Another Five Sales Brewing For ABC-TV Fall Lineup
AT THE CE it was going last week, ABC-TV seemed apt to approach mop-up stage in fall evening time sales in near future. Biggest deal hanging fire was possible 90-minute sale (Sun., 7:30-9 p.m.) to Kaiser Aluminum (although Kaiser was through Tunkhannock Rubber, was also considering hour-long show on CBS-TV but had no assurance CBS-TV could find spot for it). ABC-TV meanwhile is announcing today (Monday) that it has sold Real McCoy's to Sylvania Electric Products for 8:30-9 P.M. Thursdays, effective Oct. 3, and also is understood to have signed with Screen Gems for half-hour Circle Boy, which has been on NBC-TV, and to have sold half to Mars Inc. (candy) for 3:30-4 P.M. Thursdays starting Sept. 19.

In addition, U. S. Ruber was reported to be considering full sponsorship of Navy Log in period to be determined, Reynolds Tobacco was said to be thinking of early Monday evening half-hour for program to be determined, and Revlon Products was considering sponsorship of Walter Winchell at either 9:30-10 Mon. or 10-10:30 Thursdays. Agencies: Knox, Reeves, Minneapolis, for Mars; J. Walter Thompson, New York, for Sylvania; Fletcher, D. Richards, New York, for U. S. Rubber; William Esty Co., New York, for Reynolds, and BBDO, New York, for Revlon.

Lebanon, Pa., UPI on Again Following Transfer Approval WLRB-TV Lebanon, Pa., ch. 15, dark since 1954, resumed operating Thursday night, following final FCC decision affirming its transfer to Triangle Publications Inc. (WFIL-Philadelphia Inquirer) (see early story, page 76). Triangle bought station for $115,000 and transfer was approved by FCC in 1955, but approval stayed after protests by Harrisburg outlets.

Named general manager of Lebanon station was Frank B. (Bud) Palmer. Mr. Palmer was general manager of ch. 35, WSEE (TV) Erie, Pa., for past three years. M. Leonard Savage, formerly chief engineer of WLRB, named operations manager. Station will operate 3-11 P.M., weekdays, 3-10 P.M., Saturdays-Sundays.

For next or two or three weeks, until station fully staffed, majority of programming will be film, including feature film libraries of RKO, Twentieth Century-Fox, Warner Bros., and MGM. Planned are number of local daily programs in cooperation with community educational and civic organizations, farm groups, religious societies.

Meanwhile, WHP-TV Harrisburg filed petition Friday with FCC asking that authority to begin operating be stayed. Harrisburg outlet raised questions regarding WLRB-TV beginning operation in same hours after FCC final decision on transfer.

Dist. 2 Nominations Sought NOMINATING forms to fill District 2 (N. Y., N. J.) vacant seat on ABC Radio Board mailed to radio members Friday, returnable May 9. Mail ballotting on nominees will be closed May 31. Election is due to resignation of Robert B. Hanna, WGY Schenectady, who was transferred to another division of General Electric Co. and no longer eligible to hold directorship.

Visual Ads Haven't Established Auto Identification—Hardesty DESPITE heavy use of visual advertising by car makers "has fallen far short of establishing brand identification, even among car owners," John F. Hardesty, vice president and general manager of Radio Advertising Bureau, told Detroit Advertising Federation.

He said five-brand study that showed, on average, only 50% of all car-owners interviewed could correctly identify a brand after viewing it in profile in enlarged color photograph. Chevrolet registered highest with 66% identification, he said, while Mercury was lowest with 37%; Oldsmobile had 64%, Dodge 43%, and Nash 42%. Among non-owners, he said, identification was much lower.

"In today's look-alike and highly competitive automobile market," Mr. Hardesty said, "these research results definitely point out the fallacy of the claim of many manufacturers that 'a picture is a necessity' . . . as a matter of fact, the successful use of radio by automobile dealers throughout the country has proven that the most effective car picture that can be imposed on the public reaches which radio creates in the minds of buyers."

NBC, B&E in New Pact IARRY & ENRIGHT Productions, New York, and NBC have signed new agreement, Manie Sacks, vice president, television network programming of NBC, announced Friday. Agreement provides NBC with radio and television services of package firm, which produces network’s Twenty-One and Tic Tac Dough. Both shows will continue to be produced for NBC by package firm. In addition, Barry & Enright will create and produce other programs for NBC, Mr. Sacks said.

WSAB Re-elects Higgins LEONARD H. HIGGINS, KTNT (TV) Tacoma, re-elected president of Washington State Assn. of Broadcasters Friday at Seattle meeting. Other officers elected were James W. Wallace, KPQ Wenatchee, vice president; Allen Miller, KWSC Pullman, secretary-treasurer.

Directors elected were Thomas C. Bostic, KIMA Yakima; Richard O. Dunning, KHQ Spokane; W. W. Warren, KOMO Seattle; Robert E. Pollock, KAYO Seattle; Dean Nichols, COMW Omak; Joe Kendall, KKLE Ellensburg; Joy Chytil, KELA Centralia, and J. Eloy McCaw, KTVW (TV) Seattle.

WAAF Names Forjoe WAAF Chicago Friday announced appointment of Forjoe & Co. as national sales representative.

UPCOMING
May 5-11: National Radio Week
May 6-14: 29th Annual Convention of Cana- dian Advertisers, Royal York Hotel, Toronto.
May 7-8: Annual convention, Alpha Epsi- lon Rho of Sigma Delta Chi—Hilton Hotel, Columbus, Ohio.

For other Upcomings see page 111

PEOPLE

BRUCE MAYER, formerly of WWJ-AM-TV, Detroit, joins Chicago tv sales staff of Edward Petry & Co.

Vermont Federation Opposes All Forms of Subscription TV VERTON Senators and Representatives in Congress were notified Friday that Vermont Federation of Women’s Clubs is opposed to any form of pay tv that would blank out channels used for existing video service. Investigators were asked to support anti-pay tv legislation.

Action was taken when state group instructed its delegates to General Federation of Women’s Clubs to support national resolution opposing fee service. State group adopted resolution declaring "no charge, direct or indirect from any source whatsoever, should be imposed on the general public for the privilege of viewing tv programs on sets located in the home. Donald N. Martin, assistant to NARTB president, told Vermont group that pay tv would draw "gilded screen" across American tv set.

Japanese Advertising on Rise ADVERTISING expenditure in Japan for 1956—50 times that spent in 1947—has touched on several billion yen, representatives of Dentu Adv. Ltd., Tokyo, revealed Friday at AAA convention in New York (earlier story, page 3). Industry expenditures were $36.1 million and tv expenditures $5.5 million as compared with 1952 figures, that tv $277,000. Report was noted as "all the more spectacular" because commodity price index fluctuated widely during Japanese inflationary periods. Opportunities were noted by Dentu representatives as "great" for U. S. advertisers wanting to crack Japanese market. (In U. S., percent of ad expenses to national income is 2.8%; Great Britain: 1.8%) A AP Sells in Seven Markets NEW SALES for features and cartoons in seven markets reported Friday by Associated Artists Productions, New York. Popeye cartoons went to WTVO (TV) Rockford, Ill.; KWK-TV St. Louis and WHO-TV Des Moines. Warner Bros. features were sold to KWK-TV; KTVF and KCTV Cedar Rapids, Iowa. Warner cartoons went to WHO- TV; WSB-TV South Bend, Ind., and KMTV (TV) Omaha.

• BUSINESS BRIEFLY

Continues from page 7 KNOMARK MASQUERADERS • Knomark Mfg. Co. (Esquire shoe polish), Brooklyn, N. Y., succeeding Park & Tilford’s Tintex as alternate-week sponsor of NBC-TV Masquerady (Wed., 8-11 p.m., EDT), effective May 29. Knomark formerly sponsored program on ABC-TV last year, dropped it to pick up Caesar’s Hour, Both Esquire and Tintex serviced by Emil Mogul Co.

TIME FOR TEA • With Tea Council of U.S.A.’s 1957 ad budget hypoed 80%, with good amount of $1.8 million broadcast allocation going to radio, Leo Burnett Co., Chicago, is placing stepped-up ice tea promotion on approximately 75 stations in 29 markets in 3:60 P.M. time slot starting May 20.

MORE SPOTS FOR LUCKIES • American Tobacco Co. (Lucky Strike cigarettes), N. Y., which is now compiling radio spot schedule, reported considering another major radio spot schedule starting in August in nearly 150 markets. BBDO, N. Y., is agency.

BROADCASTING • TELECASTING

May 6, 1957 • Page 9