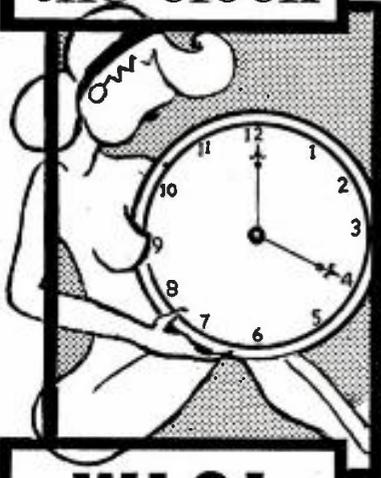


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DEFENSE COMPLETES 16MM CASE

Jack Warner, testifying in federal antitrust suit against movie majors, recounts earlier policy shutting door to tv for economic reasons.

FINAL decision in the government's 16mm anti-trust suit against Hollywood's movie majors should be ready by the end of the month, Los Angeles Federal District Judge Leon R. Yankwich said last week as the movie industry completed its defense case.

The substance of the film executives' testimony as to why more feature films have not found their way into television was no surprise to anyone: economics. But they indicated they will release 16mm prints to television today—if the price is right.

The Justice Dept. suit is expected to be formally closed some time this week following rebuttal arguments and summaries.

Jack L. Warner, vice president in charge of production, Warner Bros., testified his firm from 1948-1950 flatly refused to release any product to television in order to prevent injury to the theatrical market for which the films were made.

"If people can get something free, I see no reason why they should want to pay for it," he said. Free tv showing kills the re-make and re-issue value, he indicated.

Asked about Warner Bros. policy today, Mr. Warner said none exists, explaining: "It's wide open. We will entertain any offer regarding the sale of features and we will decide on the basis of our judgment."

At one time there were negotiations with ABC for the sale of 52 features, he recalled. The price offered was "insignificant," he said, but the talks developed into the current ABC-TV film series, *Warner Bros. Presents*.

Mr. Warner's views were substantiated by Ken Kalmenson, president of Warner Bros. Pictures Distributing Corp., who said he was

"against the entire program of entertainment for nothing." He admitted television has had a "drastic" effect on the box office and said it would be inconceivable to attempt to release pictures to television and then again make them available to theatres. "They would have absolutely no value," he said.

Charles J. Feldman, Universal-International sales executive, and John Desmond, head of United World Film Corp.'s domestic 16mm distribution, affirmed the opinions that tv release killed the re-make and re-issue values of theatre features. Mr. Feldman said the average return for a film released to tv is about \$50,000, while the re-make of *Magnificent Obsession* grossed \$5 million.

Mr. Feldman said over 5,000 theatres have closed in the past few years and declared television is the "number one factor." To release UI features to tv would have precipitated similar closings by others, he said, especially by those with marginal operations.

NBC-TV Announces Changes In Film Division Sales

NBC-TV Film Div.'s sales department last week announced a group of organizational changes and promotions affecting three of its offices. They are effective today (Monday).

Daniel M. Curtis, central sales manager, Chicago, was named eastern sales manager with headquarters in New York, replacing Leonard C. Warager, who was appointed administrative sales manager.

Mr. Curtis' position in Chicago was taken by Edward A. Montanus, formerly central sales



MR. WARAGER

MR. CURTIS

supervisor, who in turn was succeeded by Seymour (Hap) Eaton, a member of the central sales staff.

West coast sales representative James A. Strain was named western sales supervisor, reporting to Cliff Ogden, western sales manager.

Also added to the New York staff was John M. Burns Jr.

Ziv Adds Shaw, Jaeger In Sales Expansion Move

JAMES T. SHAW and Andrew P. Jaeger last week were added to the national sales staff of Ziv Television Programs Inc. "as part of an expansion of national-level sales activity" according to the department's sales manager, Walter Kingsley. Mr. Shaw, who will headquarter in Chicago, comes to Ziv from Henri, Hurst & McDonald, advertising agency. Mr. Jaeger, who was appointed to Ziv's New York office, formerly was a vice president of Procter Television Enterprises, and has been associated in past



MR. SHAW

MR. JAEGER

years with Screen Gems, subsidiary of Columbia Pictures Corp.; 20th Century-Fox, and the former DuMont Television Network.

Asher Heads Tv Dept. For 20th Century-Fox

IRVING ASHER, veteran Hollywood theatrical film producer, has been named by Spyros Skouras, president of 20th Century-Fox, as general manager in charge of all television operations. He succeeds Sid Rogell, who continues as executive production manager of the film company's Westwood lot, Hollywood.

Mr. Rogell had served in both capacities and was head of the tv film subsidiary, TCF Productions, since its inception. Otto Lang, who produced the first two of General Electric's hour shows on CBS-TV this season, continues as executive producer on the tv series and in addition will work with Mr. Asher on the studio's overall tv activities.