

CHICAGO PACT

TVA Signs With 4 Stations

WRINKLES in the Television Authority-American Federation of Musicians dispute in Chicago regarding jurisdiction over actor-musicians [BROADCASTING • TELECASTING, March 12] were being smoothed out at informal discussions "on a national" level last week.

In the meantime, video performers were working under terms of the newly-signed contract with the four stations there, WNBQ (NBC) WENR-TV (ABC) WGN-TV (DuMont) and WBKB (CBS).

Rates and rehearsal hours were settled after extended debate on two categories, models and sportscasters. The final contract provides that play-by-play men on Class A sports events—major league baseball, college and professional football and major boxing—will receive \$135 per event. The rate is \$100 for all other sports. The assistant sportscaster, handling color, is to receive \$100 per event for Class A, \$89.25 for Class B.

Model Rates

One model working an hour show, with three hours rehearsal free, gets \$39.38. The scale moves downward as the number of models goes up, so that seven or more models for the same one-hour show make \$27.38 each.

Other points agreed on:

TVA members agreed to an extra hour of rehearsal for quarter-hour shows. One-a-week 15-minute shows give the performer \$36.75, with three hours rehearsal included; two weekly, \$68.25, five hours; three, \$94.50, seven hours; four, \$115.50, nine hours, and five, \$131.25, 11 hours.

These figures and the following tables apply to performers on camera handling more than five lines:

	1 perf. weekly	2
half-hour (rehearsal)	\$65.63 (6 hrs.)	\$115.50 (12 hrs.)
hour (rehearsal)	\$99.25 (9 hrs.)	\$120.75 (18 hrs.)

	3 perf. weekly	4	5
half-hour (rehearsal)	\$131.25 (18 hrs.)	\$144.38 (24 hrs.)	\$157.50 (30 hrs.)
hour (rehearsal)	\$152.25 (27 hrs.)	\$181.13 (36 hrs.)	\$210.00 (40 hrs.)

On-camera performers speaking less than five lines receive \$19.68 for five minutes or less (with one hour of rehearsal); \$22.96, 6 to 10 minutes, (one hour); \$26.25, 11 to 15 minutes, (one hour); \$32.81, 16 to 30 minutes, (three hours); \$37.09, 31 to 45 minutes, (four hours) and \$39.38, 46 to 60 minutes (five hours). Extra rehearsal is \$4 per hour.

Off-camera rates, which do not apply to speciality acts, sportscasters or group singers and dancers, follow:

5 min. or less	\$13.00 half-hour
6-10 min.	17.50 half-hour
11-15 min.	21.75 one hour
16-30 min.	26.25 one hour
31-45 min.	29.10 one, one-half hours
46-60 min.	30.50 two hours

Performers receive \$20 each on live signatures, for any length program. Actors on cut-ins, hitch-hikes and cow-catchers on camera earn \$27.50, including dress and one-hour rehearsals; off-camera, \$15.00. Walk-ons and extras get \$15 for a half-hour show or less, \$20 for more than 30 minutes.

Local commercial rates equal 52½% of the network commercial rate. Sustaining shows produced locally have pay scales equal to 66¾% of the local commercial rate.



Initial demonstration of food products on color television drew enthusiastic comments from advertisers and CBS executives. Viewing the demonstration (l to r): John Hancock, director of the Kroger Co. and a partner in Lehman Bros.; Adrian Murphy, CBS vice president and general executive; J. B. Hall, Kroger president; William Sanning, advertising director of the firm, and C. M. Robertson Jr., president of the Ralph H. Jones Adv. Agency.

LAUD COLOR

Advertisers Enthusiastic After CBS Showings

CBS DEMONSTRATIONS in New York for a score of leading national advertisers of what their products looked like on CBS color television last week left guests and CBS officials enthusiastic.

The closed-circuit demonstrations were presented Monday through Friday at CBS headquarters, where top executives of the advertisers watched their products on the television screen. The special showings are slated for completion today (Monday).

"Color television will revolutionize the advertising of food products," J. B. Hall, Kroger Co. president, was quoted by CBS following Monday's demonstration. It was "what the food industry has been waiting for," he said, and predicted that color television would have a revolutionary effect on department store and clothing advertising techniques.

After watching Tuesday demonstrations, the network quoted Janette Kelly, director of the home service department of General Mills, as predicting that TV color would markedly increase audience appetites. "Color television makes the food look so appetizing," she said. Another viewer the same day, Read Wight, radio and TV director of J. M. Mathes Inc., agency for Northam Warren Corp., maker of Cutex nail polish and lipstick, expressed his pleasure at the way Cutex colors showed up on the screen. "I predict that when color broadcasting starts, the cosmetic advertisers will fight to get on the air first with their products," he said.

Gundell Predicts

A prediction that every color television viewer would put on 20 pounds was attributed to Glenn Gundell, advertising director of National Dairy Products Co.'s Sealtest Division, who saw the demonstration of his company's products Wednesday.

"I was tremendously impressed," was the comment of George Boyer, advertising manager of Cannon

Mills, after seeing his company's multi-colored towels and sheets demonstrated later Wednesday.

Another executive, James E. Hanna, vice president in charge of radio and television for N. W. Ayer & Son, said the best compliment he could pay CBS color was to point out that "the real thing—the strawberry éclair, the chocolate milk—came through the best, better even than the pictures on the displays."

"Wait 'til those baseball fans watching a ball game on their receiver see beer being poured on color television—they're sure to work up a thirst," was the remark of James McDermott, assistant advertising manager of P. Ballantine & Sons. Following a demonstration Thursday of products of the Manhattan Soap Co. and the Hudson Pulp and Paper Co., Gerry Martin, director of television of Duane Jones Co., New York, was said to have described the results as "perfect."

"I could almost smell the Sweet-heart soap," was the reaction of Archie Tarr, advertising director of Manhattan Soap Co.

Raymond Warren, vice president and advertising director for the Bulova Watch Co., saw his company's watches appear in color on the screen and was said to have observed: "This definitely will be our No. 1 advertising medium. The watches showed up beautifully, and also the different colored watch bands and straps."

Martin Straus, board chairman of Bymart Inc. (Tintair), was quoted as saying that "in my humble opinion, when color television comes and the freeze is over, color television will become a much more important medium than black-and-

KTTV-DuMONT

Affiliation Planned April 17

SUBSTANTIAL completion of negotiations to make KTTV (TV) Los Angeles, *Los Angeles Times* station, the affiliate in that city of DuMont Television Network, effective April 1, was announced last week by Dr. Allen B. DuMont, DuMont Labs president, and Norman Chandler, president of KTTV Inc.

"It is the intention of the DuMont Television Network, with the activation of AT&T service to the West Coast, to originate programming from the KTTV studios in Hollywood for release nationally over the microwave," Dr. DuMont said. "Plans are presently under way to produce in Hollywood motion pictures especially made for television."

Mr. Chandler said that "KTTV is happy to have entered into this agreement with the DuMont Television Network and we are looking forward to many years of successful association."

KTTV formerly was owned 49% by CBS, which sold its interest to the *Times*, now holding 100% of the station.

CLASSROOM MUSIC

WNBW Sets Test Series

EXPERIMENTAL series in classroom "music appreciation" lessons, directed at selected sixth-grade students, was begun by WNBW (TV) Washington last Wednesday, 9:45 a.m., under supervision of the District of Columbia Board of Education. Titled *Music Time*, the eight-week series will teach music to students at various elementary schools, with WNBW furnishing TV facilities and technical "know-how."

The series is the result of a year's planning by WNBW.

Full control of program content is under the assigned staff of teachers, assistants and students. Instruction is given to a studio class and students in schools watching in their classrooms. Purpose of the series is to test the potential value of television as an aid to classroom education, a project underway in other TV markets [BROADCASTING • TELECASTING, March 12]. Results will be measured in tests given to TV and non-TV classes. Records, pictures, films and textbooks will be used as visual aids during the programs, with each telecast lesson running 30 minutes.

GF Sponsors

GENERAL FOODS Post Cereals Division is to sponsor *Captain Video Mon.-Fri.*, 7-7:30 p.m. over the DuMont TV Network, beginning April 2. Benton & Bowles, New York, is the agency.

white and by far the most important medium of all."

Reaction of Phil Kalech, Bymart vice president and director of sales and merchandising, was described as: "It's perfect for our product. . . ."