

at deadline

NATIONAL TV IN 1956: \$885,655,634

TV TIME SALES to national advertisers last year totaled \$885,655,634; of that amount, \$488,167,634 was network billing, with \$397,498,000 spot (see page 29 for story on spot billing figures). Network figures were released for December and for 1956 Friday by Publishers Information Bureau. December network gross total of \$44,761,571 was 13.6% ahead of December 1955; year's network gross was 20% above previous year's billing.

Fourth quarter network gross totals \$134,307,142. Combined with fourth quarter spot billing, overall total is \$242,149,142 compared to \$203,314,502 combined total for third quarter. CBS-TV showed biggest increase for December (19.4%), while ABC-TV had highest

gain percentage-wise for year (49.3%). CBS-TV totaled \$223,520,382 in gross billing for 1956.

Gross time charges far each of networks, showing December and annual comparisons:

NETWORK TELEVISION			
	Dec. 1956	Dec. 1955	Percent Change
ABC	\$ 6,699,450	\$ 6,301,578	plus 6.3
CBS	20,395,400	17,086,161	plus 19.4
DuMont			
NBC	17,666,721	16,010,878	plus 10.3
Total	\$44,761,571	\$39,398,617	plus 13.6
	Jan.-Dec. 1956	Jan.-Dec. 1955	Percent Change
ABC	\$ 76,726,129	\$ 51,393,434	plus 49.3
CBS	223,520,382	189,018,121	plus 18.3
DuMont		3,102,708	
NBC	187,921,123	163,384,796	plus 15.0
Total	\$488,167,634	\$406,899,059	plus 20.0

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 29.

QUAKER FOR MBS • Quaker State Oil Refining Corp. understood to have completed transaction with MBS on its *Game of the Day* baseball broadcasts, with Quaker said to be investing about \$750,000 to underwrite Saturday or Sunday broadcast of games in 367 markets from late March to end of major league season. Investment also will include sponsorship of Frankie Frisch five-minute baseball program on Mutual, three times per day on Saturday and Sunday during season, in about 150 markets not carrying *Game of Day*. Quaker State has been largely in magazines and billboards in recent years, and Mutual campaign is designed to reach in-car radio audience. Agency: Kenyon & Eckhardt, N. Y.

DO FOR DYE • Park & Tilford Div. Corp., N. Y., annual spring advertisers, preparing radio spot campaign to start in March in reported 250 markets to promote Tintex dye. Schedule probably will run for 13 weeks. Emil Mogul Co., N. Y., is agency.

TAREYTON RADIO • American Tobacco Co., N. Y., turning to radio spot campaign for 45 weeks to promote Tareyton cigarettes. Campaign, in nearly 50 markets, will be launched last week in February. Lawrence C. Gumbinner, N. Y., is agency.

ARRID ACTION • Carter Products Inc. starting new campaign using radio and tv spot and print to introduce new Arrid men's spray deodorant. Ted Bates & Co., N. Y., is agency.

CHEER CAMPAIGN • Procter & Gamble (Cheer detergent), Cincinnati, buying radio spot campaign to start in March on about dozen stations with 'til-forbid contracts. Young & Rubicam, N. Y., is agency.

ESSO'S REPORTER • Esso Standard Oil Co., N. Y., through McCann-Erickson, N. Y., signed to sponsor John Cameron Swayze in news program over WABC-TV New York (Mon.-Fri., 11-11:10 p.m. EST), starting April 1, with Mr. Swayze continuing duties on NBC-TV's *Armstrong Circle Theatre* and CBS-TV's *To Tell the Truth*.

PETROLEUM PUSH • Phillips Petroleum (gasoline, motor oil), Bartlesville, Okla., which dropped regional tv sponsorship of *I Led Three Lives* at end of last year, has picked up 5, 10, and 15-minute television news and weather shows in 15 markets and will add at least 15 more. Contracts run for 52 weeks and sponsorship ranges from three to five times weekly in each market. Phillips also plans to expand radio schedule, now in 55 markets, to about 20 others starting in April. Agency: Lambert & Feasley, N. Y.

12 PER IN 25 • Colgate-Palmolive Co., N. Y., through Cunningham & Walsh, N. Y., planning radio spot campaign using 12 spots per week in top 25 markets, starting Feb. 25 for five weeks.

NARTB Radio Nominations In; Ballots Due Back March 6

TWO-SCORE broadcasters were nominated last week for 17 vacancies on NARTB Radio Board—nine odd-numbered district directors and eight directors-at-large (large, medium, small, fm stations). District directors will be elected for two-year terms starting after April 7-11 NARTB convention. In at-large group, one each will be elected for two-year and one each for one-year terms, starting at same time. At-large directors with largest number of votes will serve two years, second largest one year.

Election ballots will be mailed to NARTB radio members tomorrow (Tuesday), returnable March 6. Following are nominees:

Dist. 1—Daniel W. Kops, WAVZ New Haven, Conn.; H. William Koster, WEAN Providence, R. I. Dist. 3—Donald W. Thornburgh, WCAU Philadelphia; Cecil Woodland, WEJL Scranton, Pa. Dist. 5—Ed Dunbar, WBBQ Augusta, Ga.; Hugh M. Smith, WCOV Montgomery, Ala.; Malcolm Street, WHMA Anniston, Ala. Dist. 7—Robert T. Mason, WMRN Marion, Ohio; Gene Trace, WBBW Youngstown, Ohio. Dist. 9—Charles C. Caley, WMBD Peoria, Ill.; William Holm, WLPO LaSalle, Ill.

Dist. 11—Tom Barnes, WDAY Fargo, N. D.; Ray Eppel, KORN Mitchell, S. D. Dist. 13—Charles W. Balthrope, KITE San Antonio; Alex Keese, WFAA Dallas. Dist. 15—Joe D. Carroll, KMYC Marysville, Calif.; L. E. Chenault, KYNO Fresno, Calif.; J. G. Paltridge, KKROW Oakland, Calif. Dist. 17—Tom Bostic, KIMA Yakima, Wash.; Jimmy Dunlevy, KVJC Medford, Ore.

Large Stations—Harold Hough, WBAP Fort Worth; Paul W. Morency, WTIC Hartford, Conn.; John M. Outler Jr., WSB Atlanta (present Radio Board chairman); John F. Patt, WJR Detroit.

Medium Stations—R. O. Dunning, KHQ Spokane, Wash.; Cecil B. Hoskins, WWCN Asheville, N. C.; J. Frank Jarman, WDNC Durham, N. C.; Lawrence H. Rogers, WSAZ Huntington, W. Va.; Todd Storz, KOWH Omaha, Neb.

Small Stations—Carleton D. Brown, WTVL Waterville, Me.; Victor C. Diehm, WAZL Hazleton, Pa.; Simon Goldman, WJTN Jamestown, N. Y.; William C. Grove, KFBC Cheyenne, Wyo.; J. R. Livesay, WLBH Mattoon, Ill.

Fm Stations—H. Quenton Cox, KQFM (FM) Portland, Ore.; E. J. Gluck, WSOY-FM Charlotte, N. C.; Merrill Lindsay, WSOY-FM Decatur, Ill.; Ben Strouse, WWD-FM Washington; Edward A. Wheeler, WEAM-FM Evanston, Ill.

Smith, Crowell-Collier Part

BOARD of Crowell-Collier Pub. Co. announced Friday acceptance "with regret" of resignation of Paul C. Smith as board chairman, president and director. Board further stated that Crowell-Collier will continue to own and operate KFVB Los Angeles and C-C Record Clubs, two enterprises acquired in 1956.

Mr. Smith said that he will vacation a few weeks and then "look for a new job."

NBC-TV Sets Techniques For Daylight Time Feeds

BASIC DETAILS of NBC-TV's plan for handling daylight saving time programming problems this summer—somewhat less complicated than last year's approach—were revealed by network Friday, following presentation to and approval by affiliates' executive committee (see story, page 74). Thus far these involve only eastern and central time zone stations, since plans for West Coast have not been completed.

Stations in areas that switch to DST in eastern and central zones will get all programs at regular times through normal procedure, since originations will be on daylight time. For eastern zone stations that remain on standard time, last year's delayed repeat of 8-9 p.m. programs, Monday through Friday, is being dropped. Instead, these programs will go straight through at usual time, so that these stations will get them at 7-8 p.m. local time.

For standard-time stations in central zone, last year's procedure will be repeated: Programs originating at 8-9 p.m. New York time (EDT) will be repeated at 11-12 midnight EDT, so that these central zone stations will get them at 9-10 p.m. local time. Exception: April 29 and May 27 *Producers Showcase*, which will go live to all points.

In addition, new Ampex video tape recorders will permit repeating 7:30-8 p.m. EDT music and news shows at 8:30-9 p.m. EDT for central zone standard time stations, which thus will get programs at 6:30-7 p.m. local time—same time they normally get them.

Ampex machines, which will record on West Coast and feed back from there, also will enable same-night repeats of *Tonight* for eastern and central stations operating on standard time. Last year, one-week delay was necessary. This year, the stations will get *Tonight* at usual local time.

DST period will extend from last Sunday in April to last Sunday in October.

UPCOMING

Feb. 21-22: Second annual conference, state association presidents, Mayflower Hotel, Washington, D. C.

Feb. 22: Annual awards dinner, Voice of Democracy, Washington, D. C.

For other Upcomings see page 113