

representations can and will be made to the FCC," he wrote.

Theatre Owners of America's public opposition to subscription television [PROGRAM SERVICES, Nov. 25] is commended in the Allied States letter. Mr. Myers also seconds the TOA position on motion picture "clearance" for exhibitors over tv. "Allied now is receiving complaints from many areas that the four-year time lag [before release to tv] which the exhibitors thought had been established is no longer being observed," he stated. He also noted that the Allied stand is seconded by TOA's position on clearance. Both groups feel that exhibitors need to have not only definite clearance over tv but need to advertise that films cannot be seen on tv for "x" number of years. Allied States, at its October convention, set up a committee to work on clearance in the fight against "the jungle competition of free television." Allied States is a national organization of independent exhibitors with 21 regional associations.

Plans for 1960 Winter Olympics Include Extensive Tv Coverage

Television will be called upon to play a big role in staging the 1960 Winter Olympic Games from Squaw Valley, Calif., according to Prentis Cobb Hale Jr., president of the organizing committee for the games.

Speaking last Monday at the U. S. Olympic Assn. quadrennial dinner in Washington, Mr. Hale said that with live international tv as "a real possibility, the 1960 games should enjoy the greatest television coverage of any sports event in history.

"Live television broadcasting from this country to Europe is no longer a dream, and we are told that live and delayed videotape telecasts from Squaw Valley to the continent of Europe—about 6,000 miles away—will be possible," he declared.

As for game coverage itself, Mr. Hale said that plans are being studied for the erection of towers along the competitive courses so that the tv cameras can provide a complete sequence of each racer's effort. In addition, by breaking a photocell circuit, racing times would automatically flash on the tv screen.

Another innovation under study is the use of closed-circuit tv installations to allow spectators and the press to witness concurrent events from one point on the Olympic grounds.

ADS Chapter Elects Webster

Maurie Webster, commercial manager, KNX Los Angeles and CPRN, has been elected president of the Los Angeles alumni chapter of Alpha Delta Sigma, honorary advertising fraternity for 1958. Other new officers of the chapter are: Tom O'Connor, Consolidated Electrodynamics, executive vice president; Robert P. Vogel, Reuben H. Donnelly Corp., alumni vice president; Pete Schultz, Duncan A. Scott & Co., campus vice president; Wally Hutchinson, KBIG-Avalon, Calif., secretary; Bob Kavet, Lawry's Food Products, treasurer.

Election Machinery Starts To Fill NARTB Board Posts

Election processes to fill 12 approaching vacancies on the NARTB Radio Board were started last week by Everett E. Revercomb, secretary-treasurer. Certifications of eligibility to run for board office were mailed to member stations, returnable Jan. 10. Nomination and election balloting are scheduled later in the winter.

Eight district directorships, in even-numbered districts, will be open in 1958 along with one director-at-large for each of the large, medium, small and fm station categories.

Directors whose terms expire are these district directors: Simon Goldman, WJTN Jamestown, N. Y.; James H. Moore, WSLR Roanoke, Va.; F. C. Sowell, WLAC Nashville, Tenn.; Edward F. Baughn, WPAG Ann Arbor, Mich.; Ben B. Sanders, KICD Spencer, Iowa; Robert Pratt, KGGF Coffeyville, Kan.; George C. Hatch, KALL Salt Lake City; Robert O. Reynolds, KMPC Hollywood.

At-large directors whose terms expire are John M. Outler, WSB Atlanta, large stations; Todd Storz, Storz stations, medium; J. R. Livesay, WLBH Mattoon, Ill., small; Merrill Lindsay, WSOY-FM Decatur, Ill., fm. All these directors are eligible to run for re-election except Mr. Moore.

Film Manual to be Published By NARTB Committee in 1958

NARTB will publish a 1957-58 Film Manual next year, providing assistance for tv stations in purchasing motion picture program material. Plans for the manual were approved Thursday at a Washington meeting of the association's film committee, headed by Harold P. See, KRON-TV San Francisco.

The manual will include a series of elements to be considered by management and staff personnel, and material covering provisions of the NARTB Tv Code pertaining to motion pictures and the responsibility of licensees. At the Thursday meeting, tentative plans were set up for the film portion of the 1958 NARTB convention, to be held April 27-May 1 in Los Angeles.

Attending the committee session, besides Chmn. See, were Kenneth I. Tredwell Jr., WBTB (TV) Charlotte, N. C.; Joseph L. Floyd, KELO-TV Sioux Falls, S. D.; Frederick S. Houwink, WMAL-TV Washington; Glenn C. Jackson, WAGA-TV Atlanta; Lee Ruwicz, WTVJ (TV) Miami, Fla., and Lynn Trammell, WBAP-TV Fort Worth. Representing NARTB were President Harold E. Fellows; Thad H. Brown Jr., tv vice president, and his assistant, Dan W. Shields.

Brazy Death Prompts FMDA Poll

Members of Fm Development Assn. last week were sent questionnaires asking whether a steering committee meeting should be held in January to plan the future course of FMDA following the death of its president, Robert Brazy (see story, page 112), or whether such action should be de-

ferred until the NARTB convention in April in Los Angeles. Letters were sent by J. D. Kiefer, KMLA (FM) Los Angeles, after consultation with Harold Tanner, WLDM (FM) Detroit, FMDA treasurer.

New York Forum to Explore Ratio of Research to Success

The Academy of Television Arts & Sciences' New York chapter and ABC-TV will present a forum on the relationship between program testing research and creative showmanship tomorrow (Tuesday) at 8 p.m. at the ABC studios in New York. Moderator for the symposium, entitled "Picking Next Year's Winners," will be James T. Aubrey Jr., vice president in charge of programming, ABC-TV.

Participating in the discussion will be: George Abrams, vice president and director of advertising, Revlon Inc.; Hendrick Booraem, vice president in charge of television and radio, Ogilvy, Benson & Mather; Dr. Ernest Dichter, president of the Institute for Motivational Research, and Dr. Arthur Wilkins, director of creative research, Benton & Bowles.

WGN-AM-TV's Hanlon Named President of Chicago Unlimited

James G. Hanlon, public relations manager of WGN-AM-TV Chicago, has been elected president of Chicago Unlimited Inc., organization devoted to promotion of more radio-tv network originations and local talent in that city. He succeeds James E. Jewell, Jewell Radio & Television Productions.

Other officers elected at a general membership meeting Nov. 29 were Henry Ushijima, film production consultant, Colburn Film Services, vice president; Shirley Hamilton, talent director, Patricia Stevens Inc., secretary, and Jack Russell, president of the talent agency bearing his name, treasurer. CU will co-sponsor a Christmas luncheon Dec. 10 with the Chicago Broadcast Adv. Club, headed by Ward L. Quaal, vice president and general manager of WGN-AM-TV that city.

TvB Expects Large N. Y. Turnout For Updated 'Vision' Showing

From 1,500 to 2,000 advertiser, agency and broadcasting executives are expected to attend Television Bureau of Advertising's showing of its "Vision of Television: 1958" presentation at New York's Waldorf-Astoria Hotel tomorrow (Tuesday), TvB reported last week. Officials said the presentation had been updated considerably since its November showing in Chicago [TRADE ASSNS., Nov. 25].

"Our presentation . . . will reveal for the first time the Bureau's findings concerning commercial treatment and effectiveness and results on a per-dollar-spent basis of actual television campaigns," President Norman E. Cash reported.

Preceded by a light breakfast at 9 a.m., the showing will get under way at 9:30. It will be conducted by Mr. Cash and Station Relations Director William B. Colvin.