

THE WEEK IN BRIEF

Mack, Whiteside Deny Wrongdoing—They discuss Miami ch. 10 case before openly-antagonistic Legislative Oversight Subcommittee. Mack says all loans to Whiteside repaid—though admittedly through “ownership participation” income from two Florida firms which were “gifts”—and denies intention to resign. Page 27. In Friday development Reps. Harris and Moss called for Mack resignation or removal to his face; charged he is “unfit” for service and has been “used.” Mack promises to “seriously consider” Harris statement. Page 9.

Frey Sees “More Realistic” Agency Pay—Assn. of National Advertisers issues final Frey Report, says way is now clear for agencies and advertisers to take fresh look at working relationships and compensation methods. AAAA reserves comment until it completes analysis of study. Page 35.

Spot Tv Spending at New High—TvB figures show spot television expenditures gained almost 13% in 1957 over 1956, reaching \$448,734,000; says January business ran ahead and February will be better. Page 43.

Spot Crash in Tv—Lever, after dropping Pepsodent’s \$2.5 million worth of radio spot, moves toothpaste into spot tv, using average of 50 IDs weekly in 50 top markets. And does same in tv for its Dove product. Advertiser receives special package rates. Page 46. RAB ready to “fight” for audience with Lever. Page 48.

Tea Leaves—Tea Council of U. S. A. reads success in its \$2 million broadcast cup. Coffee packers hint retaliation for tea council’s audacious anti-coffee push. Tea council and Leo Burnett Co. officials explain why they find broadcast media “hefty, hot and hearty.” Page 50.

Chrysler Makes Up Mind—Young & Rubicam gets Chrysler Div., Leo Burnett Co. takes institutional accounts. Page 54.

FCC Officially Brakes Pay Tv—Bows to wishes of congressional committees. Decision commits FCC not to do anything about toll applications until 30 days after Congress adjourns. Page 62.

Networks First to Answer Barrow—FCC opens hearing today. Networks slated for first week, group owners to follow. Page 64.

Justice Dept. Probing Talent Agencies—Music Corp. of America and William Morris Agency particularly being scrutinized. Justice spokesman says BMI involved too. Page 66.

CBS’ Way Clear in St. Louis—FCC acts to permit \$4 million purchase of ch. 4 KWK-TV; ch. 11 put “on ice” pending conclusion of court appeal. Page 68.

Integrity Bills Submitted—Move afoot in Congress to legislate code of ethics for regulatory agencies; pointed at acceptance of gifts, loans, services and “undue hospitality.” Page 70.

Improving Public Service—Westinghouse Broadcasting Co. to hold second annual clinic in Baltimore, with industry and educational leaders discussing ways to increase effectiveness of programming. Page 74.

Disc-Jockey Rally—First nationwide assembly of record maestros to be held next weekend at Kansas City under auspices of Storz Stations. Busy program planned. Page 76.

L.A. Toll Tv Withdrawal—Skiatron, Telemeter ask city council for permission to drop plan, take back \$100,000 bonds. Page 82.

Legal Holding Action—Effort of group in American Bar Assn. to perpetuate its Canon 35 ban against radio-tv in courtrooms blocked at meeting of ABA House of Delegates. Group sought to have Canon 35 amended slightly but strategy failed when media spokesmen told House whole media question should be studied. Page 85.



MR. JORGENSEN

Rich Tv Lode Waiting for Regional Miner—Television doesn’t have to be national to pay off, according to Kai Jorgensen, Hixson & Jorgensen, Los Angeles. Writing in MONDAY MEMO, he cites spectacular tv sponsorships by West Coast clients willing to experiment with the medium. Page 105.

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