

SUMMER SHOWS

By FLORENCE SMALL

DOMINANT activity at the advertising agencies in New York is currently centered around the summer replacement problem.

This year the always difficult selection of shows for summer fare has become even more complicated since at least one network, NBC, will not take mystery programs before 9 o'clock. That type of program heretofore has been regarded as one of the staples in summer nighttime programming. Thus predominantly variety, musical and quiz shows are being offered by the radio package firms and agents.

Among those actively seeking summer shows are Roche, Williams & Cleary for its client Standard Lab Inc., sponsors of the Henry Morgan program, Thursdays, 7:30-8 p.m. on ABC.

Another program seeker is Warwick & Legler, interested in a summer show for Pabst Blue Ribbon Beer when Eddie Cantor goes on vacation from the Thursday, 10:30-11 p.m. period on NBC.

Ruthrauff & Ryan is seeking summer billing for Rinso and its *Amos 'n' Andy* program, Tuesdays, 9-9:30 p.m. on NBC. The agency is also pondering a summer replacement for Auto-Lite who has dropped Dick Haymes and was scheduled to replace him with

Suspense, Thursdays, 9-9:30 p.m. on CBS. No decision has been made as to whether the mystery show will remain on through the summer.

Newell-Emmett Co. has signed Sammy Kaye as summer alternate for the *Chesterfield Supper Club*, five times weekly 7-7:15 p.m. on NBC. Vocalist Perry Como is heard three times weekly and Jo Stafford twice weekly.

Biow Hunts

The Biow Co., New York, is contemplating a replacement for the Dinah Shore-Harry James show in the Friday 10-10:30 p.m. period on CBS when that show switches, effective April 20, to the Tuesdays, 8-8:30 p.m. on NBC, period vacated by Milton Berle. Both half hours on each network are sponsored by Philip Morris. The replacement will probably be a comedy show. The reason for the transfer of the Dinah Shore show to the NBC time, Patrick H. Gorman, advertising director of Philip Morris explained, was that they feel the earlier time on NBC will attract a larger segment of the young radio audience. The show's format was composed and designed to catch the audience of 18 to 25 years old.

J. Walter Thompson Co. has set Nelson Eddy to take over for Al Jolson when he vacations the first week in July from the *Kraft Music*

Replacements Sought

Hall, Thursdays 9-9:30 p.m. on NBC. Present summer plans for *Fred Allen Show*, Sundays, 8:30-9 p.m. on NBC, sponsored by Ford dealers, calls for a hiatus. The J. W. Thompson Agency, however, is currently deciding on a summer substitute for the Standard Brands' Edgar Bergen-Charlie McCarthy show, Sundays 8-8:30 p.m. on NBC. A definite decision is expected early next week.

Benton & Bowles has signed *New Faces* to replace Gracie Allen & George Burns on the Maxwell House program, Thursdays 8:30-9 p.m. on NBC. The agency is also contemplating a summer show for the Prudential *Family Hour*, Sundays, 6-6:30 p.m.

Toni CBS Budget Will Be \$2,500,000

THE TONI Co., Chicago, will raise its gross time expenditures over CBS to \$2,500,000 yearly by May 10, when it switches its *Nora Drake* daytime serial from NBC, according to an announcement last week by CBS.

Toni already sponsors the Saturday quiz series, *Give and Take* on CBS, and takes over sponsorship of *Crime Photographer* on CBS April 1. Foote, Cone & Belding, Chicago, is Toni agency.

L. & M. to Sponsor Capital Sportscast

LIGGETT & MYERS Tobacco Co. (Chesterfield cigarettes), thru its agency in New York has bought sponsorship of the baseball broadcasts of the Washington Senators for this season on the local WWDC and WWDC-FM and WPIK and WPIK-FM. Arch McDonald will broadcast the play-by-play. Chesterfields are also sponsoring the Chicago Cubs baseball games and the New York Giants.

The advertiser also sponsors *Chesterfield Supper Club*, 5 times weekly on NBC and Arthur Godfrey, 5 times weekly on CBS.

'It Pays to Be Ignorant' Sold to 21 CBS Sponsors

COMEDY quiz show *It Pays To Be Ignorant*, heard Saturday nights 10:30-11 p.m. on CBS has been sold to 21 sponsors on a total of 34 CBS stations since being offered on a co-operative basis Feb. 28 the network said last week.

Its most recent sale was to Goetz Brewing Co., St. Joseph, Mo. over 12 CBS stations—KSO Des Moines, KFAB Omaha, KSWM Joplin, Mo., KTTS Springfield, Mo., KFH Wichita, Kans., KOMA Oklahoma City, KTUL Tulsa, WMT Cedar Rapids, KGLO Mason City, Ia., KSCJ Sioux City, Ia., KOLT Scottsbluff, Neb. and KLRA Little Rock, Ark.

Other contracts are being negotiated.

MUSIC PROBLEMS

SEARCH for solutions to the recording and transcription music shutdowns and development of a formula for TV musical employment face industry negotiators as networks enter the second week of operation under the new three-year

AFM pact [BROADCASTING, March 22].

The music situation was somewhat complicated late last week as FM Assn. completed a survey on music duplication by FM stations. The survey revealed that FM sta-

tions are confused over network specifications covering duplication of their musical broadcasts. The great majority of FM stations with FM affiliations are duplicating network programs, FMA's survey indicated.

Main interest in network music centered last week in rates to be charged for television. First steps toward solution of this phase of the network-AFM three-year agreement were taken when network and union officials met informally in New York.

Television Problem

Working out the TV music formula involves a number of problems requiring careful study and lengthy conferences. Negotiators are supported by agreement of James C. Petrillo, AFM president, that television wages must be lower than AM rates if TV programming is to provide a steady revenue source for musicians. If rates are too high, he concedes, use of TV-originated music will be discouraged.

The video formula involves agreement on such problems as rates for sound films, which can be used for one-station programs or for networks. Another problem centers

around comparable rates to be charged for whole musical programs and those in which music is incidental.

The entire music situation was discussed Wednesday at a New York meeting of the joint Industry Music Committee, representing all branches of the industry. The committee heard reports from networks on their new three-year contracts.

In general, committee members were pleased at the new contracts, according to Richard P. Doherty, NAB director of Employee-Employer Relations.

Advance whisperings that networks would pull out and leave recorders and transcribers to their own devices were unfounded, Mr. Doherty said when questioned on the matter. He said all elements agree that united action is required until all phases of the music crisis have been solved.

"The Industry Music Committee is just as necessary now as it was last autumn," Mr. Doherty said. "Next steps will be based on the wishes of the recording and transcription industries."

Meeting of these two groups is

(Continued on page 102)



Drawn for BROADCASTING by Sid Hix

"Migawd, I'm still wearing my hidden mike!"