‘Morals’ Inquiry Hears ‘Drys’

(Continued from page 87)

ABC radio commentator Paul Har-
vey told the subcommittee. The
low level of radio and TV pro-
grams is due to the fact that performers, par-
sically comedians, put on the "bawdy
night life" environment of Broadway and "Manhattan
studio audiences," he charged.

As to newscasts, he referred to
an "independent" 1944 survey of 38
radio commentators showing that
only five could be considered of
right wing persuasion and that onl
ey one newscast originated west
of the Hudson or Potomac Rivers.
He declined to discuss individual
commentators, but referred to
them as "night club and Greenwich
Village commentators."

Mr. Harvey, who is on the ABC
radio network five days a week
(1-1:15 p.m.) and on Sunday
nights (10-10:15 p.m.) originating
in Chicago, cited The Thin Man
series which, he said, made him
blush even in front of his wife.

"The subtitles and varying
degrees of purple humor," Mr. Har-
voy said, "are rarely sufficient
in single cases to inspire a housewife
in Colorado to object."

Defends Home Town

Mr. Harvey’s references to the
proximate influence of New York
roused Rep. Klein to a spirited
defense of his native state. Most
New Yorkers, he said, were as
provincial, as residents of other areas,
and not known for either incor-
ruption and sex as intimated by Mr.
Harvey. Most studio audiences are
filled with people from out of town,
he said. When Rep. J. Edward
Chenoweth (R-Col.) remarked that
New York could not be considered
part of America, he drew a heated

Still he registered complaint to beer
and wine advertising was presented by
Miss Smart. She documented her
statement with a review of one
afternoon and evening, Mass.
viewing of WNBW (TV), the NBC
station in Washington.

Excerpts of her comments on
what she saw follow:

It started out with a rather good play
at 4 p.m. . . . but the background
of the play is an alleged murder . . .
brings in question of mercy deaths.
Then at 5:15 the "Gabby Hayes Show," a
western--and most westerns deal with
scenes of violence . . . followed by
"Doody" . . . and then "The Range
Busters"--more shooting and more
violence. At 6:15 there was an ad for
the NBC show, "Mr. Peabody We’re
having a party--how about you. Yes,
you can enjoy glass, after glass, after
. . .
Not the suggestion to drink to excess
. . . "Kukla, Fran & Ollie" followed
shortly. Then some very low necklines
in the "Willies Conover Show," dropped
almost off the shoulders. Dinah Shore
and a plunging neckline. At 8:30 a
repetition of "Go, Get Queber. Some
of the cigarette ads. Groucho Marx, in "You
Be My Life," questioning a young
woman who says she’s a "skippy chaser"
(meaning a person who pursues delin-
quent debters). He remarks, "A strip-
per’s life. That’s fine. I’m tired of this
nasty-pamby stuff."
At 8:30, "Treas-
ury agent," with his "brutish" talking and
at least an A. At 9 o’clock some more
police action uncovering a jeweler
later on "Private Eye and kid-
nappping. Then "Foreign Intrigue,"
that hot potato, "Half-Balantine." "If
you’re at your favorite tavern, order
up. If you’re at home get a bottle of
drink."
The hero, the for-
"Journey to
moral correspondence, drinks the beer
to encourage the audience to do likewise.
Among other programs at which
Miss Smart pointed the finger of
distaste was Pick Temple’s Cowboy
Playhouse, on WTAP-TV
Washington; Ken Murray Show on
CBB-TV (spoken by the real
Busch); Halls of Ivy on NBC radio
(sponsored by Schlitz).

Appearing in behalf of dry forces in
addition to Miss Smart, were:
Dr. J. Raymond Schmidt, Interna-
tional Order of Good Templars and
National Civic League; C. S. Long-
acre, National Temperance Society;
Lloyd Halvorson, National Grange;
Bishop WILFRED E. HAMMACK,
Methodist Church.

In essence, testimony of the
"dry" witnesses was reminiscent of
the hearings on the Johnson-Case
bill held by the Senate Commerce
and Foreign Commerce Committee
earlier this year [B&T, Feb. 11, 4].
That bill, which would have barred
liquor ads from the airwaves, was
written by a 7 to 6 committee.
Most of the witnesses had appeared
before the Senate committee in
favor of the bill.

Scheduled as a witness was
George Lewis, Secretary of the
National Assoc. of Gagwriters, but he
was not present when called. In
a news release about his scheduled
appearance, NAG said it was cam-
tch the standards of humor in the U. S., declared
that the probe "will focus attention
on the decline of comedians and the
need for training grounds for new
ones."

Active in questioning of wit-
nesses were Reps. Klein, who seem-
ingly defended the general level of
radio-TV programs; Chenoweth,
who kept inquiring for details of
what witnesses described as objec-
tionable material, and Joseph P.
O’Hara (R-Minn.), who questioned
whether Congress could constitute
ion. Other members of the seven-man
committee are Reps. Homer Thornberry
(D-Tex.), Harry Tippit (D-Tex.),
F. Ertel Carlyle (D-N. C.). Mr. Carlyle
was absent during last week’s sessions.

Reference to the Milton Berle
skit of several weeks ago where
school children’s oath of allegiance
the flag was alleged to have been
burlesqued was characterized by
Rep. Denny as "destroying the
sacredness of American institu-
ions."

In answer to an avowal of irri-
tation by Rep. O’Hara at a large
amount of advertising on the air,
Rep. Gathings answered that he
never felt irritated because he real-
ized that a sponsor was necessary
to bring the program into his living
room. In fact, he said, he "appre-
ciated" the fact that the sponsor
was bringing that favorite program
into his living room.

Rep. Harris appeared perturbed
at newspaper reports which implied
a burlesque aura to the hearings.
He also warned the broadcasting
industry to take the hearings seri-
ously.

ALBERT D. LASKER
Pioneer Agency Owner Dies

ALBERT D. LASKER, 72, retired head and principal owner of the
former Lord & Thomas agency
(now Foote, Cone & Belding),
and co-founder with his wife of the
Albert and Mary Lasker Founda-
tion for National Medical Re-
search, died in New York May 30,
of cancer.

Mr. Lasker was born May 1,
1880, in Freiburg, Germany, of
American parents touring Europe
at the time.

In 1988 he went to work for
Lord & Thomas at $10 a week.
Twelve years later he owned the
agency. The period from his first
employment to his retirement saw
the firm’s annual billings rise from
$800,000 to $50 million.

Mr. Lasker retired in 1942 when
he dissolved the firm and turned
the business over to his subordi-
nates, who continued it under
the name of Foote, Cone & Belding.

The Lasker Foundation was
established in 1948. One of its pri-
mary concerns has been cancer
research.

Mr. Lasker was married three
times. His first wife, Florence
Flora Warner, died in 1936. Two
years later he married actress
Doris Kenyon Sills Hopkins. They
were divorced in 1939. His third
marriage in 1940 was to Mrs. Mary
Woodard Reinhardt, who survives.
Other survivors include three chil-
dren by his first marriage.

Jack Parker Resigns

JACK PARKER, vice president and
general manager of Saginaw
Broadcasting Co., a licensee of
WSM Saginaw, Mich., has re-
signed, according to Milton Green-
baum, president. Mr. Parker plans
to enter the agency field.

BROADCASTING • Telecasting

MRS. JAY D. WHITHAM, chairman,
Nassau County Chapter Canteen Serv-
vice, American Red Cross, supervises
while George Ball, public affairs direc-
tor, WHLI-AM-FM Hempstead, L. I.,
and Paul Godofsky, WHLI president-
general manager, mix cake batter.
WHLI presented the cake June 5,
the chapter’s 35th anniversary.
In addition, June 5 was WHLI “Blood-
For-Korea” Day. More than 14 hours
of air-time were to be devoted by
WHLI Monday to the blood campaign.

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