

LOS ANGELES PUBS SLASH LOGS

Mutual's Millenium

NEW YORK, June 1.—To show how smoothly the Mutual net was running, Prexy Ed Kobak took some out-of-town station brass on a tour of the MBS offices. As he came to the sanctum of Phil Carlin, he threw open the door with some trepidation, since Carlin's desk is notoriously the most disorganized looking flat top in the business. However, he need not have worried. The desk top was as clean as his own and he beamed at his personally conducted tour, saying this was the greatest proof of all of current efficiency—the program manager's desk was clean. All the station men agreed with Kobak, this was indeed the millenium . . . and paraded after him to note other miracles.

What Kobak had forgotten was that Phil Carlin was on his two week's with pay.

'Thin Man' Grabs 'Snooks' Time; 'Aldrich' Shifts

NEW YORK, June 1.—More shifts of General Foods' major radio programs were announced this week. *Adventures of the Thin Man*, the 7-7:30 p. m. CBS program, airing Sundays for Post Toasties, replaces the Fannie Brice-Baby Snooks (Sanka) show, 6:30-7 p. m., Sundays on CBS. The switch will be made August 11, after the hiatus period.

What happens to Snooks is in doubt. Airing in what was long regarded as a dead end position, it was expected to be moved. Fannie Brice winds up the present season July 16.

Aldrich Family, Grape Nuts and Grape Nuts Flakes show, will not only shift from its present 8-8:30 p. m., Friday slot on CBS to the Dinah Shore Thursday night period on NBC, but also will change agencies, according to trade reports. The trek considered likely is from Young & Rubicam to Foote, Cone & Belding. The latter already has a juicy chunk of the General Foods business in the Kate Smith Postum show, Friday night on CBS—and the client is apparently satisfied with the agency's handling.

Swing, Davis Chuck Load for Team Seg

NEW YORK, June 1.—Raymond Gram Swing, ABC commentator, takes on a lighter schedule Monday (3) when he teams up with Elmer Davis to do a news series. Show will be heard Monday thru Friday, 7:15-7:30 p. m., with Davis broadcasting the first two days and Swing taking over the last three. Program, which will be offered for sale as a co-op, replaces Swing's current five-a-week co-op. Commentator has been reported ill and the new sked is understood to be in line with medic's orders.

Davis is continuing his present Sunday afternoon broadcasts, but starting June 3, will not be heard in his five-minute nightly spot. No successor for the latter period has been named.

Canadian Airers Rap CBC Move On 3 Stations

QUEBEC, June 1.—The Canadian Association of Broadcasters, made up of the Dominion's radio ops, placed on record its opposition to alleged Canadian Broadcasting Corporation "interference" with frequencies of private stations and urged that control be taken from CBC and established in a "new and impartial" body which would regulate all outlets. The CAB is holding its annual convention here, and most of its important sessions have been barred to the press and public.

The official CAB reaction to a CBC proposal to take over the wavelengths of three private stations was followed by a declaration referring to the "absurd situation" under which the CBC, "while competing freely with independent stations at the same time regulates and controls its competitors." The CAB contends that "so long as the CBC occupies the field of commercial broadcasting it should be confined to its broadcasting activity."

The stations whose wave-lengths the CBC is trying to confiscate for use of its own stations are CFCN (Calgary) CKY (Winnipeg) and CFRB (Toronto).

H. Napier Moore, director of MacLean Hunter Publishing Company, told the convention he compared the necessity of freedom of radio to that of freedom of the press. He declared himself in favor of a bill of rights for radio.

CAB's newly elected directors are C. R. A. Rice, CFRN, Edmonton; A. M. Cairns, CFAC, Calgary; Lloyd Moffatt, CKBI, Prince Albert; F. H. Elphicke, CKWX, Vancouver; Harry Sedgwick, CFRB, Toronto; K. D. Solbe, CHML, Hamilton; Jack Bear-dall, CFCO, Chatham; A. Gauthier, CHLT, Sherbrooke; Narcisse Thivierge, CHRC, Quebec; Col. Keith Rogers, CFCY, Charlottown, and Major W. C. Dorrett, CHNS, Halifax.

Report on Commercials

QUEBEC, June 1.—Opening session of the four-day annual meeting of the Canadian Association of Broadcasters here heard a report on commercials, stressing the necessity for "time and skill" in their preparation. The report was prepared by a committee representing various radio and advertising groups. It observed that commercials found most acceptable to the public have one or more of the following qualities: "Sincerity, believability, interest, information, news about advertised products and entertainment." Public relation in surveys indicated that daytime listeners are more lenient about commercials than nighttime listeners and that copy written by women sometimes is difficult for male announcers to put across.

Cincy Recording Firm Bows

CINCINNATI, June 1.—E. T. Herzog Recording Company, headed by E. T. Herzog and H. G. Weiss, opened studios here this week. Firm, in addition to complete recording service, will also do slide and strip film work, including writing, production and photography, as well as air-checks for agencies. Concern is now cutting a series of 15-minute recordings of the WLW Buccaneers, with 78 to be completed by fall for Phil Davis Musical Enterprises, New York.

Bulova Beep Time

DETROIT, June 1.—Automobile horns will herald the hour on all Bulova time signals to salute the Automotive Golden Jubilee, now being held in Detroit thru June 9. Tribute to 50 years of auto progress will be heard on every time signal sponsored by the watch company. In Michigan, 29 stations plan to use a horn which plays *Merrily We Roll Along*, while three others will use regular beepers.

Credit for the idea belongs to Richard Jones, commercial manager of CKLW, the Detroit-Windsor outlet for Mutual Broadcasting System. During the Jubilee, Jones also is serving as chairman of a radio committee which includes all stations in Michigan.

Court Adds 107G Interest to 350G Awards to Flamm

NEW YORK, June 1.—In a court ruling which astounded local radio circles this week, Edward J. Noble, ABC chairman, was denied his motion to stop Donald Flamm, former WMCA owner, from adding interest, amount to \$107,000, to the \$350,000 in damages awarded him by a jury verdict as a result of the alleged "forced sale" of the station to Noble for \$850,000 in 1941. Appellate division vacated the stay order signed by Supreme Court Justice Dennis O'Leary Cohalan. Philip Handelman represented Flamm.

Flamm, who thus realizes \$457,000 in addition to the sale price of \$850,000, has been fighting to get back the station which Noble subsequently sold to Nathan Straus at a substantial profit. In the event Flamm is not satisfied with the financial remuneration and presses for a return of the WMCA wave-length, the trade figures he will claim that the damage award substantiates his arguments that he was forced to sell the outlet. Still pending, however, is Noble's appeal from the jury verdict which awarded Flamm the \$350,000 damages. This is expected to be heard June 7.

Baron Nixes Quiz Biz for Thesping

NEW YORK, June 1.—Jack Pearl, bitten by the dramatic bug, has turned down a "very attractive offer" to return to radio as a quiz master.

Young & Rubicam had the show set. Format called for Pearl to interpolate Baron Munchausen gags in the quiz proceedings. Pearl wants a straight dramatic show.

FCC Grants 35 AM Renewals

WASHINGTON, June 1.—FCC went into another flurry of license renewals this week, with 35 more AM stations being added to the 94 renewals granted last week. Included in this week's batch was WINS, New York, whose sale from Hearst Radio to Crosley Corporation was recently nixed by the Commission. WINS's renewal runs until May 1, 1948.

Regulations Get Tougher

'Newsprint' shortage given as reason but flacks see it as anti-radio move

HOLLYWOOD, June 1.—Four metropolitan L. A. daily newspapers threw another curve at local radio last week by limiting further the content of material to be listed in radio logs. Latest ukase, handed down by joint agreement between *Times*, *Daily News*, *Examiner* and *Herald-Express*, limits each station listing of news commentators or analysts to only five names daily. Other news shows carried by individual stations can be shown in logs only as "news." Also nixed were listing of recorded programs by title, such segs to be referred to only as "music" (exceptions are well-known disk jockeys like Al Jarvis and Bill Anson).

Queried by *The Billboard*, Floyd Maxwell, chairman of Los Angeles Newspaper Publishers' Association, denied knowledge of any new agreement between major dailies regarding program listing beyond fact that paper shortages would limit and possibly curtail listings. Survey of radio log editors at NBC, ABC and Mutual outlets revealed, however, that they had been notified by newspapers' joint log editor to govern listings in accordance with above regulations.

Restrictions

Present restrictions on listings include: 1. Program of several hours duration, such as disk jockey seg, can only be listed by name once during airing. 2. Programs with long names can't be listed by seg titles. 3. Musical programs may frequently emerge in logs as simply "music" with no other identifying notes. 4. Repeat segs as Walter Winchell cannot be listed.

On the surface reason for restrictions is newsprint shortage which limits space given to logs. While pulp paucity would justify limiting of logging to major stations (L. A. listening area includes total of 23 outlets), execs fail to see where omission of commentators names in place of plain "news" listing would result in space saving. Station brass are plenty burned up at pubs on general principles and latest restrictions are viewed as merely more of the same dose of non-co-operation and radio newspaper throat cutting. Helpless to do anything concrete about it, stations have no choice but to go along with restrictions, tho boys on top are mumbling.

Papers Fight Air News

New ruling aggravates a long unsatisfactory arrangement whereby major dailies have given only scant space to radio listings and no coverage on radio news. Current ruling, atho comparatively minor, is seen as another move in fight to restrict audiences of commentators, local and network.

Situation locally goes back nearly 10 years when four dailies got together and made "gentlemen's agreement" to cut out radio news and columns entirely and limit space to logs. Plan then put into effect was similar to system enforced in Atlanta, known to trade as "Atlanta Convention." L. A. papers have since (See LA PUBS SLASH on page 10)