

at deadline

CNP Integrates Three Functions, Names Perles Promotion Head

CALIFORNIA National Productions, NBC subsidiary, makes further expansion this week by integrating advertising, promotion and press activities with Arthur Perles named director of promotion. Reporting to Mr. Perles will be Norman Ginsburg, manager of promotion and advertising; Jack Orr, manager of press and publicity, and Warren Steibel, exploitation.

CNP also has added Bob Cuniff, tv columnist and magazine writer, as press representative of NBC Opera Company for its second annual tour. During week, Gerald Adler of NBC was named European program director (see story, page 50). CNP now syndicating *Silent Service*, tv series, and has slated two other film series for production and syndication this year. Mr. Perles, with CBS for more than 15 years, was appointed director of press and publicity at CNP in February.

Oregon Broadcast Conference Slates April 28-30 Agenda

THIRD annual Oregon Broadcasting Conference, co-sponsored by Oregon State Broadcasters Assn. and U. of Oregon School of Journalism and Dept. of Speech, will be held in Eugene, April 28-30 with more than 200 broadcasters expected to attend. Monday's session will be devoted to BMI program clinic (see story page 66). Conference chairman is Charles S. Schulda, KERK Eugene. Main speakers include Carl Haverlin, BMI president; Payson Hall, director of radio-tv, Meredith Pub. Co.; Maurice Webster, sales manager, KNX Los Angeles and Columbia Pacific Radio Network; Marion Templeman, program director, KWPC Muscatine, Iowa; Virgil Sharpe, vice president-general manager, KOWH Omaha; J. Frank Jarman, vice president-general manager, WDNC Durham, N. C.; Charles H. Tower, manager of employe-employer relations, NARTB; William Perry, radio and tv director, Pacific Coast Conference, San Francisco; George Lindman, San Francisco manager, George P. Hollingbery Co.

Paramount Buys Dot Records

ARRANGEMENT to acquire Dot Records Inc. has been consummated by Paramount Pictures Corp., Paramount President Barney Balaban announcing today (Monday). Dot stockholders receive 54,000 shares of Paramount common stock. Randy Wood, who continues as Dot Records' president and becomes Paramount vice president, said record company will expand in single record market and rapidly enlarge album department. He added Dot Records expects \$6.8 million gross for fiscal year ending April 30 with \$1.1 million pre-tax earnings.

Foreign Tongue Group Chartered

INTERNATIONAL Alliance of Theatrical Stage Employes announced Friday that Local Union Charter 867 has been issued to Society of Language Specialists, New York group composed of translators, dubbers, narrators, commentators, program directors and news editors in foreign language field. IATSE said that new members are employed chiefly by radio stations and export subsidiaries of major film distributors. Contract talks with employers expected to be launched shortly by IATSE.

IT COSTS MORE

LICENSE fees to own radio and tv sets have been increased from \$8.40 to \$11.20, British government announced Friday. Official figures show one movie house in 25 closed last year, with blame placed on tv viewing. To help theatres and movies in fight against tv, government last week abolished 33½% tax on tickets for live theatre shows and reduced tax on movie tickets. Government found movie attendance dropped 7% in year, continuing downward trend.

Am Sales Announced Friday: WEGO Concord, KWIL Albany

SALE of WEGO Concord, N. C., by A. W. and Elizabeth Huckle and associates (*Concord Tribune*) to Robert T. Hilker for \$102,000 announced Friday. Station is on 1420 kc with 1 kw daytime. Mr. Hilker owns WCGC Belmont, N. C., recently sold WFPD Darlington; S. C. Transaction handled by Blackburn & Co.

KWIL Albany, Ore., sold by Ralph R. Cronise and associates (*Albany Democrat-Herald*) to Larry Gordon for \$80,000. Station is 1 kw on 790 kc. Mr. Gordon is general manager, KWIN Ashland, Ore. Financing was arranged by Blackburn & Co.

Both transactions subject to usual FCC approval.

Newspaper Ads Up 6.1%

NATIONAL advertisers invested \$737,996,000 in newspapers last year, American Newspaper Publishers Assn.'s Bureau of Advertising reported Friday, claiming total to be record and 6.1% increase over record 1955. Data was compiled for bureau by Media Records Inc. Groceries was largest category, automotive second, while radio and tv (newspaper advertising by set makers, networks and stations) was up 16.7% over last year.

GB&B Takes N. Y. Quarters

GUILD, BASCOM & BONFIGLI, San Francisco agency, has taken temporary offices at 111 East 56th St., New York, telephone Eldorado 5-7785. Reggie Schuebel, director of network relations (see story page 40) is head of agency's New York office.

UPCOMING

April 22: United Press Broadcasters of Conn., Hotel Statler, Hartford.
April 22: Connecticut Broadcasters Assn., Hartford, Conn.
April 25-27: Annual meeting of the American Assn. of Advertising Agencies, the Greenbrier, White Sulphur Springs, W. Va.
April 25-27: Western States Advertising Agencies Assn., annual conference, Oasis and Desert Inn Hotels, Palm Springs.
April 25-27: New Mexico Broadcasters Assn., Deming.
April 25-28: Annual convention, American Women in Radio & Television, Chase Park-Plaza Hotel, St. Louis.
April 28: United Press Broadcasters of Mississippi, Buena Vista Hotel, Biloxi.

For other Upcomings see page 128

PEOPLE

PHIL HILLMAN, account executive, Roy S. Durstine Inc., S. F., named director of sales promotion and advertising, KNX Los Angeles, and Columbia Pacific Radio Network, effective today (Monday).

HAAN TYLER, formerly western division manager, Guild Films, appointed west coast representative for Cinema-Vue Corp., N. Y.

TED ROYCE, continuity director, WPAC Patchogue, N. Y., to WKIT Garden City, N. Y., in same position. JOHN FROGGE to WKIT as news director and analyst.

Buckley Seeks FCC Approval For Purchase of Storz's KOWH

APPROVAL of FCC was sought Friday by National Weekly Inc. for its purchase of KOWH Omaha from Todd Storz for \$822,500 [B*T, April 1].

National Weekly, which publishes *National Review* weekly news magazine, is 100% owned by William F. Buckley Jr. He formerly was associated with *American Mercury* and is author of *God and Man at Yale*. Chairman of the board of National Weekly is Al Brent Bozell, son of the founder of Bozell & Jacobs advertising agency.

Mr. Storz's Mid-Continent Broadcasting Co. also owns WDJG Minneapolis, WHB Kansas City, WTIK New Orleans and WQAM Miami. As part of sales contract, Mr. Storz will be paid \$500 per year for six years not to enter broadcasting within 100 miles of Omaha. Mid-Continent balance sheet for Feb. 28, including all Storz stations, listed surplus of \$1,271,557, current assets \$804,339, total assets \$2,474,474 and current liabilities \$674,116.

National Weekly has lost money since its formation in fall of 1955 and had deficit of \$350,467 on Dec. 31, 1956, according to application. Mr. Buckley said there would be no change in present personnel of station. Virgil Sharpe is general manager of daytimer KOWH on 660 kc with 500 w.

Support for Radio Week Growing on All Fronts

SEVERAL thousand civic, farm, fraternal and religious groups will support National Radio Week May 5-11, including Red Cross chapters, 4-H Clubs, Future Farmers, Elks, Boy Scouts, Optimists and many others, according to four national co-sponsors of event. Observance is sponsored by NARTB, Radio-Electronics-TV Mfrs. Assn., National Appliance & Radio-TV Dealers Assn. and Radio Advertising Bureau.

National radio networks are planning intensive programming based on industry's promotional event, according to Joseph M. Sitrick, coordinating NARTB's participation. New features this year include talks by members of Congress over stations in their areas. Top RAB executives will tour nation to make speeches.

Von Brunn, Wilson to Speak

NINTH International Advertising Convention, set by International Advertising Assn. for May 2-3 at Hotel Roosevelt in New York, will feature talk by James Von Brunn, tv department of McCann-Erickson Corp. (International) on current progress in tv and radio advertising the world over. Mr. Von Brunn will show selected film clips from foreign tv stations. Also on program is an address by Charles E. Wilson, former General Electric president and now with State Dept. "Man of The Year" award in international advertising will be presented at luncheon on May 2.