

Television Digest

PUBLISHED BY TRIANGLE PUBLICATIONS, INC.
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NEW YORK NEWS BUREAU
625 Madison Ave., N.Y. 22 Plaza 2-0195
CHARLES SINCLAIR

WEEKLY NEWSLETTER TV & AM-FM ADDENDA AM-FM DIRECTORY
Published Saturdays Published Saturdays Published in January

TELEVISION FACTBOOK Published in March and September
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WASHINGTON BUREAU

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Washington 5, D.C.
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ductions v.p., appointed exec. v.p. of affiliate Robert Lawrence Productions . . . Franklin H. Craf named exec. v.p., A. C. Nielsen Co.

We've arrived! Rule IV of the Senate finally has been amended to recognize TV's existence. For years the "Senate Radio & Television Gallery" has been so designated in the *Congressional Directory*. But the Senate rules which set it up for TV-radio correspondents have continued to refer to it only as the "Radio Gallery," although TV newsmen have been accredited since 1948. So, at the urging of a group of TV correspondents, Chairman Hennings (D-Mo.) of the Rules & Administration Committee put through a resolution making the full name official.

The best barometer of TV value is "whether you're selling your product, not the rating of the show," adman George Abrams, most recently v.p. & adv. dir. of Revlon, told TvB this week. They had queried Abrams on why he renewed for Revlon the recently launched *Garry Moore Show*, which then ranked 52nd among 124 sponsored network shows. Abrams explained that Revlon conducted 2 product-use surveys, discovered in the first that 36.5% of women viewing the Moore show at the start of the series used Revlon lipstick. In a later checkup, the figure had jumped to 61.9%, a gain of some 70%. "If we went by rating," Abrams said, "we'd have cancelled the program."

Industrial advertising has a definite place in TV, C.W. Moodie, adv. & promotion mgr., Armstrong Cork Co., told admen Mar. 5 at ANA's Pittsburgh workshop meeting. Discussing the problem of getting more imagination and creativity into industrial ads, Moodie pointed to the opening commercials on *Armstrong Circle Theatre* as "some of our most effective advertising to industry." Moodie told how one food company executive, placing "modest" orders for glass jars from Armstrong, started watching Armstrong's TV show, and soon trebled his orders.

"Some of Manie's Friends," a tribute to the late NBC-RCA executive Emanuel Sacks, (NBC March 3, 7:30-9 p.m.), got the highest Trendex (34.7) of any special program this season, reaching 58,676,000 viewers. Further tribute to Sacks announced this week was a \$250,000 gift by N.Y. businessman & philanthropist Irving Geist to construct a new wing for leukemia research at Mt. Sinai Hospital, N.Y.

TV-radio research grants of \$500 each have been awarded by the National Assn. of Educational Broadcasters to: Dr. Keith Engar, U of Utah (KUED), for a study of TV's teaching effectiveness. Dean Warren L. Hickman, Ithaca College, for a report on its TV courses in economics & business. Raymond T. Bedwell Jr., Ohio State U, for cataloguing materials related to radio broadcasting up to 1934.

Personals: David Levy, ex-Young & Rubicam TV-radio v.p., named NBC v.p., reporting to exec. v.p. Walter Scott and operating in programming . . . Henry Hede, ABC-TV administrative sales mgr., elected v.p., ABC . . . Peter Affe, WRCA-TV & WRCA operations director, named NBC-TV network mgr., facilities planning & utilization . . . Joseph A. Paretti, auto dealer, named pres. of New Orleans Television Corp., operating WVUE (Ch. 13) there, following merger of Coastal TV Co. and Supreme Bestg. Co. (former operator of WJMR-TV). Chester Owens of Supreme Bestg. is v.p. Chalin O. Perez of Coastal TV is secy.-treas. Frank B. Ellis of Coastal & George Mayoral of Supreme are other directors . . . Robert W. Sarnoff, NBC chairman, and Mrs. Sarnoff are parents of a daughter, Claudia Jill, born in N.Y. Feb. 28 . . . Ewald Kockritz, v.p. & national program director of Storer's WGBS, Miami, appointed to same post for all Storer TV stations. Grady Edney, program mgr., WIBG, Philadelphia, promoted to national program director for all Storer radio stations . . . Walter L. Reitz Jr., ex-Justice Dept. alien property div., joins FCC office of opinions & review . . . Bernard Strassburg promoted to asst. chief, FCC common carrier bureau . . . Paul M. Segal & his associate Robert A. Marmet, Washington TV-radio attorneys, form partnership of Segal & Marmet . . . Donald W. Coyle, ABC-TV v.p.-gen. sales mgr., will address the Indianapolis Adv. Club. Mar. 19 . . . John Secondari, ABC's Washington news chief, elected pres. of new D. C. chapter, National Academy of TV Arts & Sciences. David Brinkley, NBC, is v.p. . . . Gene P. Loffler, ex-KICA, Clovis, N. M., named exec. v.p., KQTV, Fort Dodge, Iowa . . . Floyd E. (Bud) Beaston, ex-Storer Midwest sales mgr., named gen. sales mgr., WSPD-TV, Toledo . . . Russel W. Hillis, ex-Knoxville Chamber of Commerce, named national sales mgr. of WATE-TV & WATE, Knoxville . . . Thomas W. Chauncey, pres. & gen. mgr. of Gene Autry-controlled KOOL-TV & KOOL, Phoenix, was married to the former Mrs. Dorothy Wrigley Rich in Albuquerque Feb. 27 . . . Jack Sandler, WQAM (Miami) gen. mgr., appointed v.p., Storz Stations . . . John P. Byrne, gen. sales mgr., MGM, and Raymond Klune, gen. mgr. MGM Studios, elected Loew's v.p.'s . . . Herbert L. Berger, ex-Dancer-Fitzgerald-Sample, named business mgr., Screen Gems . . . Arthur R. Lerner, a director of Guild Films, elected also administrative v.p. . . . Richard C. Arbuckle promoted to v.p., rep. Robert E. Eastman . . . Walter Plant & Mel Schlink named v.p., NTA Famous Films div. . . . William E. Hutton appointed international sales director, Filmways . . . Jerry Schnitzer, Lawrence-Schnitzer Pro-

Attention, NAB Conventioneers

If you want your TELEVISION DIGEST to follow you to your hotel in Chicago during the NAB Convention (March 15-18), we'll be glad to air-mail the March 14 issue to you at no extra cost. Please notify our circulation office at Box 700, Radnor, Pa., by Thursday, March 12, giving your Chicago hotel address. We'll also send the March 21 issue to any address you designate if you're not going to be back to your office by then.