

DECEMBER 31 DEADLINE

Tele Committee Formed; To Seek New ASCAP Pact

CHICAGO — TV broadcasters set up a 15-man committee Thursday (11) to work out a new music licensing agreement with the American Society of Composers, Authors and Publishers under the pressure of a December 31 expiration of the current contract which contains no clause for automatic renewal.

The action was taken during closing hours of the NARTB convention but, ostensibly, the committee is an independent one representing individually participating telecasters. The NARTB takes no official part in establishing license agreements.

The station and network execs carefully avoided open airing of their gripes about the current contract or possible approaches to a

new one after Dwight Martin, of WAFB-TV, Baton Rouge, La., and WDAM-TV, Hattiesburg, Miss., who chaired the meeting, clearly hinted that ASCAP observers were present in the open session. They restricted themselves to procedural matters in appointing the committee and planning a voluntary subscription from stations to pay for research and legal fees for the upcoming negotiations.

Seek Reduction
Attending execs, who considered the ASCAP matter one of the critical issues of the convention, seemed to be in clear agreement on only one obvious point: They want to pay ASCAP less money in the future than they're paying now. As for a formula to press in negotiations, none seems to have crystallized, judging from informal conversations before and after the meeting.

Among the suggested approaches are:

(1) Reduction of the present rate of payment for commercial programs, which is 2.05 per cent of a station's net receipts from sale of time and certain services, after

specified deductions are made. A negotiating point here might be the lesser rate charged by BMI, from three-quarters of 1 per cent up to 1.09 per cent, depending on gross receipts.

(2) Leaving the percentage as is, but narrowing the definition of net receipts by increasing the number of permissible deductions, so the resultant payment would be smaller. For example, the current contract includes in the net figure the charges for studio rental, normal number of cameras and other standard charges fixed by rate card. Some station operators would like to see the net concept reduced to time charges only.

(3) Another suggested approach is to pay according to the current percentage formula, but applying the formula only to the income of those programs using ASCAP music. Or looking at it another way, this group would apply an additional deduction, the income of all non-musical programs.

Net Income Squawk
Another area of widespread dissatisfaction was in the manner of *(Continued on page 22)*

\$4 Mil Offered For Indie KCOP

HOLLYWOOD — Increased value of TV franchises was illustrated here last week with offer of \$4 million for indie station KCOP by syndicate headed by Bing Crosby and Kenyon Brown.

The station, presently owned by the Copley Press, was purchased three years ago for 1,325,000. At that time reportedly losing \$250,000, it has, as far as is known, never shown a profit, and has been the tail-end in the seven station Los Angeles market.

Finalization of the deal is expected this week. Under its terms present station manager, Jack Heintz, would retire, and program director Al Flanagan take over the general manager post.

One report has it that the syndicate may be buying the property in anticipation of the approval of toll TV, in which case the channel would be switched to the fee system.

KOMO Offers New '10 Plan'

SEATTLE — KOMO-TV is offering a 60 per cent discount in its new "10 plan" for 13 weeks. The combination of good discounts and high-rated availabilities makes the 10 plan an attractive buy at an average \$256 weekly cost, with a 56-cent cost-per-minute.

The NBC-TV affiliate plan gives advertisers four 20-second, four 15's and two one-minute spots per day.

COME THE FALL

'Record' Up Front As Godfrey's Sub

NEW YORK — "The Big Record" last week became the chief contender for the Wednesday night 8-9 p.m. slot on CBS-TV next season to be vacated by "Arthur Godfrey and His Friends." The nothing final has been decided, the network is very high on the property and will make every effort to convince Godfrey's clients—American Home Products, Kellogg, Bristol-Myers and Pillsbury — that "Record" will do a good job for them.

Godfrey gave up the Wednesday night show (as predicted in *The Billboard*, April 13), citing the pressure of his other broadcasting duties. He will continue with his morning strip and "Talent Scouts," his Monday night stanza.

The withdrawal of Godfrey from his Wednesday night show marks the third important program lost by the network for next season, the other two being the Jackie Gleason show and "I Love Lucy." However, Jackie Gleason and Lucille Ball and Desi Arnez will be seen on CBS next fall on specials.

Godfrey, of course, will prob-

ably continue for many years to come on the network, but this is the first serious cutback he has made since he started his remarkable career. "Godfrey and His Friends" started January, 1949, and has been on continuously since then. Vic Damone will replace the hour Godfrey stanza beginning July 3 and thru the summer.

NBC Week Scores \$8 Mil in Daytime

NEW YORK — The NBC-TV network last week had one of the most successful seven days of selling daytime TV in the history of the network. The web sold seven sponsors an estimated \$8,000,000 worth of daytime TV, if these buys remain firm for a 52-week period. Purchasers are General Foods, Miles Laboratories, Procter & Gamble, Brillo, Ponds, SOS scouring pads and Toni.

Miles bought four alternate quarter hours on Thursdays of "It Could Be You," "Price Is Right," "Truth or Consequences" and "Comedy Time." Sponsorship will begin July 25. Ponds bought four alternate quarter hours on Tuesdays of all the shows mentioned above except "Truth" for which it substituted a quarter hour of "Matinee." Its sponsorship will also be for a summer start.

GF Buys
Beginning sometime in July, General Foods will sponsor four alternate quarter hours of various NBC daytime stanzas. They are "Price Is Right," "It Could Be You," "Truth or Consequences" and "Comedy Time." Brillo has bought two alternate Tuesday quarter hours of "Matinee" and "Modern

Trendex Top Ten TV Web Shows

(April 1-7)

Rank	Program & Network	Rtg.
1.	Bob Hope Show (NBC)	36.4
2.	I Love Lucy (CBS)	36.3
3.	Person to Person (CBS)	35.2
4.	The Perry Como Show (NBC)	33.4
5.	The \$64,000 Question (CBS)	32.4
6.	The Jack Benny Show (CBS)	32.4
7.	You Bet Your Life (NBC)	30.3
8.	The \$64,000 Challenge (CBS)	29.3
9.	The Line-Up (CBS)	28.8
9.	The Red Skelton Show (CBS)	28.8

WLW to Start Local Color

CINCINNATI — The Crosley Broadcasting Corporation will begin local colorcasting at WLW-TV here in June. The first shows to go tint will be Ruth Lyons' "50-50 Club" at noon daily and the Saturday night "Midwestern Hayride," both fed to WLW-D, Dayton, O.; WLW-C, Columbus, O., and WLW-I, Indianapolis, the new Crosley station opening in September.

Five color cameras are included in the million-dollar budget allotment. Crosley now carries NBC-TV color shows.

Betty Hutton 'Mom' Due for NBC Fall

NEW YORK — NBC-TV is expected to make a place in its fall schedule for "That's My Mom," the Betty Hutton comedy series. Web brass screened the pilot last week and were highly pleased.

The film show, formerly called "Hey, Mom!" was created by Jess Oppenheimer, who helped develop "I Love Lucy."

Mars Weighs Sat. 12 Slot on CBS for Fall

NEW YORK — Mars, Inc., is reportedly buying the Saturday 12-12:30 p.m. time at CBS-TV for a kids' show next fall. The web is seemingly ready to give up on "The Big Top," now in that slot as a sustainer, the former a Sealtest long-term buy.

Romances" for a June start. SOS will take over alternate quarter hours on Wednesdays of "Comedy Time" and "Price Is Right" for summer sponsorship.

Procter & Gamble is expected to buy four alternate quarter hours more, but two have already been contracted for. Among the quarter hours already bought is "It Could Be You" for P.&G.'s Oxydol division, the purchase to begin the week of April 21. The Toni buy is eight alternate quarter hours to run from May 27 thru September 2, the shows not designated.

The buys made this week, plus the purchase of a strip in "Matinee" by Procter & Gamble and another four and a half quarter hours bought in "Tic Tac Dough" by the same client all made within the same month, show the tremendous resurgence of commercial strength in NBC's daytime picture.

Most impressive is the show of commercial interest in the two morning strips, "Price Is Right" and "Tic Tac Dough," which run until 12 noon. Their strength dates from the shift which put "Home" in the preceding hour and allowed the shows to build audiences.

Lever Bros. Buys 'Arrow' Alternate Wk.

NEW YORK — Lever Bros. has bought alternate weeks of "Broken Arrow" on ABC-TV for the summer, replacing General Electric in June. GE has bowed out of the adult Western, leaving alternate weeks open for the fall.

Miles Labs has renewed its half buy of "Arrow" in the Tuesday 9-9:30 p.m. slot with a 52-week contract.

The arrival of Lever Bros. at ABC-TV may be made into a permanent state, with the advertiser mulling a daytime strip (4:30-5 p.m.) for next season. The soap company has meanwhile bought a second summer show, re-runs of "Private Secretary," slotted Tuesdays, 8:30-9 p.m., on CBS-TV.

ABC Readies Return to Day

NEW YORK — A pair of women's shows have been set by ABC-TV for its re-entry into daytime programming next fall. "Glamour Girl," a fashion and beauty stanza starring George Liberace, and "Lucky Lady," the Walt Framer contest show, will be slotted back to back in the 4-5 p.m. time Monday thru Friday.

"Mickey Mouse Club" having been cut to the 5:30-6 p.m. half-hour, the 5-5:30 p.m. slot remains open, with a Lou Costello kids' quiz and various Western adventure films getting serious consideration.

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