

*Sally* episodes in the can—enough to carry him through March 30. Apparently Mr. and Mrs. Ross are hoping that NBC-TV won't be able to offer P. Lorillard Co. and Royal a suitable replacement for *Sally* and that the revitalized series might show sufficient rating recovery to warrant further sponsorship.

### Eastman Names Moudy Assistant In Realignment of ABN Offices

Realignment of several American Broadcasting Network executives was announced last week by ABN President Robert E. Eastman.

Dale L. Moudy, director of special station services since last September, has been named to the new—and additional—post of assistant to the ABN president. Before joining the network last year, Mr. Moudy was a vice president of Mid-Continent Broadcasting Co., having served originally with KOWH Omaha, moving up in the Todd Storz station family after Mr. Storz purchased KOWH in 1949.



MR. MOUDY

The post formerly held by Raymond Eichmann, ABN director of sales development and research who left the company for NBC, will be split three ways, it was announced. Irv Lichtenstein, heretofore promotion-exploitation director, ABN special stations services department, will take over all promotional assignments formerly handled by Mr. Eichmann. His new title is ABN director of exploitation and promotion.

Mr. Eichmann's sales development post will be taken over by Henry W. Levinson, while the research phase of the post now will be handled by Lawrence J. Pollock.

Mr. Levinson joined ABN as a sales development trainee, moving up to writer last April. Earlier he had been copy chief of the Granite State Broadcasting Co. (WKBR Manchester, WTSV Claremont, WTSL Hanover, WTSN Dover, all New Hampshire). Mr. Pollock joined ABN in April 1956 from Dancer-Fitzgerald-Sample, New York, where he was project director in charge of creative media research. Mr. Lichtenstein joined ABN late last year from WWDC Washington where he was vice president in charge of publicity and promotion.

### CBS Grant Goes to St. Joseph's

CBS Foundations Inc. reports making grant of \$1,000 to St. Joseph's College for Women, Brooklyn, N. Y., as result of service to CBS of Rose Mary O'Reilly, manager of ratings for CBS-TV. CBS Foundations' agency for making educational and charitable grants on behalf of CBS Inc. and its divisions, is acting in accordance with plan set up in 1956, providing for

gifts to independent colleges or universities from which women employees of CBS were graduated.

### Services Held in New York For Salomon, NBC-TV Producer

Funeral services for Henry W. Salomon Jr., 40, NBC-TV director of special projects, were held in New York Tuesday. Mr. Salomon died Feb. 1 of a cerebral hemorrhage at his home in New York. Honorary pallbearers included Brig. Gen. David Sarnoff, RCA board chairman, and Robert W. Sarnoff, NBC president.



MR. SALOMON

Mr. Salomon was credited with conceiving and producing television programs cited for their cultural and sociological importance. Most successful of these was the *Victory at Sea* series which he was commissioned by NBC in 1950 to produce and which he had researched and planned since being released from active duty as a lieutenant commander in the U. S. Navy in 1948. The series went on the air in the fall of 1952 and its ensuing success brought Mr. Salomon the U. S. Navy distinguished public service award, considered that service's highest decoration to be awarded civilians.

At the time of his death Mr. Salomon was in the midst of preparing a history of musical comedy from 1900 to the present for presentation on *Project XX*, a series which he created in 1954 and produced until the time of his death. His most recent special projects plan for the network, announced Jan. 29, was for a new series of tv programs dealing with the conflict between democracy and communism in the mid-20th century, to be prepared in partnership with the Rockefeller Brothers Fund.

Mr. Salomon had been with the network since 1950 and was made director of NBC's special projects unit in May 1957. He is survived by his mother, Mrs. Lucia Angell Salomon; a sister, Mrs. Wilson Graham, and a brother, Roger.

### NETWORK SHORTS

**Keystone Broadcasting System** announces plans to enlarge its physical facilities and hire additional personnel to "meet increased volume of business." Keystone will take on additional office space at its headquarters at 111 W. Washington Blvd. Company also reported total of 1,027 affiliates now subscribing to its service.

**KDUH-TV Hay Springs, Neb.**, satellite of KOTA-TV Rapid City, S. D., will become satellite affiliate of CBS-TV on Feb. 16, Edmund C. Bunker, CBS-TV vice president and station relations director, announced last week. He said KDUH-TV, on ch. 4, would carry all CBS-TV programs ordered for and broadcast by KOTA-TV.

### State Assn. Heads Plan Ad Tax Talks

The spread of local taxes on advertising and the need for action by broadcasters around the country will be among problems discussed Feb. 18-19 at the third annual Conference of State Association Presidents, to be held in Washington under NAB auspices.

Conference speakers will include Eric Sevareid, CBS News Washington correspondent, luncheon speaker Feb. 19, and FCC Chairman John C. Doerfer, who will speak briefly, preceding Mr. Sevareid; NAB President Harold E. Fellows, keynoter at the Feb. 18 luncheon, and Gabriel Hauge, special economic assistant to President Eisenhower, will appear during the closing afternoon.

Frederick S. Houwink, WMAL-AM-TV Washington, president of the Maryland-D. C. association, will speak on the local tax problem. The subject will come up at radio and tv panel discussions.

The opening event will be an open house at NAB headquarters the morning of Feb. 18. Meetings will start with the keynote luncheon, to be held at the Shoreham Hotel. In the afternoon NAB staff executives will conduct a discussion titled "Outlook: 1958," with Thad H. Brown Jr., tv vice president, as moderator. John F. Meagher, radio vice president, will direct a panel, "Inward Look: 1958."

Speakers the second day will include Hubbard Hood, WKRC Cincinnati, Ohio, association president, discussing state association affairs; George Greaves, KBET-TV Sacramento, California freedom of information chairman, "The Right to Know"; Dave Hoss, KSLM Salem, Ore., legislative liaison, and John W. Jacobs Jr., WDUN Gainesville, Ga., statewide campaigns.

State presidents who had accepted NAB's invitation at the weekend included Alabama, W. W. Hunt, WCOW Montgomery; Arizona, Tom Wallace, KTKT Tucson; California, John H. Schacht, KBET-TV Sacramento; Colorado, Robert H. Dolph, KFTM Fort Morgan; Connecticut, Charles Bell, WHAY New Britain; Delaware, Harvey C. Smith, WDEL Wilmington; Florida, James L. Howe, WIRA Fort Pierce; Georgia, Mr. Jacobs; Idaho, K. Clark, KBAR Burley; Illinois, Charles R. Cook, WJPF Herrin; Indiana, Lester G. Spencer, WKBV Richmond; Iowa, Kenneth S. Gordon, KDTH Dubuque; Kansas, Grover Cobb, KVGB Great Bend;

Kentucky, Dee Huddleston, WIEL Elizabethtown; Louisiana, Dierrell Hamm, KLFY-TV Lafayette; Maine, Elden Shute, WKTQ South Paris; Maryland-D. C., Mr. Houwink; Massachusetts, Roy V. Whisnand, WCOP Boston; Michigan, Martin Giaino, WJEF Grand Rapids; Missouri, Bruce Barrington, WEW St. Louis; Nebraska, Virgil Sharpe, KOWH Omaha; New Mexico, C. O. Kendrick, KVBC Farmington; New York, William Doerr, WEBR Buffalo; North Carolina, E. Z. Jones, WBBB Burlington; North Dakota, Leslie E. Maupin, KLPM Minot (secretary-treasurer); Ohio, Mr.