

Bill Doudna's



There's a movement on in Los Angeles to "blacklist" all the giveaway radio shows. An organization called the Southern California Assn. for Better Radio and Television has been formed with Mrs. Clara Logan as president.

She says, "Any broadcasting designed to 'buy' the radio audience by requiring it to listen in the hope of reward rather than for the quality of its entertainment should be blacklisted by radio listeners."

The organization is reported to be looking toward a national organization which could, with proper management, form a threat to the giveaways.

Mrs. Logan pointed out that during one week this summer, \$205,000 was disbursed on three radio giveaway shows which "offered nothing in the way of entertainment or creative art. While such exploitation is unfortunate for adults, it is definitely harmful for children" and she is asking parents to protest "vigorously" to radio stations.

RAILROAD FAIR: As the Chicago Railroad fair entered the second half of its 100-day 1949 season this week, it had clicked through its gates 1,261,116 visitors—just over half of the total number of persons who attended the 1948 fair, when 2,500,813 paid admissions were registered.

Of the one-and-one-quarter million persons who have seen the rail show this year, about half—653,770—have attended the "Wheels a-Rolling" pageant of American transport.

Other principal attractions include the Deadwood Central narrow gauge railroad and its companion Cripple Creek and Tincup, which thus far have carried 603,231 passengers at 10 cents a head; the San Francisco Cable Car, which has taken an estimated 185,000 persons for free rides down and up a lakeside circuit; the Ice Ballet, a free admission presentation which an estimated 600,000 persons have seen; the Cypress Gardens Water Thrill show, which has played already to 187,273 spectators; and the Train of Tomorrow, which has logged 486,484 guests through its ultra-modern interior.

The three railroad diners on the grounds report that their servings for the first half of the fair totaled some 27,500 meals. The Eastern Railroads Vitarama show has been seen by approximately 127,000 persons, while the Indian ceremonial dances have been staged before an estimated 300,000 spectators.

RADIO: Curt Massey will headline a "National Go to Church" program at the Hollywood Bowl early in October.

Although peppered with offers, Bob Hope has made it emphatic that he is going to stay out of television for at least another year.

Elliott Lewis donned grease paint again this week to start his second picture at Universal-International, this time playing a detective in "Ma and Pa Kettle Go to Town." Elliott and his wife, Cathy, wound up work in "The Story of Molly X" last week.

Three sponsors are eyeing Mary and Harry Hickox's "Jump Jump" program, heard only in Los Angeles, as a network show. The show, for children, recently won an

Today's Radio Highlights

Music

6 p. m. — Supper Club (WIBA): "S Wonderful," "Just for Me," "Through a Long and Sleepless Night," "An Old-Fashioned Walk," "Don't Dilly Dally."

7 p. m. — Conductors' Showcase (WBBM): new series: David Broekman, guest maestro.

9 p. m. — FM Concert (WHA-FM): University of Wisconsin Summer Session chorus.

10:15 p. m. — Sammy Kaye (WISC): "I'm Gonna Wash That Man Right Out of My Hair," "You're Breaking My Heart," "24 Hours of Sunshine."

10:30 p. m. — Concert Master (WIBA): Walter Gieseke and or-

award from the California Congress of Parents and Teachers.

Jack (Queen for a Day) Bailey expects to have a film deal set by the end of this month. The Mutual show would be featured.

Hollywood rumors continue strong that Maestro Meredith Willson will do a five-week radio series in the Fall. He hops back to Hollywood from New York latter part of the month.

Penny Singleton has turned down an offer to do a television version of "Blondie." She says, "Maybe in a year, but not now."

Wayne Coy, FCC chairman, is expected to resign when he returns to Washington from Europe next month. The rumor is that he wants to duck the TV color tussle due at that time.

Four networks combined have lost only 1.3 percent sponsored time first six months this year in comparison with the same period of 1948. Does that sound like television is making inroads?

The Jack Benny vs. "Hollywood Calling" bout for dialers, radio's costliest scrap of the years, enters round one Sept. 11. By then NBC will have expended over \$200,000 on its contender with an intensive promotional campaign slated to break nationally early next month. Incidentally, guest film stars on "Hollywood Calling" are balking at 9 to midnight, Friday, plus Sunday rehearsals, for only \$1,000.

Not a camera is turning on the Hal Roach lot. That's where there was great activity just a short time ago shooting television shorts.

There's a rush of would-be football announcers in Hollywood here to grab the lush television spots for the approaching season, yet many ask why. Most sponsors are offering the announcers only \$25 to \$50 per game!

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chestra; "Ondine," Ravel; "The Children's Corner," Debussy; "Alta Turca," Mozart; "Der Freischütz" overture, Weber; "Mazepa," Tchaikowsky.

Drama

6 p. m. — Mr. Chameleon (WBBM): probes death of film star in restaurant.

6:30 p. m. — Dr. Christian (WBBM): shows how television influences children's behavior.

8:30 p. m. — Mr. District Attorney (WIBA): breaks up teenage gang.

Family Theater (WKOW): Danny Thomas presents Audrey Totter and Richard Basehart in "The Story of Joyce Kilmer."

Theater of Stars (WGN): Bonita Granville in "The Lady Takes a Ride."

9 p. m. — Big Story (WIBA): Idaho reporter ends robbery wave.

Comedy Playhouse (WKOW): "The Nutt Family."

9:30 p. m. — Curtain Time (WIBA): cartoonist inherits chicken farm.

Documentary

8 p. m. — The Return of Frank Higgins (probably) (WBBM): true story of disabled veteran who found normal life with help of intelligent employer.

Discussion

10:30 a. m. — Women Voters (WHA): "Liberty and Law," the Rev. Francis J. Bloodgood.

8:30 p. m. — Capitol Cloak Room

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THE WOLF MAN

THE HAIRY APE

THE WOLF MAN

THE HAIRY APE

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(WBBM): Mrs. Vijaya Lakshmi Pandit, Indian ambassador to U. S. 9:30 p. m. — On Trial (WISC): on new schedule.

Sports

11:25 a. m. — Baseball (WIND): Phillies at Brooklyn.

12:45 p. m. — Baseball (WJJD): Senators at New York.

6:25 p. m. — Baseball (WIND): Cubs vs. Pirates.

8 p. m. — Baseball (WFOV): Oscar Mayer vs. West Side.

10:30 p. m. — Joe Hasel (WISC): and "Rabbit" Maranville.

Miscellaneous

10 A. M. Homemakers (WHA): "Post-Vacation Family Planning," Louise Young; "Apples from Your Trees," Mrs. J. L. Loneragan.

11:45 a. m. — Sacred Heart (WFOV): "12 Legion of Angels."

12:30 p. m. — Farm Program (WHA): "Keeping Up-to-Date on Triple A," Walter Katterhenry;

"Slow Up the Run-Off," O. R. Zeasman.

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