

## Cecil & Presbrey To Quit; Chairman's Death One Reason

WITH death of Board Chairman James M. Cecil and recent loss of number of major accounts Cecil & Presbrey, New York, will dissolve its corporate structure and discontinue business on Dec. 31, agency is announcing today (Monday). Death of Mr. Cecil, largest stockholder [B•T, Sept. 27], caused corporate complications. In addition, sudden and unexpected losses of key accounts in short period presented choice of operating on considerably curtailed basis or dissolving.

Agency board issued following statement: "The interest of clients and stockholders will be best served by dissolution because of the unusual circumstances involved. The agency is set up on a service basis for clients that required a large staff and resulting high costs. It was quite obvious that the agency could not continue in 1955 with the type of service it was giving and at the same time maintaining current sound financial structure."

## Engstrom Joins RCA Board Replacing Walter A. Buck

ELECTION of Dr. Elmer W. Engstrom, executive vice president, research and engineering, RCA, as member of RCA board announced Friday by Brig. Gen. David Sarnoff, board chairman. Dr. Engstrom, who also is head of RCA Labs and member of board of RCA Victor Co. Ltd., Canada, fills vacancy caused by retirement of Walter A. Buck from RCA board. He has played pioneering role in development of radio, both black-and-white and color television, sound motion picture apparatus, and general science of electronics.

### RCA Dividends

Gen. Sarnoff meanwhile announced RCA board in its Friday meeting declared quarterly dividend of 25 cents per share on common stock, payable Nov. 22 to holders of record at close of business Oct. 15, and dividend of 87½ cents per share on first preferred stock for period Oct. 1 to Dec. 1, payable Jan. 3, 1955, to holders of record of such stock at close of business Dec. 13, 1954.

## SAG Expands Activities In East, Midwest Film

MRS. Florence Marston, executive secretary of Screen Actors Guild's New York branch, elected by board to newly-created post of eastern and midwestern regional director. Succeeding her in New York post is Harold H. Hoffman, formerly executive secretary, Theatre Authority, and at one time assistant executive secretary of American Federation of Television & Radio Actors' New York local.

According to SAG, union's national organization is being enlarged as result of growing Guild activity in tv films in eastern and midwestern states. Mrs. Marston, headquartering in New York, will keep tabs on Guild activities in Boston, Chicago, Cincinnati, Cleveland, Detroit, New York and Pittsburgh. She also will serve as one of Guild's representatives on international board of Associated Actors & Artistes of America (AFL parent of performers' unions).

### PORTABLE PITCH

SALESMEN for Chock Full O' Nuts Coffee Corp. have added radios to their standard equipment when making calls on grocers in New York. To back firm's extensive radio schedule which calls for 350 spots weekly on seven New York radio stations, company has supplied its salesmen with portables which they can tune in during their sales calls so prospects may hear coffee message.

## Erwin, Wasey May Get Stagg Beer Account

GRIESEDIECK Western Brewery Co. (Stagg beer), which sold its brewing assets ten days ago to Carling & Co. of Cleveland for reported \$10,000,000 (subject to stockholders' approval) is expected to name Erwin, Wasey Co., Chicago, to handle advertising for Stagg beer. Maxon Inc., Chicago, has been servicing account for many years. Carling has two agencies: Benton & Bowles, New York, handles Red Cap ale, and Lang, Fisher & Stashower, Cleveland, places Black Label beer. All three beers use radio and tv spots.

## Same Movie, Shown Week, Draws High N. Y. Rating

WOR-TV New York is announcing today (Monday) that premiere week (Sept. 21-27) of *Million Dollar Movie* (showing of same movie for one week, Mon.-Sun., 7:30-9 p.m., 10-11:30 p.m.; Sat.-Sun., 4:30-6 p.m.) drew Telepulse rating of 70.7 and reached estimated 6 million viewers in 3,110,800 homes. Gordon Gray, general manager of station, said results indicate first-run feature film, "Magic Town," attracted "largest single-station television audience in history of tv medium."

Mr. Gray noted that General Teleradio films apparently had "strong carry-over value," with WOR-TV programs immediately preceding and following *Million Dollar Movies* gaining Pulse ratings of about 25% higher than in week before feature film series was launched. Sponsorship of *Million Dollar Movie* has been made available to eight advertisers, with six sponsors now signed.

## KBS Now Has 773

KEYSTONE Broadcasting System Friday reported addition of nine affiliates bringing total to 773. New outlets are: KOWB Laramie, Wyo.; WPLY Plymouth, Wis.; WPLH Huntington, W. Va.; WJAN Spartanburg, S. C.; KCRC Enid, Okla.; WMVO Mount Vernon, Ohio; WMBL Morehead City, N. C.; KAWL York, Neb.; WINI Murphysboro, Ill.

## It's Mutual in Illinois

GOV. William G. Stratton of Illinois has proclaimed week starting yesterday (Sunday) through this Saturday as "Mutual Broadcasting System Week" in commemoration of 20th anniversary of network.

## • BUSINESS BRIEFLY

**DUANE JONES NAMED** • R. J. Ritter Co. (food products, relishes, etc.), Bridgeton, N. J., names Duane Jones Co., N. Y., to handle its advertising. Details of plans not completed, but radio, television and other media will be used.

**PEPTO BISMOL SPOTS** • Norwich Pharmacal Co., Norwich, Conn., for its Pepto Bismol, is buying radio spot announcement schedule, five days weekly, starting early in October, in several selected markets, Benton & Bowles, New York, is agency.

**BALLENTINE SPECIAL** • P. Ballentine & Son (beer), Newark, N. J., to promote National Restaurant Month will use radio spot announcement campaign in 65 markets. Campaign started Friday and ends Oct. 31. Agency: J. Walter Thompson Co., N. Y.

**NEW YORK GOP** • New York State Republican Party names Ellington & Co., N. Y., to handle advertising. Radio and television will be used on both program and spot announcement basis. Campaign is effective immediately through November.

**ORR PICKS UP BAGS** • Baltimore Luggage Co. (Lady Baltimore fashion luggage), N. Y., has appointed Robert W. Orr & Assoc., N. Y., to handle its advertising effective immediately.

**KUKLAPOLITANS SOLD** • Gordon Baking Co., Detroit, signed earlier to sponsor ABC-TV *Kukla, Fran & Ollie* on WABC-TV New York and WBKB (TV) Chicago for 13 weeks, has added sponsorship on WXYZ-TV Detroit and extended contract to 78 weeks in each market. Agency: D'Arcy Adv., N. Y. ABC-TV is offering *Kukla, Fran & Ollie* to stations as special feature for local sale.

## ABC-TV Announces Five

ADDITION of five stations as ABC-TV affiliates, raising total to 211, announced Friday by Alfred R. Beckman, director of station relations. They are: KSLA-TV Shreveport (ch. 12), owned and operated by Interim Television Corp., of which Deane Flett is general manager; KNOE-TV Monroe, La. (ch. 8), owned and operated by James A. Noe, with Paul H. Goldman as general manager, and WWTW (TV) Cadillac, Mich. (ch. 13), owned and operated by Sparton Broadcasting Co., with L. T. Matthews as general manager, all effective Sept. 15; KAKE-TV Wichita (ch. 10), owned and operated by KAKE-TV Inc., of which Martin Umansky is general manager, effective Oct. 15, and KTLJ-TV Houston (ch. 13), owned and operated by Houston Consolidated Television Co. with Willard Walbridge as general manager, effective Nov. 13. [CLOSED CIRCUIT, Sept. 20]

## NBC-TV Takes Iowa Uhf

KQTV (TV) Fort Dodge, Iowa (ch. 21), is slated to become affiliated of NBC-TV Nov. 1, it was learned Friday.