

AGENCIES

Cunningham & Walsh's latest video count study on tv showed there's been quite a gain in viewing this year over 1957.

The highlights of these advances include:

- The total viewing time per person for five weekdays is now 15 hours, 48 minutes; for the whole week, 22 hours, 7 minutes. Seventeen of the 22 hours is in the evening.
- Only members of the family that decreased their set attentions were children—both moppets and teenagers—but this was very slight and easily made up by adult viewing.
- There's little difference between weekday and weekend viewing except among housewives. Their weekend viewing mornings is somewhat lower.
- The average person spends somewhat over three hours watching tv every day of the week, indicating view-

ing survives changes in basic living patterns. That is, people still find time for tv regardless of whether at work or leisure.

Merger: Emil Mogul Co., Inc. and Lewin, Williams & Saylor, Inc., effective 1 January, 1959.

New Name: Mogul, Lewin, Williams & Saylor, Inc., with combined billings for 1958 at \$18 million.

New officers: A. W. Lewin, formerly chairman of the board at LW&S, becomes chairman of the new company; Emil Mogul, president of Mogul, continues as president and chief officer; and Sidney Matthew Weiss, president of LW&S, now becomes executive v.p.

The merged agency will headquarter at 625 Madison Avenue, New York.

Friendly again: Both Weiss and Geller and The Bon Ami Co. have composed their differences over the agency's contract.

The case was taken to court this past September, when Bon Ami switched its account to Cole, Fischer & Rogov. Spotnews: Bon Ami is buying a couple radio (I.D.) flights in the top 15 markets.

Another court case settled: Warwick & Legler and Schick have been haggling over the idea of using cotton to demonstrate a close shave. The idea was developed by W&L while it had Schick's account. When it was shifted to B&B, the "cotton test" appeared on tv. W&L filed suit, and the case has been settled with Schick admitting that W&L owns the idea.

New agency name: The Kamin Advertising Agency in Houston, is continuing with its expansion program. Latest step is a change in name to **Kamin-Nahas-Blumberg, Inc.**

The new line-up of officers includes: Lester Kamin, president and chairman of the Plans Board; Fred Nahas, v.p.



Free transportation was provided by WCKT-TV, Miami, when the city was paralyzed recently by a bus strike. TV 7 used team of Shetlands for stranded Miamians

Concentrating on light atop Boston's John Hancock bldg., is Phil Christie, emcee of Program PM on WBZ, WBZA. Listeners helped in experiment—and light went out



Storz Stations executives meet to discuss plans for the coming year. Those attending (standing, l to r): Herbert Dolgoff, general counsel; Jack Sandler, general manager, WQAM, Miami; Todd Storz, president, Storz Stations; Robert Tilton, national director of engineering. Seated (l to r): Jack Sampson, sales manager, WHB, Kansas City; Bill Stewart, national director of programing; George Armstrong, executive v.p., general manager WHB; Fred Berthelsson, v.p., gen. mgr. WTIX, New Orleans; and Jack Thayer, gen. mgr., WDGY, Minneapolis