

AFFILIATES ACCEPT CBS SINGLE RATE PLAN; FEW MBS SALES PASS MILLION DOLLAR MARK

SINGLE RATE PLAN of CBS Radio assured noon Friday when station response to network's new affiliation contracts, setting one rate day and evening time (but without reducing actual costs to advertisers), passed 85% of U. S., amount network officials had set as mark needed to put plan into effect [B•T, July 4]. (See radio network situation report page 31.)

Officials said response reached some 90% day. No turndowns of contract—which also provides for one-year reduction of 20% in station compensation—were received, although network reportedly negotiating with several stations which have been non-committal. Effective date of new plan is Aug. 25.

CBS Radio executive commented that return of contracts after only nine working days and in some cases six or seven days because of delayed mailing—was "tribute to affiliates."

FIRST advertiser purchases of time on MBS which include participation in Mutual's new "Companionate Radio" service reported Friday by network. Buys represent about \$1 million in gross billings (see story page 31).

Quaker Oats Co., in addition to purchase of 10 saturation (one-minute) segments of *Sgt. Preston* show, will sponsor for 52 weeks 10 one-minute segments weekly on MBS including five on *Keepin' Company*, and two on *Here's Hollywood*, Tuesdays and Thursdays, 12:05-12:10 p.m. (EDT), both Companionate programs, and three participations in MBS' multi-message, 8-8:30 p.m. (EDT) period, Mondays, Wednesdays and Fridays.

Also reported by MBS: Williard Storage (batteries), Cleveland, through Meldrum & Fewsmith, Cleveland, has purchased three participations in multi-message programs for fall and winter campaign, effective Aug. 29.

Files, Promotion Budgets Increased by Quality Group

BUDGETING for sales and sales promotion activity of Quality Radio Group has been "substantially" increased, Ward L. Quaal, Crosley Broadcasting Corp. and QRG president, said today in reporting on board of directors meeting held in Chicago. Mr. Quaal also announced that surveys made by major agencies have validated Quality's assertion that its 36 member stations reach 90% of nation's homes.

Also at Chicago meeting: W. Howard Sumner, WVL New Orleans; Don Thornburgh, WCAU Philadelphia; Ralph Evans, WVO Des Moines; John H. DeWitt Jr., WSM Nashville; Frank P. Schreiber, WGN Chicago; Don M. Outler Jr., WSB Atlanta; James Hines, WOAI San Antonio; Frank Fogarty, WWO Omaha. Board meets again in Chicago in November.

Local, Regional Advertisers Offered New Ziv Show

LOCAL and regional advertisers to be offered *Dorothy & Dick*, radio program that has been acquired and is being nationally syndicated by Frederic W. Ziv Co., Alvin E. Unger, vice president in charge of sales, was to announce today (Mon.).

Program will be offered across board. Five one-half hour shows will be transcribed per week with six one-minute commercials (plus opening and closing identifications). Show features Dorothy Kilgallen, syndicated newspaper columnist, and her husband, Richard Kollmar, radio actor and Broadway producer.

CBS-TV Signs Roanoke Outlet

AFFILIATION of WDBJ-TV Roanoke (ch. 7) with CBS-TV as basic optional station, effective Oct. 1, announced Friday by Herbert V. Akerberg, CBS-TV vice president in charge of station relations. Station is owned by Times World Corp., with Ray Jordan general manager.

• BUSINESS BRIEFLY

GROVE TO RETURN • Grove Labs (Four Way cold tablets), St. Louis, through Harry B. Cohen, N. Y., planning to use substantially similar campaign in spot announcements as last year when it used about 80 tv and 175 radio stations. Current fall campaign will be launched in October, running 22 to 26 weeks.

VICK FALL PLANS • Vick Chemical Co. (Vapor Rub, cough drops), N. Y., planning annual tv spot announcement campaign to begin mid-September and early October in more than 50 markets. BBDO, N. Y., is agency.

CAMPBELL SOUP SPOTS • Campbell Soup Co., Camden, N. J., planning spot radio announcement campaign this fall for first time in several years. Firm understood to be considering October starting date in about 75 markets. BBDO, N. Y., is agency.

PHARMCO RADIO PLANS • Pharmco Inc., for its Chooz, Feen-A-Mint and Medigum, preparing daytime, minute-announcement campaign in 200 radio markets, effective Sept. 19, for 26 weeks. Doherty, Clifford, Steers & Shenfield, N. Y., is agency.

RONSON NEWS • Ronson Corp. (pocket and table lighters), Newark, will sponsor Wednesday and Friday segments of *Douglas Edwards with the News* (CBS-TV, Mon.-Fri., 7:30-7:45 p.m. EDT), starting Aug. 24. Agency: Norman, Craig & Kummel, N. Y.

CREOMULSION RADIO • Creomulsion Co., Atlanta, through Tucker Wayne & Co., Atlanta, preparing radio spot announcement campaign to start this fall in South and Midwest.

TEXTILE CAMPAIGN • Pacific Mills, Boston, through J. Walter Thompson Co., N. Y., placing radio spot announcement campaign starting July 31 for one week in about 15 markets.

LEVER RENEWS • Lever Bros. renews *Lux Video Theatre*, NBC-TV, Thurs., 9-10 p.m. EDT, effective Aug. 25, for 52 weeks. Agency: J. Walter Thompson Co., N. Y. Lever also preparing spot announcement campaign for Silver Dust to start mid-August for 10 weeks in about 40 markets. Sullivan, Stauffer, Colwell & Bayles, N. Y., is agency.

NEW YEAR'S EVENT • Minute Maid Corp., N. Y., will sponsor Tournament of Roses in Pasadena Jan. 1 on NBC-TV (12:15-1:45 p.m. EST). Agency: Ted Bates & Co., N. Y.

MALTEX CONSIDERS • Maltex Co. (cereal), Burlington, Vt., which used spot radio-tv last year, considering similar campaign with newly-appointed agency, Bryan Houston Inc., N. Y. Definite plans won't be made until next month. Agency officially takes over account in September.

KQTV Fort Dodge, Ia., Dark

KQTV (TV) Fort Dodge, Iowa, ch. 21, reported Friday to FCC it is off air due to burned out transmission line and antenna. Station indicated lightning was cause of forcing it dark. It hopes to return on air in 30-90 days.

TvB Signs New Members

FIVE additional stations and one station representative have joined Television Bureau of Advertising. Norman (Pete) Cash, director of station relations, TvB, was to announce today (Mon.). Stations are KTRK (TV) Houston; WCPO-TV Cincinnati; WEWS (TV) Cleveland; WMAL-TV Washington, and WUSN-TV Charleston, S. C. Representative is the Branch Co.

Prudential in Daytime Tv

PRUDENTIAL INSURANCE Co. of America has purchased quarter-hour segment, alternate Mondays, of *Garry Moore* in its first daytime television advertising, in addition to renewing *You Are There*, both on CBS-TV. Firm has dropped sponsorship of *Fibber McGee & Molly* on NBC Radio, effective June 23. Calkins & Holden, New York, is agency.

NBC-TV Daytime Color Drama

PLANS for NBC-TV's first regularly scheduled, afternoon drama series in color, were to be announced today (Mon.) by Thomas A. McAvity, NBC vice president in charge of tv network. Hour-long, Mon.-Fri. telecasts, titled *Matinee*, will debut Oct. 3, 3-4 p.m.

THOUGHT PROJECTION

NATIONWIDE "thought projection" was to be attempted by Dunninger last Saturday on his *Dunninger Show* on NBC-TV (Sat., 8:30-9 p.m. EDT) when he invited viewers to receive "message" he previously had written on piece of paper, placed in envelope and sealed. During show, Dunninger tried to project subject matter to viewers. They were asked to write "message" on postcard, addressed to Reuben H. Donnelly Co., Mt. Vernon, N. Y., which will announce findings on *Dunninger Show* this Saturday.