



RADIO TELEVISION DAILY



The National Daily Newspaper of Commercial Radio and Television

VOL. 77, NO. 23

NEW YORK, FRIDAY, FEBRUARY 1, 1957

TEN CENTS

DEBATE LOOMS ON RELIGIOUS SHOWS

Deason Elected Chairman Of The MAAC

Pick McElroy For Vice-Chairman Post

Chicago—Willard Deason, president and general manager of KVET, Austin, Texas, yesterday was elected chairman of the Mutual Affiliates Advisory Committee at an organizational meeting at the Lake Shore Club.

Other officers elected yesterday are: Ralph McElroy,

(Continued on Page 3)

FCC Chief To Speak At WBC Boston Meet

George C. McConnaughey, FCC chairman, will be one of the principal speakers at the industry-wide conference on local public service programming to be held under the auspices of the Westinghouse Broadcasting Company, Inc. in Boston Feb. 27 through March 1, it was announced yesterday by Richard M. Pack, WBC vice president in charge of programming.

Pack, who is also supervisor of the conference, said the FCC chief would deliver his address at the Thursday luncheon. He added that representatives of more than 50

(Continued on Page 4)

Poole Sells Controlling Interest In KBIF

Los Angeles—John H. Poole, president, has reached an agreement to sell the John Poole Broadcasting Company's controlling interest in KBIF, Fresno to David T. Harris, manager of KMJ, Fresno, Calif., outlet of the McClatchy Broadcast-

(Continued on Page 7)

Accepts Post As P. D. With Twin City E.T.C.

Houston, Texas—Paul Owen, manager of the University of Houston's educational television station, fourth sales office of the expanding

(Continued on Page 2)

Set NARTB Board Conference Agenda

The semi-annual board of directors meeting of the National Association of Radio and Television Broadcasters agenda topics were announced today by Harold E. Fellows, NARTB president and chairman of the board.

Meetings will be held Feb. 6-8, at the Hollywood Beach Hotel, Hollywood Beach, Fla. The television board of directors will convene Feb. 6; the radio board will meet Feb. 7, and the joint board will confer Feb. 8. Members of the radio and television boards together constitute the full board of directors.

At the joint board meeting, Fellows will preside. A membership report is scheduled, and a report and recommendations by the general fund finance committee, and the by-laws committee will be pre-

(Continued on Page 7)

Radio-TV-Newsreel Press Ass'n Elects Anthony

Election of Julian Anthony as president of the Radio-Television-Newsreel Working Press Association was announced yesterday. Anthony, on the staff of ABC succeeds Larry Racies, of CBS.

Lou Hutt, of Paramount News, was elected to a second term as chairman of the board of governors. Other officers elected Nick Archer of News of the Day-Teletel, first vice president; Herb Schwartz of CBS, second vice president; Dick Milbauer of Teletel News Film Corp., treasurer; Ruth Marcinak, Fund for

(Continued on Page 3)

Salutes Farm Broadcasting Day

"Congratulations to the agricultural services of our radio-television industry" and "best wishes to each person who is engaged in this important work," were extended by President Eisenhower in recognition of Farm Broadcasting Day, Feb. 2, co-sponsored by the National Association of Radio and Television Broadcasters, the United States Department of Agriculture and the National Association of Television and Radio Farm Directors.

More Advertiser Syndication Seen

Forecast of a general increase in purchases of spot-placed TV film shows by national advertisers,

traceable by at least 20 per cent to "syndication's ability to solve specialized marketing problems for major national sponsors" was made yesterday by M. J. Rifkin, Ziv TV Sales vice president.



RIFKIN

problems, an advertiser's network

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NRB Holds Time Should Be Sold Commercially

Washington Bureau of RADIO-TV DAILY

Washington—Broadcasters should sell, not give away, time for religious programming, the National Religious Broadcasters decided at their convention here, thus opening the way for a controversy with the National Council of Churches, which has taken an opposite stand. NRB

(Continued on Page 3)

Urges Translator Approval For UHF's

The FCC yesterday was urged to reassess the value of translators as a means of overcoming coverage problems of UHF stations by George Townsend, vice president and chief engineer, WWLP, Channel 22, Springfield, Mass., and consulting engineer representing the Committee for Competitive Television in TASO.

A translator for Claremont, N. H., which will operate in conjunction with WWLP's satellite, WRLP, has

(Continued on Page 4)

Seeks Unemployment Insurance Law Revision

Albany—A bill, calling for the reduction of the unemployment eligibility period for television, stage and screen performers, will be sponsored by Assemblyman Joseph Carlino, majority leader of the assembly. According to Carlino, if the bill is passed, the unemployment eligibility period will be reduced

(Continued on Page 3)

Sec'y Of Treas. To Address State Broadcasters Meeting

Washington—Invitations to appear at the second annual NARTB conference of state broadcasters associations Feb. 21-22 have been accepted by Secretary of the Treasury George M. Humphrey and the chairman of the FCC George C. McConnaughey.

Howard H. Bell, assistant to the president and coordinator of state association activities for the National Association of Radio and Television Broadcasters, announced that the Secretary of the Treasury will address the conference dele-

(Continued on Page 5)

Freund Named ABC Labor Relations Director

The appointment of Richard L. Freund as director of labor relations for ABC, effective Feb. 4, was announced yesterday by Mortimer

(Continued on Page 6)



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Magnavox Mgrs. Club

Fort Wayne—Leonard F. Cramer, vice president and general manager of the TV-radio-phonograph division of the Magnavox Co. recently welcomed the first three members to the newly-formed Magnavox Two Million Dollar Club, exclusively for Magnavox regional managers who sold \$2,000,000 net or more of Magnavox TV and radio-phonographs during 1956. The first three men to be presented with the diamond pins and gold plaques, were Paul Solomon of New York City; Tom Garvin of Los Angeles and Joseph Papp of Los Angeles.

WPAT Salutes France

Paterson, N. J. — A musical "Salute to France" will be aired on WPAT's "Gaslight Revue" throughout February. The tribute will be broadcast on the show, aired from 7:00 to 11:00 nightly, in commemoration with the current Lafayette 200th birthday festivities.



GRAND PRIZE AWARDED. In a recent Westinghouse Broadcasting Company-sponsored sales contest among its television stations, Lou Simon (left), Sales Manager, KPIX, San Francisco, won the grand prize, a 1957 Dodge and \$750 worth of Westinghouse merchandise for Mrs. Simon (second from left). Presenting the award for highest percentage increase in sales during last six months of 1956 compared to same period, 1955, are A. W. Dannenbaum, Jr. WBC Vice President—Sales (second from right), and P. C. Lasky, Executive in Charge of WBC West Coast Operations and Manager, KPIX. (WBC Advt.)

COMING and GOING

DON PETERSON, national sales manager, WOI-TV, Ames, Ia., in town this week headquarters at Weed Television Corporation.

CHARLES A. ALICOATE, editor and publisher of RADIO-TELEVISION DAILY, returns today after a three-day business trip to Cincinnati.

GINGER ROGERS planes east early this month to guest on the Perry Como show.

JOHN BROMFIELD, nationally known as the Sheriff of Cochise, to Detroit this week-end during his midwestern crusade for traffic safety in behalf of the National Safety Council.

DICK CLOSE, director of represented stations for NBC Spot Sales in Chicago this week to visit NBC Spot Sales office there.

KEN CARTER, vice-president and general manager of WAAM, Baltimore, to Miami yesterday for a one-week stay, part of which he will spend attending the NARTB board meeting at the Hollywood Beach hotel.

ALLEN FUNT, TV producer, planes in from London over the week-end via BOAC.

Accepts Post As P. D. With Twin City E.T.C.

(Continued from Page 1)

KUHT-TV, has resigned to accept a position as program director for the Twin-City Educational Corp., in Minneapolis-Saint Paul, Minn.

Dr. John Schwarzwald, the man Owen succeeded in the KUHT-TV post, is director of the Minnesota organization, which operates the Minneapolis-Saint Paul educational TV station, KTCA. Owen's resignation from the University of Houston will be effective Feb. 15. His successor has not been named.

Rep Appointed

The appointment of the Headley-Reed Co. as national representative for WIL, St. Louis and WWIL, Fort Lauderdale, Fla., has been announced by L. A. Benson, president of the Missouri Broadcasting Corp., operator of the two stations.

WANTED

"TV Program Packager needs Accountant and Executive Secretary. Call Mr. Schmidt — SU 7-0610."

FINANCIAL

(Jan. 31)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
AB-PT	23	22 ⁵ / ₈	22 ⁷ / ₈	+ 1/8
Admiral Corp.	13 ³ / ₄	13 ¹ / ₂	13 ¹ / ₂	— 1/8
Am. T. & T.	177 ³ / ₈	176 ¹ / ₂	176 ³ / ₄	— 5/8
Avco Mfg.	6 ⁷ / ₈	6 ⁵ / ₈	6 ⁵ / ₈
CBS A	31 ¹ / ₂	31 ¹ / ₄	31 ³ / ₈	— 1/8
CBS B	31 ¹ / ₂	31 ¹ / ₄	31 ¹ / ₈	— 3/8
Gen. Electric	54	53 ⁵ / ₈	53 ³ / ₄	— 1/8
Magnavox	38 ⁵ / ₈	38 ¹ / ₂	38 ¹ / ₂
Philco	16 ¹ / ₂	16 ¹ / ₈	16 ¹ / ₈
RCA Common	33 ⁵ / ₈	33 ³ / ₈	33 ³ / ₈	— 3/8
RCA First pfd.	77	76 ³ / ₄	77	+ 3/8
Stew-Warner	33 ³ / ₈	33 ³ / ₈	33 ³ / ₈	+ 1/8
Storer B. Co.	26 ⁵ / ₈	26 ¹ / ₂	26 ⁵ / ₈	+ 1/8
Sylvania El.	42 ¹ / ₈	41 ⁵ / ₈	41 ³ / ₄	— 1/4
Westinghouse	55 ¹ / ₄	54 ⁵ / ₈	54 ⁵ / ₈	— 1/4
Zenith Radio	96 ³ / ₄	94 ³ / ₄	94 ³ / ₄	— 1 ¹ / ₈

AMERICAN STOCK EXCHANGE

	Bid	Asked
Assoc. Artists	40 ¹ / ₄	40
Guild Films	4	3 ³ / ₄
Hazeltine	32 ³ / ₄	32
Nat'l Telefilm	9 ¹ / ₄	9
Skiatron	3 ¹ / ₈	3 ¹ / ₈

OVER THE COUNTER

	Bid	Asked
DuMont Labs, pfd.	11 ¹ / ₂	13 ⁵ / ₈
Official Films	1 ³ / ₄	2 ¹ / ₈

March Of Dimes

Syracuse, N. Y.—During the recent 12th annual March of Dimes Tune Auction Simulcast over WHEN-TV and WHEN, 49,602 dimes were pledged. Each year the program is held as the finale in the local March of Dimes appeal. Late contributions are expected to push the simulcast figures over the \$5,000 level.



The "new"
**HOLLYWOOD
KNICKERBOCKER HOTEL**
completely remodeled and
redecorated

Luxurious Rooms and Suites
at Moderate Rates

Glamorous New Sun & Pool Club
For Guests and Members

Holiday Room and Coffee Shop
For Excellent Food

Cocktail Lounge, Banquet Facilities

C. WARREN ROCK
General Manager

Ivar Ave. at Hollywood Boulevard
Hollywood 28, California

Reeves To WWVA

Wheeling, W. Va.—Richard Reeves has rejoined WWVA here, as a staff announcer. He recently completed two years of U. S. Army duty, where he was radio and TV director at Fort Knox.

Elect Board Chairman Of MAAC

(Continued from Page 1)

president and general manager of KWWL, Waterloo, Ia., vice chairman; and Donald J. Horton, president of WVLK, Lexington, Ky., secretary.

MAAC is comprised of major and minor market representatives from each of seven districts in the country. Half its membership is elected annually, and representative serve two-year terms.

Current Members

Current members are Sam W. Anderson, president and general manager, KFFA, Helena, Ark.; Edward Breen, president and general manager, KVFD, Ft. Dodge, Ia.; Deason; Victor C. Diehm, president and general manager, WAZL, Hazleton, Penn.; Edward H. Dunbar, general manager, WBBQ, Augusta, Ga.; T. E. Gibbons, vice president and general manager, WAFB, Baton Rouge, La.; Cecil Heffel, station manager, KLO, Ogden, Utah; Horton; E. Z. Jones, general manager, WBBB, Burlington, N. C.; Mike Layman, president and general manager, WSFC, Somerset, Ky.; Richman G. Lewis, general and station manager, KTRF, Lufkin, Tex.; McElroy; Wayne Phelps, president, KALG, Alamogordo, N. M., and Berton Sonis, general and station manager, Charleston, W. Va. WTIP.

Radio-TV-Newsreel Press Ass'n Elects Anthony

(Continued from Page 1)

the Republic, secretary; Charles Campbell, free lance, assistant secretary; George Jordan of NBC, Sergeant-at-Arms. Members of the board of governors are Bob Donahue, Jr. of News of the Day-Telenews; Jack Fern of CBS; David Klein of NBC; Gabe Pressman of NBC; Burt Reinhardt of Movietone-News, and Phil Scheffler of CBS.

Two hundred members and guests from the world of news and local government attended the dinner party sponsored by Robinson-Hannagan Associates for the Coca-Cola Company. Thomas Paradine, assistant to the president of Coca-Cola Company addressed the assembly briefly.

Announce Affiliation

Los Angeles—The affiliation of radio station KWG, Stockton, Cal. was announced yesterday by Norman Ostby, vice president in charge of station relations for the Don Lee Broadcasting System. Affiliation is effective Monday. KWG is owned and operated by Western Broadcasting Co., Inc., and operates with power of 250 watts full time on 1230 kc. Douglas D. Kahle is president and general manager.

Contract Renewed

Pittsburgh — Thorofare Markets have renewed their late night movie contract with KDKA-TV for another six months, marking the third anniversary of the Friday, 11:15 p.m. feature on KDKA-TV.

Keystone Marks 17th Birthday

Yesterday marked the seventeenth anniversary of the Keystone Broadcasting System, Inc., a significant occasion for the nation's "Fifth Radio Network," according to Sidney J. Wolf, president, because Keystone will sign up its 1000th affiliated radio station before the year is ended. It now has 920. Wolf predicted during a Keystone press conference in Chicago last October that the network would show a 25 per cent increase in sales by the end of 1957, and also that network, spot and local radio in the country could look forward to its strongest position in history within the next five years, during which sales might easily show a 50 per cent jump. His predictions have been backed up by several subsequent statements of a like nature from other network officials recently.

Seeks Unemployment Insurance Law Revision

(Continued from Page 1)

from 20 to 15 weeks.

The unemployment insurance benefits would be eligible for any performer who was employed for 15 weeks in his base year, or earned \$1,000 gross during a 20 week period. At a meeting between an Actor's Equity delegation, headed by Helen Hayes and Ralph Bellamy, and members of the state legislature, Carlino said "The situation in the entertainment world with respect to unemployment insurance will be considerably better off next year than it is this year."

Establish Sales Office

Los Angeles—A sales office has been established in Chicago by UPA Pictures, Inc. to serve mid-western agencies and TV advertisers. It was announced by Stephen Bosustow, UPA president. Peter Del Negro, who joined UPA several months ago as west coast sales executive under vice president Herbert Klynn, has been named general manager of the new named general manager of the cartoon organization. Jerry Abbott has been named sales executive of the Chicago operation under the organization supervision of Del Negro.

All-Night Drive

San Antonio—An all night "poliothon" to aid the March of Dimes fight against polio will be produced by KCOR-TV, local Spanish language TV station, beginning at 10 p.m. tomorrow. This is the second such telethon sponsored by the station for the Spanish speaking residents of the city. The show will be telecast from KCOR-TV until midnight when it will shift to the Majestic theatre, ace Interstate Theatre in downtown San Antonio. Performances will continue there until noon Sunday.

Religious Show Debate Looms

(Continued from Page 1)

claims to represent some 45 million members in 71 protestant denominations.

NRB claims that free time has worked to the benefit of National Council members, because that organization has been mistakenly recognized by the broadcasting industry as the spokesman for all Protestants. NRB said that many broadcasters feel that donation of free time fulfills their responsibilities in the religious field and they are therefore reluctant even to sell additional time to other churches.

The National Council, on the other hand, last year assailed the selling of time for religious programs and criticized broadcasters not only for failing to donate enough time but also for allegedly supplying "unsalable time."

NRB president James DeForest Murch of Cincinnati said that the present convention will "discuss a new strategy for the preservation of the right to purchase radio-television time for the broadcasting of the gospel."

Farm Leaders To Tour South America

Hollywood—Jim Todd, KFI farm director and a group of noted agricultural leaders will depart from Los Angeles on Feb. 1, to begin a tour of South America. "Our primary purpose is to obtain information, first-hand," said Todd. With the growing importance of solvent, accessible markets to the south, California agriculture, which is in an exporting position, will find a first-hand knowledge of the peoples and countries of South America of real importance. "We can all learn from the other fellow, and profit by an exchange of information," declared Todd, who will be sending special reports from South America for his KFI "Non Farm Reporter" and "Standard Farm Highlights" programs.

FCC Initial Decisions

Washington—FCC Hearing Examiner Herbert Sharfman issued an initial decision looking toward grant of the application of Laurel Television for a new TV station on channel 7 in Laurel, Miss. The only competing applicant had withdrawn.

FCC Hearing Examiner H. Gifford Irion issued an initial decision looking toward grant of application of Edmund A. Spence for a new AM radio station on 1590 kc, 1 kw, directional antenna, daytime, in St. Petersburg Beach, Fla.

Farneti Named

Binghamton—Appointment of E. William Farneti as assistant to the general manager was announced by George R. Dunham, general manager of WBNF-AM-FM-TV. Farneti joined the station in June 1953 as controller of the stations. Formerly, he had been assistant to the controller of the Marine Midland Trust Company of Southern New York.



WGAL-TV Lancaster, Penna. NBC and CBS




\$3 2/3 BILLION in retail sales

America's 10th TV market—the Channel 8 Multi-City Market: 3 1/2 million people, owning 917,320 TV sets, having an annual income of \$5 1/2 billion, of which they spend \$3 2/3 billion in retail stores.



Channel 8 Multi-City Market

	<table style="width: 100%; border-collapse: collapse;"> <tr><td>Harrisburg</td><td>Reading</td></tr> <tr><td>York</td><td>Lebanon</td></tr> <tr><td>Manover</td><td>Pottsville</td></tr> <tr><td>Gettysburg</td><td>Hazleton</td></tr> <tr><td>Chambersburg</td><td>Shamokin</td></tr> <tr><td>Waynesboro</td><td>Mount Carmel</td></tr> <tr><td>Frederick</td><td>Bloomsburg</td></tr> <tr><td>Westminster</td><td>Lewisburg</td></tr> <tr><td>Carlisle</td><td>Lewistown</td></tr> <tr><td>Sunbury</td><td>Lock Haven</td></tr> <tr><td>Martinsburg</td><td>Hagerstown</td></tr> </table>	Harrisburg	Reading	York	Lebanon	Manover	Pottsville	Gettysburg	Hazleton	Chambersburg	Shamokin	Waynesboro	Mount Carmel	Frederick	Bloomsburg	Westminster	Lewisburg	Carlisle	Lewistown	Sunbury	Lock Haven	Martinsburg	Hagerstown
Harrisburg	Reading																						
York	Lebanon																						
Manover	Pottsville																						
Gettysburg	Hazleton																						
Chambersburg	Shamokin																						
Waynesboro	Mount Carmel																						
Frederick	Bloomsburg																						
Westminster	Lewisburg																						
Carlisle	Lewistown																						
Sunbury	Lock Haven																						
Martinsburg	Hagerstown																						

316,000 WATTS

STEINMAN STATION
CLAIR McCOLLOUGH, Pres.

Representative
the **MEEKER** company, inc.

New York Los Angeles
Chicago San Francisco

Urges Translator Approval For UHF's

(Continued from Page 1)

been applied for by WWLP. Townsend believes that by use of translators, WWLP may in the future establish such signal intensity as to be superior to that of any existing single VHF stations. The holes created by terrain in many UHF areas may be completely filled in by such transmitters.

Low Power Translators

Such service will be made possible even with low power translators due to the proximity of transmitting antennas to the populated areas and with the consequent high antenna height relative to those areas.

Townsend said that the use of either translators or satellites or both, properly positioned around and within the theoretical UHF coverage area are capable of providing city grade coverage over virtually all of the population in that area.

Zenith Names Passow

Oak Park, Ill.—Appointment of Edward B. Passow as head of engineering for Zenith Radio Corp.'s special products division, was recently announced by G. E. Gustafson, vice president in charge of engineering. With Zenith from 1938 to 1946, Passow was director of TV engineering at Motorola, Inc. for the past eight years. Earlier, he was vice president in charge of engineering for Majestic Radio and Television.

Creates New Division

Olmsted Sound Studios, Inc. has established a new paperback record design division, aimed at creating and designing paperback recordings for commercial use, it was announced. According to Richard Olmsted, executive vice president and chief engineer, the division was created to meet the increased interest in paperback recordings.

Program Anniversary

Today, February 1, is the fifth anniversary of "Music Through The Night" over WRCA. The program offers night-long renditions of classical music. The anniversary celebration will run through February and be highlighted by congratulations from artists such as Isaac Stern, Leonard Warren, Fritz Kreisler, George London, Marian Anderson, Robert Merrill, Blanche Thebom, Morton Gould, Marguerite Piazza, Nathan Milstein.

Gottlieb Appointed

Albany, N. Y.—The appointment of Marvin Gottlieb as an account executive with the sales staff of WPTR has been announced by James F. Baker, sales manager. Gottlieb comes to WPTR from WROW, also in Albany, where he was a member of the sales staff.

New Staffer

Sioux City—Karen Frederici, formerly with WOI, Ames, Iowa, has joined the continuity department of KTIV.



By TED GREEN

● ● ● "The Towers Trot," which Sid Caesar featured on his show early in December, may become a new dance craze. In response to the mail received after the show, Dick Jacobs of Coral Records negotiated for the rights to record the tune. The dance was first featured as a satirical sketch about a dance team which "stumbled" onto a new step that advanced them to stardom. . . . Martha Scott and Paul Taubman, the orchestra leader, teamed for a radio campaign on behalf of the Multiple Sclerosis drive. . . . Beachnut Baby Foods selected Don Morrow as their speaker for multi market-radio-TV-campaign. . . . Jerry Feldman, prexy of Derel Producing Associates, off to the Coast to make a survey of production facilities for a new series. . . . Aside to all variety shows and disk jockies: just heard a record of a new song titled "Faith Can Move Mountains For You," sung by a Bunny Bishop who hails from San Francisco. It's a terrific song and this gal Bunny is sensational. The writer is a Ray Truelsen of the San Francisco Fire Department.

★ ★ ★ ★

● ● ● An irate gentleman called the Steve Allen office yesterday and demanded to know when Joe Bilonki was appearing on Steve's Sunday night show. The flustered secretary quickly checked the Future Talent Files and failed to find a "Joe Bilonki" listed. She reported her findings to the caller. He really exploded then. Seems the man owns a small restaurant in Greenwich Village and this character, giving his name as "Joe Bilonki," said he was to be a featured guest on the Allen show. Told the restaurateur that he'd give him a free plug in exchange for meals. Thus far, the con-man's had two weeks of gratis groceries and the restaurant-owner got suspicious. And well he might! The dope.

★ ★ ★ ★

● ● ● Dick Stark, back from a well earned vacation to the Virgin Islands. Dick did some research work towards his thesis in kid-tecture. Wha'-dat? . . . Those Air Force planes circling the world in 45 hours must make Mike Todd feel like a piker. . . . In civies, "Space Cadet" (Frank Thomas) and "Captain Video" (Al Hodge) drink to each other's health at Rattazzi's. . . . "Superman" (George Reeves) off to New England for personal appearances.—Of course not! He went by airplane. . . . Don't fail to get Joey Adams jest-seller "Cindy and Me"—a howl-arious account of married life. An this could be expected with dat gal he married, CINDY.

★ ★ ★ ★

● ● ● Allen Swift now doing magic tricks and drawings on the WPIX "Popeye" show which he emcees. . . . Arthur Storch stars on NBC TV's "Big Story" today. Aside to Buddy Hackett, lets see more of Joe Silver, he really gave you solid support as a straight man. We caught him on the Phil Silvers show and we were again impressed by his talents. . . . Roy Rogers was nominated for the National 4-H Alumni Recognition Award by his home state, Ohio. He received the copper plaque symbolizing the distinct honor. Congratulations are in order for Muriel Fox Aronson. She is now the youngest gal veepee in the public relations field for Carl Byoir Associates.—Smart move, boys.

★ ★ ★ ★

● ● ● Don't fail to watch "Star Time" on ABC TV Sunday 6:30 p.m. Johnny Olsen and the kids will give you their impression of Madison Ave's grey flannel boys. This should be hilarious.

★ ★ ★ ★

FCC Chief To Speak At WBC Boston Meet

(Continued from Page 1)

radio and TV stations across the nation, have accepted invitations to attend and participate in the sessions.

Among those prominent in public service, broadcasting, and allied fields who have accepted invitations are: James Aubrey, ABC-TV; "Big John" Arthur, ABC; Prof. Frank C. Baxter; Louis G. Cowan, CBS; John Crosby, columnist; Dr. Bergen Evans; James MacAndrew, director of broadcasting for the board of education for the City of New York; John K. McCaffery, WRCA-TV; Merrill Panitt, TV Guide; Helen Parkhurst, WBC radio; Lynn Poole, director of public relations at Johns Hopkins University; Robert Saudek, director; Edward Stanley and Judith Waller.

Plans for the conference are being developed under the direction of Pack, and William J. Kaland, national program manager. J. E. Conley, assistant to the president, is coordinator.

New Appointment

Boston—Appointment of Walter E. Lannan as assistant supervisor in the engineering department of WEEI was announced by general manager Thomas Y. Gorman. Lannan has been with WEEI since September, 1942. He has been associated with WRUL, Boston's short-wave station prior to that time.

Send Birthday Greetings To—

February 4

John G. Fraser A. Walter Socolow
Alice Hill Jane West
Jack R. Pappelle Ida Lupino

Paul Ruhle

February 5

Ed Abbott Elwood Hoffman
Thor Ericson Bill DaCosta
Eddie Stanley Melvin A. Goldberg
Rupe Werling

February 6

Haven Gillespie Ray Katz
Kay Reed Thurl Ravenscraft
Roland Van Nastrand John Lund
Joseph Rogers Dorothy DeRosa
Ronald Reagan Steve Ellis

February 7

Bill Johnstone Dorothy M. Smith
Alexander McQueen Frank Weltmer
Jerome Mill Lewis S. Charles

February 8

Dan Ball Frank E. Mason
Roscoe Beach Charles Sears
Truman Bradley Jack Rourke
Ed Fitzgerald Phil Davis
Irving Kaufman Harold Knox

February 9

Charlotte Holland Herb Sheldon
Maurice Mitchell Charles Marshall
Harold L. Morgan, Jr. James Rich
Ronald Colman

February 10

Milton Robertson Edwin S. Reynolds
Jack Lenard Alan Elrod
G. Stanley McAllister

NEW BUSINESS

WNBQ, Chicago: Pacific Coast Borax Co., through McCann-Erickson, Inc., the 30-minute "Death Valley Days" film series on Monday nights for 52 weeks effective Feb. 18; Joseph Schlitz Brewing Co., through J. Walter Thompson Co., the 30-minute "State Trooper" syndicated film series on Wednesday nights for 26 weeks effective Jan. 16; Leader Pontiac, through Rocklin Irving & Associates, 30-minute "Jungle Jim" series on Sunday nights for 52 weeks effective Jan. 20; Glen Motors, Inc., through Rocklin Irving & Associates; the 15-minute "Spotlight on Sports" program, Monday through Friday, for 52 weeks effective Jan. 14, and the 30-min. "Cowboy G-Men" color film series Friday nights for seven weeks effective Jan. 18; Rust-Oleum Corp., through O'Grady, Anderson & Gray, Inc., the 10-minute Morgan Beatty news on Thursday nights for 26 weeks effective March 14; and the E. I. DuPont deNemours & Co., the five-minute Dorsey Connors program for 13 weeks effective Mar. 29.

WMUR-TV, Manchester, N. H.: American Tobacco has renewed a four-spot a week schedule in behalf of Hit Parade Cigarettes, for 13 weeks starting Feb. 25, via BBDO. Al Warren Ford, local auto agency, will fully sponsor "Famous Fights" on Wednesdays, 10:45-11 p.m. for 13 weeks effective Jan. 30, via Weston Associates of Manchester.

WGN, Chicago: Sleep-Eze, Inc., through Milton Carlson Co., three one-minute announcements per week on Tuesday, Wednesday and Friday for 13 weeks effective Jan. 8; Oak Park Federal Savings and Loan Assn., through Connor Associates, Inc., renewal of three one-minute announcements per week on Monday, Thursday and Sunday on "Gadabout" for 13 weeks effective Jan. 17. The Pure Food Co., Inc., through J. M. Mathes, Inc., renewal for "Herb-ox" bouillon cubes of five one-minute announcements per week, Monday through Friday, int. to the "McCaffrie-Gale Show." Fels & Co., through the Aitkin-Kynett Co., 40 20-second announcements per week, Monday through Friday, for its soap product for 13 weeks effective Jan. 7, Drug Research Corp., through Kastor, Farrell, Chesley & Clifford, Inc., 40 one-minute announcements per week for its Sustainin product, Monday through Friday, for 13 weeks effective Jan. 14. American Sheep Producers Council, through Botsford, Constantine & Gardner, 16 one-minute announcements and eight station break announcements per week, Mon. through Sat., effective Jan. 7 until further notice.

POSITION WANTED

Secretary-Stenographer. Highly competent, mature, intelligent. Thoroughly familiar with every branch of the motion picture industry — Sales, promotion, publicity, distribution, television.
Box 614
1501 Broadway New York, N. Y.

Sec'y Of Treas. To Address State Broadcasters Meeting

(Continued from Page 1)

gates on the afternoon of Feb. 21. Chairman of the FCC will be the guest of honor and speaker at a luncheon that same day.

Harold E. Fellows, NARTB president and chairman of the board, will deliver the luncheon address Feb. 22; Dr. Sydney Head, president of the association for Professional Broadcasting Education, will speak on the morning of Feb. 21. Delegates will be guests at the tenth anniversary Voice of Democracy awards banquet on Friday evening, Feb. 22.

NARTB Sponsored

Sponsored by NARTB, the conference is a forum for discussion and exchange of information on national and state broadcasting prob-

\$1 Million Drop Seen In CBC Excise Revenue

Montreal — The CBC reportedly will receive \$1,000,000 less from excise taxes on radio and TV sets in the coming fiscal year. The current fiscal year ends March 31.

The Canadian Minister of Finance, Walter Harris, in tabling in the Canadian House of Commons government's estimates for the next fiscal year, forecast what the 15 per cent tax on manufacturers' sales of radio and television sets and parts will yield about \$16,000,000 compared with estimated collections of \$17,000,000 in current fiscal year ending March 31. This decline in revenue allocated to the crown corporation CBC would be the second consecutive decline amounting to \$1,000,000.

Seeks Grants

The CBC also seeks from Parliament grants of \$6,250,000 to offset an expected operating deficit and capital expenditures in radio and of \$12,000,000 for similar purposes in television. Both grants would be unchanged from amounts voted by Parliament a year ago under those headings.

The decline in tax revenue for the next fiscal year was attributed by Government officials to price decreases and lighter sales of sets and parts. The last annual report of the CBC—for the year 1955-56—showed that it has a net operating deficit of \$1,358,621 on an income of \$38,942,402.

A deficit is also anticipated by the CBC on next fiscal year's television operations and as a result the Government obtained a \$12,000,000 grant for the corporation in supplementary estimates tabled last summer.

The 1957-58 estimates of \$36,138,615 for the CBC for next year compare with \$37,263,976 in fiscal year ending March 31.

According to government sources, additional revenues to offset tax-revenue decline and probable increases in operating costs of CBC during next fiscal year were not sought in latest estimates because the broadcasting industry has been under investigation by a Royal Commission, which has not yet made its report to the government.

lems and projects.

Mr. Bell said 38 state associations have accepted the NARTB invitation to the conference. The states are: Alabama, Arkansas, Colorado, Connecticut, Florida, Georgia, Idaho, Illinois, Indiana, Iowa, Kentucky, Louisiana, Maine, Maryland-D. C., Massachusetts, Michigan, Minnesota, Mississippi, Missouri, Montana, New Jersey, Nebraska, New Mexico, New York, North Carolina, Ohio, Oklahoma, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Texas, Utah, Vermont, Virginia, Wisconsin, and Wyoming.

Staff Addition

Hollywood—Oliver (Lefty) Callahan, former M-G-M animator, has joined the staff of Animation, Inc., producer of animated television commercials. He will be assistant to animator Irvin Spence. The new staff addition was indicated as business continues to increase. Three new animated TV spots have been ordered to tell the Johnson's Wax story nationally when the wax cleanser firm changes its package in March. All three spots are being made under an assignment from Scott Park, television director of Needham, Louis & Broby, Chicago, the Johnson agency. At least one of the spots is being produced in color.

HOLLYWOOD NEWS FLASHES

To Handle Account

Hollywood—Compton Advertising, Inc. has been chosen by Consolidated Paper Manufacturing Co. to handle its advertising account, effective immediately, it was announced by Samuel Abrams, Consolidated president. Compton will launch a regional campaign in February supporting the company's Orchid Bathroom Tissue and paper napkin lines. Account supervisor for Compton is Cory Clark.

Script Purchase

Hollywood — Associate producer Lee Loebe, Television Programs of America, Inc., has announced the purchase of a half-hour script, "The Lonely Ones" from Willard Wiener for the "New York Confidential" TV series which starts shooting in New York May 1. Series will star Lee Tracy and Leon Fromkess is TPA executive producer.

Stork News

Hollywood—Mrs. Glenn Adamson gave birth to twin boys at California Hospital on January 27. Father is a member of the KTLA promotion department. The boys, named Patrick Michael and Michael Patrick, weighed in at 5 lb. 11 oz. and 4 lb. 15 oz. respectively and are the couples first children.

PUBLICITY
WITH
A
PURPOSE

DAVID O. ALBER ASSOCIATES, Inc.

44 East 53rd Street
NEW YORK 22, N. Y.
TELEPHONE 8-8300

Freund Named ABC L-R Director

(Continued from Page 1)
Weinbach, ABC vice president and general counsel.

Previously an attorney with NBC specializing in labor law, Freund was also an attorney with R. H. Macy & Co., Inc., an assistant to the director of personnel and labor relations with the Publix Shirt Corp. and with the law firm of Lauterstein, Spiller, Bergerman & Dannett.

In addition to his other interests, Freund serves on the faculty of New York University School of Retailing, teaching "Management-Employee Relations in Retailing."

Recording Equipment

Hollywood — "Recording equipment for making sample sound tracks has been installed in the Hollywood studio of Animation, Inc.," announced Earl Klein, president of the animated TV commercial film company. The Travell Co., motion picture sound specialists, installed the Ampex recording system which will be used for experimental and audition tracks, according to Klein.

Jubilee Has Another Hit!

"THE BOY WITH THE GOLDEN KAZOO"

...

Side One by Dave Terry and his Orch.

Side Two by Kirk Stuart

No. 5271



1650 Broadway, New York, N.Y.

ANOTHER BMI "PIN-UP" HIT

"LOVE IS STRANGE"

Recorded By
MICKEY & SYLVIA
Groove
LUTHER & LITTLE EVA
King

Published by
BEN-GHAZI ENTERPRISES



★ WORDS AND MUSIC ★

By TED PERSONS

● ● ● Last Friday, after a day in which celebs from all over the country and from abroad paid their respects to Jack Lacy on his 10th anniversary as deejay on WINS (N.Y.), the record distributors of the New York area combined to tender a surprise party to him at Danny's Hide-Away. Consensus was that no other deejay in the business would have generated so much respect and esteem among so many people. . . . Pinky Herman seems to have a winner in his tune, bright-paced IF YOU'RE MINE voiced by Bruce Hayes on Anchor Records.

★ ★ ★ ★

● ● ● First disk by Mark Records (Stanley Markowsky, Utica, N. Y., prexy) pairs "I Hope You Won't Hold It Against Me" and "I Want A Girl Who Can Dance Me A Cha-Cha" sung by Dick Olson, a recent discovery. Tunes will be plugged by Benny Ross, gen. prof. mgr. of Embassy Music Corp. and Dorsey Bros. Music, Inc.

★ ★ ★ ★

● ● ● DISK DISCUSSION: VICTOR is releasing a two disk album, TRIBUTE TO DORSEY. The encomium consists of repressing tunes cut by Tommy Dorsey and ork from 1936 to '46, "The Dorsey Decade." Marvelous tromboning by TD and top-notch playing by his famous sidemen. . . . DECCA is issuing two albums that shape up as musts for the library-dependent on the kind of library you have. Each album consists of four disks. First set, ENCYCLOPEDIA OF JAZZ ON RECORDS, is the compilation of Leonard Feather who authored "Encyclopedia of Jazz." Each disk in this set is devoted to jazz of a different decade starting with the '20s. In all, 142 jazz notables—you name them—are heard from. Second set, THE SWEETEST MUSIC THIS SIDE OF HEAVEN, harks back to Guy Lombardo's first waxing, "Charmaine," in 1926, and brings him up to date. Just a king-sized New Year's Eve.

★ ★ ★ ★

● ● ● RECOMMENDED RECORDS: In the mould of "Singing The Blues" is BUTTERFLY sung by Andy Williams' fine baritone with deep feeling. Will catch many ears. CADENCE. . . . WALKIN' AFTER MIDNIGHT and A POOR MAN'S ROSES. Patsy Cline, who scored on the Arthur Godfrey Show with "Midnight," lets her big voice ring out in this medium paced big beat tune. "Roses" is a C&W type and may be a sleeper. DECCA. . . . The creamy voice of Jeril Deane shows to good advantage in a 3-4 torcher, I DIDN'T KNOW HOW TO CRY. SOLO. . . . Program spice: DON'T PROMISE ME (The Can Can Song). Zippy novelty with a light romantic flavor by Robbin Hood on MGM and The De John Sisters on COLUMBIA. . . . ACCORDION WILLY. Instrumental novelty in a medium fast tempo. Nelson Riddle's ork. CAPITOL. . . . SEA WALTZ. Lush mood piece by Sy Mann's ork. DOT.

★ ★ ★ ★

● ● ● RECOMMENDED ALBUMS: BELLS ARE RINGING is an original cast album that has to recommend it the name of a current Bway hit and the name of the top comedienne in the country. Judy Holliday. COLUMBIA. . . . Also worthy of note is the rendition by Sammy Kaye of melodies in dance tempo from BELLS ARE RINGING. Smart merchandising. The appeal of dance tunes is hyped thru associating them with a stylish musical show. COLUMBIA. . . . THE WORLD'S BEST LOVED WALTZES. Morton Gould and a large ork give sonorous readings to 3-4 staples by a variety of composers, Straus, Lehar, Tchaikowsky, Sibelius, et al. VICTOR. . . . ALL ABOUT URBIE GREEN. All about Urbie Green, ace trombonist, is a large collection of top sidemen playing dance arrangements by trumpeter John Carisi. Green, playing and fronting the big band, is responsible for a fine-sounding program. AM-PAR.

More Syndication By Advertisers Seen

(Continued from Page 1)

show may be aired on a delayed basis in poor time, or may not be capitalizing on audience demands in that city for certain entertainment appeals at a given time period—magazine readership may be low in the area—or the area may be in a sales slump for a particular advertiser and need beefing up. Also, he said, a particular city may be dominated saleswise by a competitor or there may be a problem of matching commercials to seasonal weather conditions.

National Advertisers

He pointed out that such national advertisers as Procter & Gamble, Chesterfield, Schaeffer Pen, National Biscuit, Pabst Blue Ribbon, Pet Milk, Budweiser Beer, Sealey Mattress, Swift & Co., Raleigh Cigarettes, General Cigar and Emerson Drug have signed on to Ziv's list of syndication advertisers to solve various "area week weakness" or other specific problems of their over-all advertising.

"The Love I Never Had"

★
recorded by
DON RONDO

★
Larry Spier, Inc.

1650 Broadway N.Y., N.Y.

"THE BEAN SONG"

Eileen Barton Epic
Eddie Ames Victor

AMERICAN MUSIC, INC.
9109 SUNSET BLVD., HOLLYWOOD, CALIF.

A Solid Hit! THE STAR YOU WISHED UPON LAST NIGHT

ROBBINS MUSIC CORPORATION

TELE TOPICS

Columbia Broadcasting System, Inc., and the Los Angeles Turf Club, Inc., are joint owners of a new corporation which will take over the Oceanic Wonderland project of the Los Angeles Turf Club, Inc. Announcement of the plan was made jointly by Dr. Frank Stanton, CBS president, and Charles H. Strub, executive vice president of the Turf Club. The new corporation will develop the 30-acre Ocean Park pier area in Los Angeles-Santa Monica into a popular-priced family amusement park. Development is expected to get under way in the very near future, with opening set for summer of 1958.

Senator Irwin Pakula, Forest Hills Republican, has introduced in the legislature a bill which would exempt from provisions of the Labor Law relating to hours

SCHEDULED COLOR PROGRAMS

- CBS
 - Friday, Feb. 1—3:30-4:00 p.m. "The Bob Crosby Show"
 - Tuesday, Feb. 5—9:30-10:10 p.m. "Red Skelton Show"
 - Friday, Feb. 8—3:30-4:00 p.m. "The Bob Crosby Show"
- NBC
 - Saturday, Feb. 2—8:00-9:00 p.m. "Perry Como Show"
 - Sunday, Feb. 3—7:30-9:00 p.m. "Ruggles of Red Gap"
 - Sunday, Feb. 3—9:00-10:00 p.m. "The Alcoa Hour"
 - Monday-Friday, Feb. 4-8—3:00-4:00 p.m. "Matinee Theatre"
 - Monday, Feb. 4—8:00-9:30 p.m. "Producers' Showcase"
 - Tuesday, Feb. 5—8:30-9:00 p.m. "Noah's Ark"
 - Tuesday, Feb. 5—10:30-11:00 p.m. "Break The \$250,000 Bank"
 - Wednesday, Feb. 6—9:00-10:00 p.m. "Kraft Television Theatre"
 - Thursday, Feb. 7—10:00-11:00 p.m. "Lux Video Theatre"
 - Friday, Feb. 8—10:45-11:00 p.m. "Red Barber's Corner"
- WRCA-TV Only
 - Monday-Friday, Feb. 4-8
 - "Window"—10:30-10:43 a.m.
 - "Tex and Jinx"—1:00-2:00 p.m.
 - "Tex Antoine"—11:10-11:15 p.m.
 - "Hy Gardner"—11:15-11:30 p.m.
 - Saturday, Feb. 9—11:00-11:30 p.m. "Savarin News"

of employment of females over 16, women more than 21 years of age who are employed in processing or editing films for television or newsreel use, employment not to exceed 48 hours a week. The bill was referred to the Senate Committee on Labor.

"The Petrified River," a geological drama tracing the 200-million-year-old history of uranium in the Colorado plateau—produced by MPO Productions, Inc., for Union Carbide & Carbon—has been accepted for a special preview screening on Feb. 6, by the New York Film Council.

Hulan E. Jack, borough president of Manhattan, would still like to see a Television City built in New York but reports that attempts to plan out such a center have bogged down in becoming unwieldy through huge office buildings and other type installations being added as the idea has been discussed. Jack would like to see a TV City project result in a center being built.

Set NARTB Directors Board Conference Agenda

(Continued from Page 1)

sented. A report on the format of the 1957 annual convention, to be held in Chicago, April 7-11, will be made by the convention committee, and the proposed schedule for future conventions, with sites and dates will be submitted.

Proposal To Rename

A proposal to rename the association will be discussed. A blueprint of the association's expanded public relations program will be presented to the joint board by the ad hoc public relations committee. They will hear a report on the 1956 regional conferences and resolutions adopted at those meetings. Dates and sites for future conferences will be proposed.

Political broadcasting (sec. 315), the extension of the broadcast license period, and the Rome draft

convention regarding the protection of performers, manufacturers of phonographic records and broadcasting organizations, will be topics included in the legislative report.

The freedom of information committee will summarize its activities over the past year with particular emphasis on the American Bar Association's canon 35 which bars radio and television from court proceedings.

Collective bargaining, personnel practices, wage-hour problems, and management economics and control will be subjects of the employer-employee relations report to the board. State association and NARTB cooperative projects over the last year will be outlined, and the agenda and plans for the second annual state presidents' conference, Feb. 21-22 in Washington, will be noted.

A status report will be made by the Association for Professional Broadcasting Education; a progress account of the tenth annual Voice of Democracy contest will be presented, and a summary of radio and television participation in the 1956 "Register, inform yourself, and vote" campaign will be given.

John M. Outler, WSB, Atlanta, as chairman of the radio board, will preside at that group's session. Among agenda items scheduled for radio board discussion will be radio membership, and the new membership campaign.

Deal Consummated

Hollywood—Frank Cooper Associates has consummated a deal with the estate of the late Arthur Schnitzler to represent the author's properties. Included among them are notebooks, incomplete plays, short stories, ideas for plays and novels. Dick Irving Hyland of the Cooper office has had the material translated from the original German. Schnitzler, who wrote "The Affairs of Anatole" and "La Ronde," is represented by a surviving son, Henry. He is a professor in UCLA's Theatre Arts Dept.

Forms Own Company

Los Angeles—Henry S. Kesler, writer-producer-director of "Five Steps To Danger" for UA, has formed his own company and will go into production in June on the first of two of his own untitled originals. Formerly associate producer with Santana Productions, Kesler currently is producing-directing 39 "Dr. Christian" telefilms for Ziv, finishing in March. "Five Steps To Danger" goes into release soon.

TV Servicemen's Week

Harrison, N. J.—This year's National Television Servicemen's Week will be observed March 25-30, according to H. S. Stamm, manager of advertising and sales promotion, RCA tube division, yesterday. The week is being backed by an intensive promotion campaign, aimed at tube distributors, service dealers and consumers.

New TV Series

Los Angeles—A new half-hour TV series, built around buried, lost and sunken treasures, will be produced for syndication by World Video Productions according to Jerry Hill, VP of the new organization. Hal Davis, associate producer on the recently completed "High Road To Danger" series will go on leave of absence from Medallion Production to act as producer of the new program.

Host for the treasure series will be Bruce Bradford, whose hobby of treasure hunting and traveling have provided him with an extensive background for his new assignment. Each episode will present an authority on the particular treasure to be investigated. Hill reports that an audition print should be ready for viewing by the end of March. He was general manager of Frank J. Miller advertising in Hollywood for the past four years and will remain with Miller as a consultant.

NBC Joins Semantics Soc.

According to a joint announcement made by Matthew J. Culligan, vice president of NBC Radio Network, and Dr. Robert Holston, president of the New York Society for General Semantics, the NBC Radio Network has joined the Professional Service Bureau of the New York Society for General Semantics, becoming the first industry member of the society.

Joins PR Office

Hollywood—Jerry Blum, former public information officer and aide to Brig. Gen. W. W. Momyer, commander, Clovis Air Force Base, has joined the public relations office of Hanson and Schwam, here. Blum will head the firm's fan magazine and copy departments.

Appointed Director

Hollywood—Joe Polansky, a member of the Foreign Press Association's Board of Directors, has been appointed guest relations director for the association's 14th annual "Golden Globe Awards" banquet to be held February 28.

TV Reviews

"Milt Grant's Record Hop"

Saturdays, 4:00 to 5:00 p.m. WTTG, channel 5, Washington, D.C. Producer—Milt Grant; Director—Ed Scherer; Technical Director—Claude Strickland.

This show, which has built into one of the most successful local programs in Washington, discarded its unusual format for one performance and probably attracted the largest audience in its short history. A running feature has been presentation of local amateur talent, and for the one show the 13 best out of some 2,000 who had auditioned were tossed into a "finals," with the prize an ABC-PT Recording contract.

Grant, Scherer and Strickland came up with a high water mark in this particular series.

Milt Grant, in particular, emerges as a genuine showman. Grant discarded such things as phone and mail balloting and settled on professional judges.

Mitch Miller and Hugo Winterhalter consented to act as judges. Much more to the point, when a final winner had been selected Grant succeeded in getting explanations from the judges as to why they voted as they did.

The winner turned out to be a hill-billy singer by the name of Harry Johnson, but the number two spot was given to a 13-year-old by the name of Donna Evans who has everything to become a top star. Miller and Winterhalter explained that Johnson already has the necessary professional polish to make records. On the other hand, Donna's impact is largely visual. She hits you like a stick of dynamite on TV, but needs a year or two of experience before trying the recording field.

Poole Sells Controlling Interest In KBIF

(Continued from Page 1)

ing Co., and Ethan Bernstein, also of KMJ.

Poole Broadcasting will retain a substantial interest in KBIF and there is no indication of Poole reducing his broadcasting holdings further, it was said here.

Reason for the sale, according to Poole, is a desire to strengthen the station's identification with the Fresno community. He pointed out that both Harris and Bernstein have been prominently identified with radio broadcasting in the San Joaquin Valley City.

Terms of the agreement will be announced when application for the change in ownership is filed with the FCC.

Broadcasting properties owned by Poole include KBIC, Avalon and the UHF KBIC-TV on Mt. Wilson which is engaged in program testing and beaming test patterns and music several hours a week.

Poole also owns KBID-TV, Fresno, at present in construction permit status. Application for a TV permit in Sacramento was dropped.

AGENCY NEWSCAST

... personnel, sponsors and notes

ERWIN WASEY & CO.'s Hollywood office is currently preparing promotion campaigns for Carnation Co., and Friskies Dog Food Co. TV promotion support for both products will be exploited on "The Burns and Allen Show," and "Annie Oakley." Carnation, for its evaporated milk, has slated a sales push for the Lenten season in conjunction with the Tuna Research Foundation and Macaroni Manufacturers. Also arranged is a radio spot campaign on the Keystone Radio Network. The entire Friskies Dog Food Campaign will hinge on a 50 per cent premium offer of dog and cat puppets.

ADDITION OF BRANTZ BRYAN to staff of Ted Bates & Co., Inc., as an assistant account executive on the Colgate-Palmolive Co. account, was announced recently by the ad firm. He comes to Bates from Erwin Wasey & Co.

ROBERT STOCK has been added to the staff of Clifford Gill Agency as a copywriter and account executive. Stock was formerly a copywriter with the Mayers Co.

STIM-U-PLANT LABORATORIES, INC., makers of plant foods, has named Byer & Bowman Advertising Agency to handle all advertising and promotional campaigns.

KENYON & ECKHARDT, LTD., has been appointed ad firm for Weldwood Plywood, Ltd., according to W. D. G. McAuley, advertising manager for Weldwood. The account, a division of U. S. Plywood, will be handled out of K&F's Montreal office.

COMPTON ADVERTISING, INC. has been retained by Consolidated Paper Manufacturing Co., Los Angeles firm, according to Samuel Abrams, president of Consolidated. Cory Clark is account supervisor.

FRANK GIANATTASIO has been named time buyer at Ogilvy, Benson & Mather, Inc., moving up from assistant time buyer, post he assumed when he joined the ad firm in 1952.

CANIEL J. GORMAN, manager of production and account executive for Sterling Drug's Canadian affiliate, has been named vice president of Dancer-Fitzgerald-Sample, Inc. He continues to supervise Sterling's Canadian advertising on DFS brands.

LORANE COOLEY has been named consumer service director of Dole Hawaiian Pineapple Co., San Jose, Calif., according to Hal F. Griswold, advertising manager. She succeeds Roberta Quinn, coming from C&H Sugar Refining Co.

ROBERT D. McINTYRE has been named assistant advertising manager for Southern Pacific, according to an announcement made by Claude E. Peterson, Southern Pacific vice president of passenger traffic and public relations. McIntyre succeeds J. Robert Lehmann, who resigned to join Hixson & Jorgensen, Inc., ad agency, as an account executive. McIntyre, formerly Southern Pacific's advertising manager for Texas and Louisiana, is succeeded by Charles R. Dunn, Jr., previously McIntyre's aide.

LEE P. STRAHORN has been named director of television and radio at the Young & Rubicam's San Francisco office, according to George Richardson, vice president in charge of the agency's local office. Prior to joining Y&R, Strahorn was affiliated with "Hit Parade" on radio, and the Jack Benny Show. He also worked on "I Love Lucy," and "Adventures of Hiram Holiday."

CLARK ROBINSON will join the Cleveland office of McCann-Erickson as executive art director, Feb. 1, coming from Fuller, Smith and Ross, Cleveland, where he was an art director. He replaces Clark Maddock, who is new art director of the Detroit office of Campbell-Ewald.

ARNOLD BLITZ has been named administrative assistant and media director at the Dreyfus Co., coming from the H. Richard Sells Advertising Agency, where he was executive vice president. He operated his own agency from 1933 until 1955, when it merged with Sells' outfit. He takes the Nu-Vita Foods Manufacturing Co. account with him, and will specialize in food and drink accounts at the wholesale and manufacturing level. Also named at Dreyfus is Dave Larsen, to be an account executive in charge of new business. He operated his own agency at one time, and was also associated with C. J. LaRoche & Co., and Walter McCleery Advertising.

ADDITION OF ROBERT LAZETERA to the time buying staff of N. W. Ayer & Son, Inc., radio and TV department, here, was announced by the agency. He was formerly a production man and space estimator for Schwab & Beatty. Also announced was the addition of Lolita B. Toal to the production department in Philadelphia, and the transference of James C. Armstrong, from Chicago service to San Francisco service.

McCANN-ERICKSON, INC., is going through the usual turmoil connected with moving offices from one building to another. The ad agency gave up its headquarters in Rockefeller Center for larger ones, further East, on Lexington Avenue. Madison Avenue was completely bypassed.

SCREEN GEMS, Inc.

Television Subsidiary of Columbia Pictures Corp.

*gratefully acknowledges
the selection by the members
of the Academy of Television
Arts and Sciences and its
associated crafts and guilds of
the following programs as
candidates for "Emmy"
nominations*

Best Series — Half Hour or Less

FATHER KNOWS BEST FORD THEATRE

Best Single Program of the Year 1956

MASSACRE AT SAND CREEK

Best New Program Series of 1956

CIRCUS BOY THE 77th BENGAL LANCERS