

at deadline

Flako Products Drops Print In Favor of Spot Radio

FLAKO PRODUCTS DIV. of Quaker Oats Co. has made 100% switch from print to spot broadcasting with \$750,000 going into radio campaign and rest of \$880,000 budget into promotion. Radio spots are being placed in 40 major markets, starting Sept. 12 for 26 weeks.

Flako has bought Blair Group Plan in 18 markets (Thurs., Fri., 9 a.m.-4 p.m.), 58 announcements per week, one-minute and ID's every quarter-hour, for its flour mixes. In addition Flako will be in 22 other markets east of Mississippi.

Parent company spent \$3.5 million in broadcasting last year, \$620,000 in spot radio and \$2.9 million in tv. Flako agency is Clinton E. Fränk, Chicago.

Radio-Tv in 21 Southern States Planned for New Super Hadacol

HADACOL Inc. (tonic) plans to spend roughly \$750,000 in broadcast media, bulk of it in radio, for new fiscal year (starting last July 1) on behalf of new Super Hadacol product, Jerome S. Garland, head of Garland & Assoc., told B•T, Friday. He acquired company from group of southern businessmen last May 15 and formerly was president of D-Con Co. (insecticides) before it was acquired by Sterling Drugs last January.

Radio-tv outlay represents about 80% of entire media budget, Mr. Garland said, and will be used in 21 southern states at outset. Campaign eventually will be extended to northern states, he added. Olian & Bronner, Chicago, has been appointed to handle Hadacol account for southern states.

Corn Products Buys 'Oakley'

CORN PRODUCTS Refining Co., for Bosco chocolate syrup, has signed \$2.34 million contract with CBS Television Film Sales for *Annie Oakley* syndicated film series in 62 markets. Alternate sponsor is Continental Baking Co., with series since January 1956. Cost represents time and program costs over 52-week period. Advertiser also gets six free one-minute commercials featuring Gail Davis, *Oakley* star. Sponsorship kicks off in October. Agency is Donahue & Coe, N. Y.

Brown Drops Amarillo Bid

KENYON BROWN, multiple-station owner, Friday withdrew his application for ch. 7 Amarillo, Tex., in favor of Southwest States Inc. FCC Hearing Examiner Annie Neal Hunting accepted Mr. Brown's withdrawal and closed record with Southwest as only applicant. According to terms of withdrawal, Southwest is to pay Mr. Brown \$10,000 for out-of-pocket expenses if application is granted by Aug. 7; \$7,500 if application is granted by Sept. 20.

Providence, Yuma, Madison Among Ten Sale Approvals

FCC approved 10 station sales, including WHIM Providence, R. I.; KIVA (TV) Yuma, Ariz., and WMTV (TV) Madison Wis.

Announced Friday were these grants:

- WHIM Providence, R. I., (1 kw daytime on 1110 kc) from Frank W. Miller and associates to Richard D. Buckley and John B. Jaeger for \$640,000. Mr. Buckley is stockholder in DuMont Broadcasting Co. (WNEW-WABD [TV] New York and WTTG [TV] Washington). Mr. Jaeger is executive vice president of WNEW.

- KIVA (TV) Yuma, Ariz. (ch. 11), from Donald Ellsworth and associates to Harry C. Butcher for \$241,000. Mr. Butcher owns KIST Santa Barbara, Calif., and was stockholder in ch. 3 KEYT (TV) Santa Barbara, recently sold.

- WMTV (TV) Madison, Wis. (ch. 33) from Bartell Tv Corp. to Mitchell Wolfson and associates for \$350,000. Wolfson group has interests in WTVJ (TV) Miami and WFGA-TV Jacksonville, both Fla.

WAGM-AM-TV, WABM Sold To Owners of WABI-AM-TV

SALE by Harold D. Glidden of WAGM-AM-TV Presque Isle and WABM Houlton, both Maine, to WABI-AM-TV Bangor, Me., for \$525,000 was filed Friday for FCC approval. WABI-AM-TV is owned 60% by Horace A. Hildreth, former Maine governor, 34% by WPOR Portland, Me., and 6% by WTVL Waterville, Me. Purchasers also hold permit for WABQ Presque Isle.

WAGM-AM-TV-WABM balance sheet, dated Dec. 31, 1956, showed profits for year, after taxes, of \$7,052. Retained earnings were \$135,179, with capital stock of \$35,000. WABI-AM-TV balance sheet for May 31 showed capital surplus of \$126,990. Stations cleared, after taxes, \$22,552 for fiscal year ended June 30, 1955, and lost \$37.22 for year ended June 30, 1956.

THE FIRE CHIEF RETURNS

CUNNINGHAM & WALSH, N. Y., is announcing today (Mon.) that the Texas Co., N. Y., has selected Ed Wynn, comedian who created Texaco Firechief for firm on network radio in early 30's, to be honored in first Texaco color spectacular, *Texaco Command Performance* on NBC-TV, Sept. 19, 10-11 p.m. (also see Texaco story, page 35). Projected program series is designed to salute great entertainers of past. Coronet Productions will handle production, with Ezra Stone named producer for Wynn program.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see **ADVERTISERS & AGENCIES**, page 27.

FILM BUYS ACCENTED • Bon Ami, N. Y., understood to have signed for extensive spot tv campaign, using syndicated film programs in undetermined markets throughout country. Markets currently being lined up for fall start of tv effort. Agency: Ruthrauff & Ryan, N. Y.

PROCTOR PREPARES • Proctor Electric Co. (irons, toasters and ironing equipment), Philadelphia, starts spot tv campaign Sept. 9 and to run up to ten weeks in approximately 22 markets. Minutes and some ID's will be used. Weiss & Geller, N. Y., is agency.

EXPANSION IN WORKS • Pepperidge Farms Inc., Norwalk, Conn., whose baking products have had limited distribution in Northeastern U. S., reportedly will enlarge its distribution area considerably with 14-city radio spot introduction beginning early in September and running through next April. Agency Ogilvy, Benson & Mather, N. Y., understood to be looking for availabilities in Chicago, Richmond, Orlando, Tampa, Miami, Boston, Youngstown, Cleveland, Akron and Canton.

READIES FOR SNIFFLES SPELL • Vick Chemical Co., N. Y. Already on CBS-TV with three 15-minute participations weekly and CBS Radio with six to nine spots weekly, will invade Canada via radio spot Sept 30 for 21-week campaign in 43 markets for VapoRub, 35 markets for cough syrup and drops. In second week of October, Vick reportedly will enter U. S. in over 40 markets with spot radio drive and is considering tv spot for VapoRub. Morse International, N. Y., is placing campaigns.

THREE MARKETS FOR BAN • Bristol-Myers (Ban lotion deodorant), N. Y., this week begins 26-week spot tv campaign on five stations in three markets (Tulsa, Houston and Jacksonville). BBDO, N. Y., is agency.

SEPTEMBER SPOTS SET • Shetland Co. Div., Signal Mfg. Co., Lynn, Mass., formerly serviced by Callaway Assoc., Boston, now at Product Services, N. Y., plans large-scale saturation tv spot campaign in 50 markets starting early September. Shetland manufactures floor polishers.

SPOTS FOR BEEF PIES • Morton Frozen Foods Co. (beef pies), Louisville, to launch spot television campaign in 70 markets through end of year. Agency: Ted Bates & Co., N. Y.

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