

Philadelphia, for Personal Products Corp.'s Coets . . . **Curtis Advertising**, for Aquafilter, a \$350,000 account . . . **Penn and Hamaker**, Cleveland, for Shakertown Corp. . . . **Cargill & Wilson**, Richmond, for H. F. Byrd, Inc., apple growers and packers.

Some new business for Chicago agencies: **Gordon Best**, for the Italian Balm portion of Campana Sales . . . **Mohr & Eicoff**, for the \$300,000 Hadacol account. Plans are to put the budget in spot radio in over 200 markets, plus saturation test tv in Texas . . . **Tatham-Laird**, for National Homes of Lafayette, Ind.

They became v.p.'s: **Thomas Crolius** and **Henry Jacobson**, at Reach, McClinton . . . **Cal McCarthy**, at FC&B.

More on agency moves: **Robert Aledort**, to EWR&R as research director . . . **Thomas Garbett**, to Lambert & Feasley, as an account executive . . . **David Aldrich**, to Ketchum, MacLeod & Grove as p.r. account executive on the Westinghouse Broadcasting Co. account . . . **Lyndon Gross**, to Guild, Bascom & Bonfigli, San Francisco, as a media director.

NETWORKS

The ratio of daytime network sales for the first five months, 1958, is 29% of all network tv sales for this period, according to LNA-BAR gross time cost figures, released through TvB.

Here are the network figures:

1958		% CHANGE
Daytime	\$ 70,205,556	+ 9.3
Nighttime	169,096,788	+15.1
Total	\$239,302,344	+13.3

New fall business:

For ABC TV: P. Lorillard to sponsor *Rough Riders* . . . General Mills, Cracker Jack and Smith Bros., for *The Lone Ranger* . . . Miles Labs and Ralston Purina, for *Leave It To Beaver*, to debut Thursday, 2 October, 7:30-8:00 p.m. . . . General Electric's Photo Lamp department, to participate in *Man With A Camera* . . . Shulton and Campbell Soup, for the *Donna Reed Show* . . . Drackett, for one-fourth of *Maverick*.

For NBC TV: Whitehall and L&M, for *Behind Closed Doors*, to start 2 October, 9:00-9:30 p.m. . . . National Biscuit for one-half of *Wagon Train*, on alternate weeks. (Ford will con-

tinue to sponsor the full show on alternate-weeks) . . . Sunshine Biscuit for alternate segments on *Tic Tac Dough* and *The Price Is Right* . . . Whitehall, for another year on segments of *It Could Be You*, *The Price Is Right*, and *Queen For A Day*.

NBC TV Specials: Fred Astaire will head two one-hour live musicals, for Chrysler . . . **Bell Telephone** for eight shows next season; four science and four musicals . . . **Omnibus** will return to the network in the Fall, with 15 one-hour shows on Sundays, 5:00-6:00 p.m.

Network note: ABC TV's *Do You Trust Your Wife*, sponsored by General Foods, changes its name to *Who Do You Trust*, so that unmarried contestants can participate.

Network Radio business: Mutual reports a 38% billings increase for the year ending 30 June, as compared to last year . . . ABC has signed over \$2.3 million in billings during the past 60 days, including a 52-week renewal from the AFL-CIO.

Promotions: Lester Gottlieb, to the newly created post of director of program development, CBS TV . . . **Craig Jennings**, sales service manager, CBS Radio Pacific Network.

FILM

To date, 19 series have come off the network for syndication for fall. Here's a complete run-down on what's available: **Situation comedy:** *It's a Great Life*, *Life of Riley*, *Hiram Holiday* (CNP); *Mr. Adams & Eve*, *Eve Arden Show*, *The Brothers* (CBS TV Film); *Burns & Allen* (Screen Gems); *People's Choice* (ABC Film Syndication).

Drama: *Panic, Medic* (CNP); *Telephone Time* (Guild).

Adventure: 39 more episodes of *Dragnet*, *Badge 714* (CNP); same of *Line-up*, *San Francisco Beat*, *Navy Log* (CBS TV Film); *Adventures of Jim Bowie* (ABC Film).

Documentary: *You Are There* (CBS TV Film).

Juvenile: *Gumby* (CNP); *Lassie*, or *Jeff's Collie* (TPA); *Robin Hood* (Official). (For analysis of impact that this flood of off-network shows will likely have on syndication sales see FILM-SCOPE, page 49.)

Sales of the week included:

- **Ziv's Highway Patrol**, going into a fourth year of production, has been renewed in 58 markets, including a major buy by Ballantine in 36. (see Film-Scope.)

Other H.P. renewals: General Electric, in Los Angeles; Safeway and Bekins Storage, Seattle; Lee Optical and Wilson Meats, Dallas; Alka-Seltzer, San Francisco; Regal Brewing, New Orleans; Conoco and P&G, Spokane; Handy Andy Supermarkets, San Antonio. In addition, 15 stations have renewed.

- **NTA's Walter Winchell File** has been sold in eight markets. Among them: New York, Boston, Hartford, Philadelphia, Binghamton, Lebanon-Lancaster; Altoona-Johnstown; and Tucson.

- **AAP's complete Warner Bros. library** was sold in two more markets this week: KCMO-TV, in Kansas City, and WTCN-TV, Minneapolis.

- **Schlitz** has renewed MCA's *State Trooper* in Chicago.

- **WCBS-TV, New York**, has purchased UA's package of 39 post-'48 films. Among the movies: *Summertime*, *Patterns*, *Othello*, *Hobson's Choice*, *Foreign Intrigue*.

New five-minute series: a new series, *Photocrimes*, based on the *Look Magazine* series over several years, is being peddled by Richard Morros.

There'll be 260 episodes, each five minutes long. Filming starts this week.

A major sales re-alignment at Ziv this week includes these territorial and executive changes:

- Two new geographical divisions created in the syndication arm, north central, and south central. Heading them will be **Ray McGuire**, in the north (Cincinnati) and **Donald S. Brogdon**, south (Dallas).

- An additional regional sales department within the national sales department to serve multi-market advertisers in midwestern and southern market. **Edward J. Broman** will head this new division.

- Three new spot sales managers named to assist in the new territorial divisions: **Don Dahlman** and **Robert Reis**, in the north central; and **Jack Puter**, south central.

- Several new account executives