Broadway Table Talk...!

- **Eddie Bracken** himself probably doesn't realize how close he came to missing the boat on the Texaco deal. It's hardly any secret in the trade that the client had a positive overtison to a show, plus which the Dick Powell deal had all but reached the signature stage while Myron Krik was breathing heavily on their necks with Tony Martin. However, the audition record (written by Bracken, Geo. Hope and Frank Tashlin) was such a piperoo that Texaco did a complete switch and grabbed it pronto.

- **ONE MAN'S OPINION:** The Dick Haymes-Helen Forrest program is back. We hope they'll leave out permanently the dramatic sketch leading into the musical part of the program and go back to the last season's standard of one of the gayest, most listenable musical interludes on the dial. The CBS television color demonstration revealed John Tillman as a mighty colorful emcee... "Milkman's Matinee," presented by Art Ford on WNEW, is one of the highlights of the ayem, thanks to Ford's generosity in spotlighting the music instead of himself, as too many other disc jockeys do... Interesting battle going on between ABC and CBS over the 8:30 Friday nite slot. ABC's slugger, "This Is Your FBI," which did so well last year, figures to give CBS' "Thin Man" a sizable headache this season.

- **SMALL TALK:** Glenn Simon, using Harry Salter's "Song of Your Life" idea on "Mugwump" on new series. Quite a change in the show between Henry Morgan and his writer, Arnold Rubin, but nobody's gonna tell us... Michael Martin has joined the Mary Chase office, which, incidentally, has booked Josh White, the art of which is a trip to the dial... "The Miracle of the Bells."... Carl Emory, vet actor, announcer and writer, has written a 'sooper' called "The Marry."... Maybelle Pardoe, the age.., and her new novel, "Let the Chips Fall."... Gagwriter Alan Sands has completed a half-hour comedy situation package, a takeoff on songwriters and the orchestra biz.

**LOS ANGELES**

By RALPH WILE

In addition to the previously announced members of "Woman In White," Chicago cast who have come to Hollywood, Saralee Wells, as "Eileen"; Muriel Bremmer, as "Helen Burton"; Laurette Fillbrandt, as "Jem Burton Schultz"; and Hugh Studer, as "Eileen," the following new players chosen from the ranks of Hollywood actors and actresses: Ted Von Eltz, who plays the part of "Paul Burton"; Carl Frank, as "Jack Landis"; and Veroukia Patakay as "Frieda Merrick." Herbert Putnam is the writer-director.

The three Iris Phillips radio shows are now emanating from NBC's Hollywood studios, Monday through Friday, at the following time: "Today's Children" at 10:15 a.m. PST; "Woman In White" at 10:30 a.m. PST; and "Masquerade" at 10:45 a.m. PST. Musical records have issued the first in a series of "Arthur Murray Instructs" on September 14th and the "Arthur Murray Teaches the Fox Trot" platters are available. Musical records of the National Barn Dance. Mustie records have issued the first in a series of "Arthur Murray Instructs" on September 15th and the "Arthur Murray Teaches the Fox Trot" platters are available.

**Chicago**

By BILL IRVIN

Commonwealth Edison became the first purchaser of Chicago television time when George B. Zogari, vice-president of J. R. Perchall, advertising agency, and John Bablan, secretary-treasurer of Bablan & Katz, signed a 26-week contract at WKB. Negotiations for the contract were handled by Capt. William C. Zddy, director of the station, and Ardien B. Rodner, Commonwealth Edison advertising official. For the past two years prior to WKB's acceptance of commercial contracts, Commonwealth Edison sponsored a weekly telecast on a cost-sharing basis, producing 100 shows during that period. They plan to continue their present "Telequestics," with Joe Wilson and Mau Haan.

"Jimmy Evans' Football Forecast," is being heard over WIND, 8:45 to 9:00 Tuesdays and Thursdays, started September 17, under sponsorship of the Erie Clotho Co. The 12-week contract was placed through Gourl-Gobb Advertising Agency of Chicago. Evans will review on Tuesday the outstanding games played the preceding week-end, and on Thursday will air his football forecasts.

Yankee Football Airings

Sponsored By Pabst

Pabst Sales Co., distributors of Pabst beer, has signed to sponsor broadcasts over WINS of all 14 professional football games to be played this season by the New York Yankees of the American Football Conference. Pabst & Legler, Inc., placed the account for Pabst which also co-sponsors Yankee baseball games.

Corporate Name Change

Anatomy-Musical Broadcast Station, Inc., New York City, has changed its corporate name to WGYN, Inc. Chadbourne, Hunt, Jackiel & Brown, are attorneys for the corporation.