

TOPS IN CHICAGO!!

WGN-TV was the *only Chicago station* to place in Billboard Magazine's 17th Annual Promotion Competition!

**ONLY
CHICAGO
STATION**

Best Job of Sales Promotion for TV Film Programs in 1954!

(Markets 500,000 and over—second in the nation)

Best Job of Audience Promotion for TV Film Programs during 1954!

(Markets 500,000 and over—5th in the nation)

Best Job of Merchandising Promotion for TV Film Programs during 1954!

(Markets 500,000 and over—8th in the nation)

Based on their knowledge of station activities, top agency executives, leading advertisers, film distributors and film producers placed WGN-TV above all other stations in Chicago!

PROOF AGAIN THAT THE TOP STATION IN CHICAGO FOR YOUR ADVERTISING IS WGN-TV!

441 N. Michigan Avenue
Chicago 11
Illinois



***PULSE proves BILL PIERCE your BEST BUY...
...IN THE SCRANTON MARKET!
From 6:00 to 9:00 A.M. (12 Quarter Hours)... BILL PIERCE**

- Beats Network Station A Nine Times, Ties Twice For First, Is Second Once!
- Beats Network Station B Twelve Times!
- Beats Network Station C Twelve Times!
- Beats Indie Station A Twelve Times!
- Beats Indie Station B Twelve Times!
- Beats All Other Stations Combined Twelve Times!

BILL PIERCE, SCRANTON'S TOP SALESMAN FOR 25 YEARS
• Ask Meeker •

WQAN * November 1954
SCRANTON, PA.

FILM

Seven-Up Buys Film For 120 Markets

IN ITS FIRST major use of television, the Seven-Up Co., St. Louis, has signed to sponsor MCA-TV's new half-hour adventure film series, *Soldiers of Fortune*, in 120 markets. Seven-Up will present the show weekly in 60 markets where its distribution is heavy and on an alternate-week basis in the other 60 markets.

Details of the sponsorship were announced during a news showing of the film aboard a United Airlines plane flying from New York to Boston. An MCA-TV spokesman said he believed this was the first time a tv film program has been shown aboard a plane.

Seven-Up has used tv spot announcements on a limited basis in the past, it was said, but *Soldiers of Fortune* represents its move into tv on a regular basis. The business was placed through J. Walter Thompson Co., Chicago.

The film serial was produced by Revue Productions, Hollywood, and stars John Russell and Chick Chandler.

The program made its debut on WABC-TV New York several weeks ago, but will not begin in other markets for another three to six weeks. MCA-TV has sold the series on a local basis in many markets where Seven-Up is on an alternate-week basis and plans to sell it in other cities.

20th Century-Fox Sells 'Flicka' Tv Series to CBS

SALE of *My Friend Flicka*, the first of 20th Century-Fox's properties to be made into a television series, was sold last week to CBS. The five-year contract involving approximately \$8.5 million was handled by Spyros Skouras, president of 20th Century-Fox, and William Paley, chairman of the board of CBS, and was negotiated by Thomas G. Rockwell, president of General Artists Corp.

The agreement calls for 39 half-hour films a year in both color and black-and-white to be made at 20th Century-Fox's tv studios in Hollywood.

FILM SALES

MCA-TV Ltd., N. Y., has sold package of 67 Roy Rogers and 56 Gene Autry feature films, produced by Republic Pictures, to KTNT-TV Tacoma, Wash.

WRCA-TV New York signed with Associated Program Service Div., Muzak Corp., N. Y., for exclusive use by station of Encyclopaedia Britannica film library.

FILM PEOPLE

Harry E. Pratt, sales service representative, W. J. German Inc. (Eastman professional film distributors), Hollywood, named vice president in charge of tv film sales.

Marilyn L. Friedel, formerly with Universal Studios, Hollywood, to United Film & Recording Studios Inc., Chicago, as national director of public relations.

Jim Morgan, vice president in charge of radio-tv, Raymond R. Morgan Co., Hollywood, to Don Fedderson Productions, Beverly Hills, Calif., as producer.

Philip Monroe, animation director, Ray Patin Productions, Hollywood, to Tv Spots, same city, as director and chief animator.

Tom Whitesell, formerly with Louis de Rochemont Assoc., N. Y., to Transfilm Inc., same city, as production supervisor.