

# TNT to Handle GM's Closed-Circuit Show

NEW YORK, Sept. 11.—Theater Network Television has been packed to put on a 49-city closed circuit show for General Motors November 23. The deal, arranged through the Kudner Agency, follows a trend established by Ford and Chrysler of increased use of the closed circuit TV medium by the auto making industry.

Among the cities in which the General Motors show will be picked up are Baltimore, Buffalo, Cleveland, Cincinnati and Los Angeles. Hotels will be used in all 49 cities. Nathan Halpern, head of TNT, has already ordered a quantity of large screen television equipment, which is to be manufactured by General Precision Laboratory.

**Second Show**  
This is the second industrial closed circuit show that Halpern is preparing to put on within the next few months. The other one he has set is for Frankfort Distillers on September 23, which will be seen in theaters in 20 cities.

Halpern this week has been busy wrapping up details in preparation for the theater telecast of the Marciano - Charles heavy-

weight championship fight September 15. A record total of 67 theaters has already been signed to pick up the fight. According to Halpern, at least three more theaters are expected to join the lineup within the next few days. The New York metropolitan area and parts of New England have been blacked out.

# ABC Stations Balk at Half Sold 'Jamie'

NEW YORK, Sept. 11.—The scheduled return of "Jamie" to ABC-TV this coming week may be a short-lived one, according to trade reports.

The network is said to be experiencing difficulty in clearing enough of the markets that Duffy-Mott, which sponsors alternate weeks, wants to hit with the show. The reason, it's understood, is that the stations are unhappy about the idea of picking up a show that is sponsored only on alternate weeks, thereby providing them with only half the income they would get from a fully sponsored stanza.

The show has been set to return to the air in its last season time slot, 7:30-8 p.m. Monday. The stations, of course, would prefer to put on a locally sponsored show.

# BRUSH TEETH, SEE DENTIST

CHICAGO, Sept. 11.—At least one local program which will premiere here next Tuesday (14) will prove to be a real bore for some, a shock for others, and a definite grind for the star.

A dentist's office will be the setting, and his chair will be the center of activity. The star will be a local practicing dentist, Dr. Mort Neimark, D.D.S., with his patients as guest stars.

The purpose of the program, in conjunction with the Chicago Dental Society, is to show viewers the importance of dental care. The doctor will answer questions sent in by the audience and from time to time will use guest specialists on the show. The show is the other half of WBKB's "Medical Advice Hour," with the other half being "All About Baby."

# CBS-TV Halts Publicity Dept.

NEW YORK, Sept. 11.—With the resignation of Dave Jacobson, the CBS-TV network has abolished its public relations department. Jacobson will be replaced by Charles Oppenheim.

Jacobson is setting up his own firm, Public Relations International, at 270 Park Avenue. Before joining CBS-TV, Jacobson was with Young & Rubicam and, previous to that, with Esquire.

# Stormy Outlook for FCC on TV Grants

## Petitions Urge Reopening of Cases Involving Tampa and Beaumont Channels

WASHINGTON, Sept. 11.—A stormy outlook for the Federal Communications Commission over the granting of the few VHF channels still available in the nation's top 100 markets was reflected this week in petitions challenging the reasons behind two recent TV grants and urging the FCC to reopen cases involving Channel 8, Tampa, and Channel 6, Beaumont, Tex.

While it is not unusual for unsuccessful applicants to appeal FCC decisions, FCC-ers now admit that with all available VHF channels already granted in 50 per cent of the nation's top 100 markets, they are getting into the "tough cases" in which losers are less likely to accept an FCC decision without a fight. When the pending TV cases are decided, there will be fewer than 10 VHF channels open in the top 100 markets. Broadcasters anxious to establish an outlet in this field are stepping up competition for the few remaining channels.

The FCC concern that the upcoming battles will revolve around its methods for deciding what is in the "public interest" are borne out in the petitions by three unsuccessful TV applicants in the Tampa and Beaumont cases. The Pinellas Broadcasting Company, Tampa, claims the FCC ignored 125 previous decisions favoring

local over outside ownership when it granted Channel 8 to The Tampa Tribune Company, owned principally by outside interests, while the Tampa Bay Area Telecasting Corporation claimed it should have received the grant under the FCC's new policy of favoring diversification of ownership, since it was the only applicant which did not own other media of mass communications.

Meanwhile, in the Beaumont, Tex., case, the unsuccessful Beaumont Enterprise argued that in granting Channel 6 to the Beaumont Broadcasting Company, the FCC discriminated against The Enterprise because it owned a newspaper in the area. Both FCC-ers and TV applicants expect a growing number of these cases to be decided ultimately in the courts.

# Fellows Urges Industry Men To Guard Rights

WASHINGTON, Sept. 11.—Harold E. Fellows, president of National Association of Radio and Television Broadcasters, in a talk before the Radio-TV Executives Club of New England this week urged broadcasters and advertisers to defend themselves against any further encroachment by lawmakers "upon their right as businessmen to serve a free people."

Citing recent attempts to curb wine and beer commercials on radio and TV, ban radio and TV coverage of public hearings, and blame broadcasters for contributing to juvenile delinquency, Fellows declared that the time has been reached beyond which advertisers and broadcasters "will not retreat in defense of their right to do business according to the terms of free enterprise."

Fellows urged "special care" in scheduling wine and beer commercials and children's programs, but in commenting on State laws prohibiting radio and TV coverage of public hearings and similar legislation pending before Congress, he declared: "There can be no compromise on this issue. Microphones and cameras do not interrupt proceedings, they do not create spectacles." To give in on this issue, he said, "would be to break faith with the vast audience we serve."

# Illness Curtails Bob Smith NBC Chores

NEW YORK, Sept. 11.—Bob Smith's recent heart attack will be responsible for the curtailment of all his programming activities at NBC, except "Howdy Doody." He will quit his radio strip and his TV strip which had started to pick up sponsors.

Replacing him in the 12-12:30 p.m. time period is Betty White, who is being moved up from the late afternoon. The switch is in the nature of a reprieve for Miss White for she had been slated to be axed because, tho her show was well-liked, it had not found any clients. No radio replacement for Smith has been named.

# CNB, Chi, Picks Goblin

CHICAGO, Sept. 11.—Isaac Gershman, general manager of the City News Bureau here, announced this week the appointment of Milton Goblin as radio news editor of the Bureau's new radio-TV department. The CNB is 64 years old this year and is a co-operative press association serving the four major Chicago dailies and the Associated Press. With the addition last week of the radio-TV department, the Bureau added teletype distribution to its 14-mile underground tube system. The pneumatic tubes provide interlocking communications for CNB copy with the press, as well as some of the public buildings. The new department will be manned around the clock every day of the week.

# Bricker Probe of Networks Gets Stalled

WASHINGTON, Sept. 11.—Sen. John W. Bricker's (R. O.) much-heralded probe of radio and TV networks probably will not get under way until next month owing to private and political affairs which are keeping the senator tied up in Columbus, O.

Altho the staff for the investigation was completed this week with the appointment of Harry M. Plotkin, former assistant general counsel of the FCC, as minority counsel for the investigating committee, it was admitted that progress in calling up records and witnesses cannot start until after Bricker has approved specific plans for the probe.

Bricker's work as a trustee of Ohio State University and in aiding Rep. George Bender (R. O.) in what will be a close campaign for the other Senate seat from Ohio are expected to keep him in Columbus, at least until the end of this month.

# New Sales of Daytime Radio Inked by CBS

NEW YORK, Sept. 11.—CBS-Radio this week made several important sales.

Armour and Procter & Gamble picked up "Wendy Warren and the News," and Armour alone will sponsor "Second Mrs. Burton." The sale of these daytime shows once again puts CBS close to being sold out completely in daytime radio.

The network also sold a quarter hour of the Galen Drake Saturday morning daytime show to Hunt Club Dog Foods, and Drake has been picked up by Calgon water-softener and Tasti-Diet for still another quarter hour of his philosophy.

The network, however, received a cancellation of "Stars Over Hollywood" from Carnation Milk. The program, now on Saturdays, 12:30-1 p.m., will be sustained for several weeks to try to find a client. If none is forthcoming, Peter Lind Hayes will move into the time period.

# N. Y. Concert Ork Booked by Du M

NEW YORK, Sept. 11.—Du Mont has booked the New York Concert Orchestra and Choir for Wednesday nights, 9-10, in a show titled "Concert Tonight." It will fill in the four weeks until the return of the Chicago Symphony concerts conducted by Fritz Reiner. Columbia Records pop a.&r. chief, Mitch Miller, will be the guest artist the first and third installments.

The group will be conducted by Margaret Hillis, who founded it four years ago at the Tanglewood Music Festival.

# LESS SUBSIDIARY STRESS

# Cigs' Return to Name Brand Only May Cut TV Budgets

NEW YORK, Sept. 11.—The current re-emphasis by cigarette manufacturers on their name brands rather than subsidiary brands is likely to result in cutbacks in their network video advertising budgets in the future. This re-emphasis became apparent this week when it was known that P. Lorillard is getting ready to unveil an Old Gold filter tip later this year. Old Gold consequently becomes the first name brand with a complete line—that is a regular, king-size and filter-tip Old Gold.

R. J. Reynolds will market a king-size Camel in October, following in the footsteps of Philip Morris, Ltd., which did the same for Philip Morris, as did Liggett & Myers for Chesterfield. All

signs consequently point to the fact that the giants of the tobacco industry have come to realize that if they did not begin promoting their name brands, in not too many years they would become far less significant, and the tremendous money spent in advertising them over the years would be wasted.

**Cigarette Scare**  
The major fact that the cigarette manufacturers have had to face this year has been the miraculous sales achievements of the filter tip cigarettes. Sparked as it was by the American Cancer Society report creating the cigarette scare, filter tip sales are understandable. And the major cigarette manufacturers have capitalized on the scare by issu-

ing their own filter tip brands—Kent, Winston, L. & M. and Herbert Tareyton. But these brands have already gotten such followings that they place the firms' name brands in jeopardy, especially in the light of new anti-cigarette studies expected to be issued shortly, among which will be one by Cornell University.

Then again, the large cigarette manufacturers have also hearkened to the voice of the retailers who have complained that the large number of brands on the market have created chaos. Buyers do not develop brand loyalty and every week ask for another brand, thus creating an inventory and sales problem.

Also making their strength felt are some of the agencies that represent the major tobacco companies. They have lost substantial billings to other agencies which handle some of the new filter tip brands. Lennen & Newell, for example, is not handling Kent which is now spending several millions each year thru Young & Rubicam.

Many of the agencies have told their clients that by putting out different brands they were in effect competing against themselves for no discernible reason. The agency men warned that the tobacco firms are spending vast sums on radio, TV and other

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# SPECTACULAR HEADACHE

# Sunbeam Rehearses 16 Hours for 5-Min. Plug

NEW YORK, Sept. 11.—The first color spectacular, NBC-TV's "Satin and Spurs," was whipped together following a frenzy of rehearsals this week. Voice recordings for the production numbers were reported to be going on until the wee hours.

Sunbeam, the first spectacular sponsor to get on, put in over 16 hours of rehearsal for about five minutes of commercial time. Hazel Bishop, riding the second 45 minutes, put in over 11 hours of rehearsal. The show is to originate from the Warner studios in Brooklyn, while the commercials are being produced at the Colonial Theater here.

According to Elliot Saunders of Sunbeam's agency, Perrin-Paus, commercial production problems are at least doubled when going to color. Blurb rehearsals for Sunbeam's "Ethel and Albert" take at most five hours.

Saunders said in the time it took him to cast two matching male models for the shaver plug he could have cast an hour-long play. Altho the appliance company will have no vital color accuracy problem, the flare on the chrome objects becomes more critical in color.

The pay-off for Sunbeam in colorcasting is in the demonstration of food actually being cooked

in the frypan. In color, Saunders said the frying eggs, pork chops, chicken and potatoes are sure to arouse viewers' appetites as they never could in monochrome.

# WLW and Consolidated Food In 52-Week Saturation Pact

CINCINNATI, Sept. 11.—A 52-week contract calling for the largest saturation-type advertising campaign in the history of the Crosley Broadcasting Corporation has been signed with Consolidated Food Processors, Inc., Chicago, the producers of Monarch brand foods. R. E. Dunville, Crosley president, announced this week. The campaign, which will utilize the facilities of WLW Radio, will break with the return of the bolstered fall program schedule.

The advertising and distribution plan negotiated with WLW marks a new concept in the food field, Alan Randall, Consolidated vice-president and general sales manager, said. Monarch advertising will employ both announcements and programs to impact the WLW audience. In addition, Crosley's Client Service Department, to include merchandising,

promotion and publicity, will be employed to add further sales depth to the campaign.

Randall said the campaign will have two primary purposes: (1) To augment current distribution in the WLW merchandisable area in Ohio, Indiana, Kentucky and West Virginia, and (2) to develop further the sales of Monarch food products thru large-volume outlets.

H. M. Smith, vice-president in charge of sales for Crosley, along with Andrew Niedenthal, sales executive, handled negotiations with representatives of the Consolidated firm.

In Cincinnati for the contract signing, in addition to Randall, were A. E. Freeman, director of advertising and public relations for Consolidated, and Samuel Glueck, representative of Olian & Bronner, Inc., Chicago ad agency.