland* program as an example, pointing out that after the motion picture *20,000 Leagues Under the Sea* was exposed on that program, theatre attendance was very high. He added that the new Warner Bros. tv program also is expected to accomplish the purpose of promoting motion pictures at the theatres.

Mr. Goldenson told stockholders that the company's theatre operating subsidiaries largely are opposed to subscription tv, and said the ABC Div. will take a stand against pay-see tv in proceedings before the FCC. (See subscription-tv story, page 27.)

Most of the questions and comments from stockholders centered around the resignation of ABC commentator Walter Winchell [B•T, March 14]. Mr. Goldenson replied that it had been the decision of the board of directors to accept the proffered resignation of Mr. Winchell, effective the end of this year. Several stockholders suggested that the board ask Mr. Winchell to reconsider, but others expressed approval of the board's action.

Re-elected to the board of directors of AB-PT for a one-year term were Earl E. Anderson, vice president of ABC; John Balaban, president of Balaban & Katz Corp.; A. H. Blank,

president of Tri-States Theatre Corp.; John A. Coleman, senior partner, Adler Coleman & Co.; Charles T. Fisher Jr., president of National Bank of Detroit; E. Chester Gersten, president of the Public National Bank & Trust Co. of New York; Walter W. Gross, vice president and general counsel of the corporation; Robert H. Hinckley, vice president of ABC; Robert L. Huffines Jr., president of Textron American Inc.; William T. Kilborn, president of Flannery Mfg. Co.; Robert E. Kintner, president of ABC; Walter P. Marshall, president of Western Union Telegraph Co.; Edward J. Noble, chairman of the board of directors of Life Savers Corp. and chairman of the finance committee of AB-PT; Robert H. O'Brien, financial vice president of the corporation; Robert B. Wilby, president of Alabama Theatres Inc. and North Carolina Theatres Inc.; Owen D. Young, retired, and Mr. Goldenson. Sidney M. Markley, vice president of AB-PT, was elected a director to fill the vacancy caused by the death of Herbert J. Schwartz.

CBS-TV Affiliates Elect Permanent Advisory Board

THE FIRST permanent CBS-TV Affiliates Advisory Board, an 11-man group representing nine regional districts and two Extended Market Plan divisions, was elected Thursday at the first general conference of CBS-TV affiliates in New York.

Named for two-year terms, the board members are:

District 1, Paul Adanti, WHEN-TV Syracuse; District 2, Richard Borel, WBNS-TV Columbus, Ohio; District 3, Glenn Marshall Jr., WMBR-TV Jacksonville; District 4, T. B. Lanford, WJTV (TV) Jackson, Miss.; District 5, Bruce McConnell, WISH-TV Indianapolis; District 6, William B. Quarton, WMT-TV Cedar Rapids, Iowa; District 7, Clyde Rembert, KRLD-TV Dallas; District 8, James Russell, KKTU (TV) Colorado Springs; District 9, Howard Lane, KOIN-TV Portland, Ore.; EMP for the West, Rex Howell, KFXJ-TV Grand Junction, Colo., and EMP for the East, Frank E. Busby, WTVY (TV) Dothan, Ala.

A group, consisting of Mr. Marshall as chairman, Mr. Rembert, E. K. Jett, WMAR-TV Baltimore, and Philip G. Lasky, KPIX (TV) San Francisco, has been functioning as an interim advisory committee for several years. The four members were given a vote of thanks and presented desk cigarette cases by CBS-TV President J. L. Van Volkenburg in appreciation of their services.

Facts Forum Withdraws From 'State of Nation'

HARDY BURT Productions, New York, announced last week that effective June 16, the *State of the Nation* radio program will be presented by Mutual in cooperation with the Hardy Burt organization. On that date, Facts Forum, non-profit public service organization in Dallas, headed by H. L. Hunt, millionaire Texas oilman, will withdraw its support of the program.

Facts Forum has paid production costs for *State of the Nation*, which is carried on 400 Mutual radio stations, as well as for various other radio-tv programs which are made available free of charge to stations. It could not be ascertained from a spokesman for Hardy Burt whether Facts Forum plans to curtail its other radio-tv activities.