

# Plan Pilot Study to Clear Way for TV Audience Gauge

WASHINGTON, Feb. 27.—A pilot study will get under way next fall aiming to clear the track for adoption of a new industry-wide TV audience yardstick. The study will climax nearly two years of preparations by the National Association of Radio and Television Broadcasters for the industry-wide TV circulation plan (The Billboard, October 10, 17, December 3).

If the pilot study proves successful, it is figured likely that the industry's first nation-wide week-after-week TV circulation plan will be in operation sometime next year. The new circulation plan, which would supplement all existing TV program rating studies, is estimated to cost close to \$1,000,000 a year. The pilot study is figured to cost about \$100,000. Just how the bill will be footed will be decided on after the NARTB board of directors appoint an "implementation-organization committee" to continue the work and recommendations of the now-liquidated Television Circulation Study Committee.

The new committee which will have charge of the pilot study will be built around a core consisting of the following: Campbell Arnoux, WTAR-TV, Norfolk, Va.; Kenneth L. Carter, WAAM, Baltimore, Md.; Ward L. Quaal, WLW-TV, Cincinnati, O.; Paul Raibourn, KTLA, Los Angeles, Calif., and Robert D. Swezey, WDSU-TV, New Orleans, La., chairman of the NARTB television board. Additional members will be selected from outside the ranks of NARTB. The selections will be made at the board's mid-June meeting in D. C.

The scope of the circulation study is the broadest yet conceived for the industry. Its budget alone is expected to be bigger than the NARTB's. It will operate on a day-after-day basis, with the object of setting universal standards for determining where the TV viewers are and what they're viewing. Plans have already been unfolded to advertising agency representatives and to network chiefs. The project, it is emphasized, would supplement rather than substitute for existing rating agencies; in fact, in the judgment of its enthusiasts, it would stimulate individual program rating studies such as are in vogue now.

## FM Multiplexing May Get Final Rules by Summer

WASHINGTON, Feb. 27.—The possibility of issuance by summer of final rules authorizing multiplexing on the FM radio band (The Billboard, October 24, December 26, January 9) was seen this week, despite the fact that (Continued on page 66)

## OTHER NEWS OF TRADE IN BRIEF

Three NBC daytime radio strips are reportedly facing the sponsor's ax, with Whitehall Pharmaceutical seen killing "Just Plain Bill" and "Front Page Farrell," and General Foods knocking out the "Bob Hope" stanza. . . . Indiana Broadcasters' Association has signed Kingan Meat Products as sponsor of a special broadcast Saturday, March 20, over all 52 AM and FM stations in Indiana. . . . Ziv's new "Red Skelton" transcription series bows this week in 453 markets, topping the 450-station goal set by the company. . . . Camel cigarettes will bankroll a new five-minute seven-day-a-week sportscast, "Camel Scoreboard," which will tee off on Mutual March 29. . . . Yardley, Inc., will take over sponsorship of CBS-TV's "Gary Moore" show Tuesdays 1:30-1:45 p.m. this spring from Cat's Paw rubber. . . . CBS-TV executive producer Irving Mansfield is blueprinting a new half-hour situation comedy, "The Girl From Milwaukee," for fall delivery.

Latest preparations were discussed at a five-man subcommittee meeting of the NARTB board of directors with NARTB President Harold E. Fellows here this week. The subcommittee consists of Arnoux, Carter, Quaal, Raibourn and Swezey. Also present were Justin Miller, retiring NARTB board chairman; Vice-President Thad H. Brown in charge of TV, and Richard M. Alerton, manager of research.

## Is ABC Romancing 'Kukla' Stanza? Trade Speculates

CHICAGO, Feb. 27.—Fran Allison and Burr Tillstrom's taking over a midnight interview show on Mondays at WBKB, ABC-TV outlet here, has set off a wave of speculation that ABC is wooing the Kuklapolitans. The rumor has no more meaning today than it has had for the past three years.

Tillstrom and Miss Allison began their show in 1947 on WBKB, and moved to NBC when the coaxial cable opened in 1948. ABC has wanted Tillstrom for the past three years, and speculation begins each time his NBC contract comes up for renewal.

Miss Allison wanted to do the interview show on WBKB, and Tillstrom came along at her request. Whether they will remain in the spot will be determined by how the show goes. The first program was punctuated by seven spot commercials in 45 minutes, and showed the effects of being hurriedly thrown together.

## Denise Darcel In Video Bid

NEW YORK, Feb. 27.—A new half-hour, comedy-intrigue video stanza featuring Denise Darcel will be pitched to advertisers and agencies shortly. Titled "Chez Denise," the show will come in under \$11,000 net, and would originate live from New York.

It is being packaged by Colonel Productions, a new combine of the Wilbur Stark-Jerry Layton package operation, and George Scrimshaw, head of Tred Artists, which manages Miss Darcel.

# NBC Participation Extension Okayed

### Radio Affil. Group Endorses Plan to Sell 1-Min. Announcements, Compensate Stations

NEW YORK, Feb. 27.—A radical extension of the network participation plans was endorsed by the executive committee of the NBC Radio Affiliates this week. NBC Radio is to be allowed to sell one-minute announcements in select shows and to compensate the stations only for each announcement bought.

In addition to the present shows on which these announcements can be sold—"Roadshow," "Three Plan" and "Weekend"—The web is to be allowed to extend the plan to not more than four more programs. The plan will be avail-

able to advertisers who buy full networks only. Stations can sell local spots in these shows and keep the revenue wherever the (Continued on page 66)

## NARTB Code Commendation

WASHINGTON, Feb. 27.—As the TV industry prepared to embark Monday (1) on its third year with a programming code, the National Association of Radio and Television Broadcasters reported wide satisfaction with the medium's self-regulation. The association cited numerous congratulatory messages from government, business, advertising and church leaders praising the effectiveness of the code.

Meanwhile, NARTB President Harold E. Fellows reported that "the growth in code subscriptions is running better than 100 per cent over the first year and many new stations are adopting the code before they even put a signal on the air." He continued: "This is testimony to the conscientiousness with which network and station management views its public responsibility and evidence of the code's acceptance as a mark of good standing in television communities."

## Arthur Murray to Build 'Story' Show

NEW YORK, Feb. 27.—Arthur Murray will take a three-month hiatus from TV in April to build a new half-hour format—with a story line—for his TV star spouse Kathryn Murray. Murray is making the change because he deems it "impossible to book a TV variety show today," bemoaning particularly the "shortage of good comedians."

Contrary to reports published elsewhere, Murray said that the alternate sponsors (Associated Products, and Consolidated Royal Chemical) for his NBC-TV show on Monday nights (7:30-7:45) did not want to cancel out at the end of their 13-week runs in April, and that it was his own decision to suspend the program then because it is too expensive to get a rating during the summer months. He said his present two sponsors are looking for another TV time period in anticipation of sponsoring Murray's new format when it is ready for presentation.

## Getts in 150G Suit Vs. CBS

NEW YORK, Feb. 27.—Clark Getts this week filed suit in the Supreme Court of the State of New York against CBS, Inc. for a total of \$150,000 damages on two counts.

Getts alleges that he lost \$50,000 in benefits from a contract he had with Longines, the sponsor of "Chronoscope," on CBS-TV, and on which he was the producer. He also maintains that his reputation in TV was damaged to the extent of \$100,000.

The basis of Getts' complaint is that CBS-TV induced Longines on or about April 16, 1953, to break its contract with him for the furnishing of guests, preparation of material and presentation of "Chronoscope." The program is now on CBS-TV Mondays, Wednesdays and Fridays, 11-11:15.

## Robt. Leder Joins WINS as Manager

NEW YORK, Feb. 27.—Robert J. Leder, sales manager for WNBC, has resigned that post to join WINS as veepee and general manager. His appointment is part of an all-out expansion of operations planned by the station's new owner Elroy McCaw, prexy of the Gotham Broadcasting Company.

Leder, 30, has served as Eastern sales manager and national sales manager for NBC's Spot Sales Division. Prior to joining NBC, he was sales manager of WVNJ, Newark, N. J.

## The Billboard

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# GEE . . . THANKS!

Winning Billboards FIRST PLACE AWARD in Merchandising Promotion for TV station markets under 500,000 is a genuine honor. While we get our real kicks out of piling up sales results for our clients, we wouldn't be human if we didn't get a bang out of recognition of our efforts too! (One of the reasons we love to read our mail!)

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