

ample, hemorrhoidal remedies and toilet paper.

Black Sheep Return ■ Last June, 16 tv stations were thrown out of the code structure because they carried the Preparation H (hemorrhoid) account, barred by the very nature of the product. Another 19 stations resigned rather than give up the business. Of the 35 stations, 33 are now back in the code fold.

While a hemorrhoidal remedy is banned by its very nature, the Hartenbower subcommittee decreed toilet tissue commercials can be acceptable if based on the words "bathroom tissue" or "bathroom paper." Acceptable visual and audio procedures were suggested.

That was the sort of problem the subcommittee faced constantly. And it faced the problem firsthand Sept. 14-15 at a meeting with the principals of Ted Bates Inc., agency for the Preparation H account. Despite NAB's blacklisting, the meeting was calm and the parties understood their opposing viewpoints. Not one of the 381 tv code subscribers now carries the account, code officials believe.

A new subcommittee was formed by Mr. Hartenbower when he assumed his role as code board chairman, during the April 3-6 NAB convention. Members are Mr. Kelley, chairman; George Whitney, KFMB-TV San Diego, Calif.; Mrs. A. Scott Bullitt, KING-TV Seattle, and Mr. Hartenbower *ex officio*.

Then there's a second subcommittee, set up to guide the code board's expansion program. The membership of the board has been increased from five to seven. A New York office will be opened and another staff executive added in Washington. Joe



MR. HARTENBOWER

Not an easy job

Herold, KBTU (TV) Denver, is chairman. Other members are Robert W. Ferguson, WTRF-TV Wheeling, W.Va., James M. Gaines, WOAI-TV San Antonio, Tex., and Mr. Hartenbower *ex officio*.

All that means more work for the chairman. Happily he's a horse for work. When the code board meets again next June, he'll be fully prepared when he calls the meeting to order.

Those Statues ■ One of the touchy subcommittee projects under Hartenbower chairmanship centered around the Greek statues used by Bristol-Myers in its commercials for Ban, an anti-perspirant and deodorant. They're really statues of a late Roman era rather than Greek, as dubbed by the journalistic craft. Fea-

turing a deep, resonant voice intoning the social hazards of sweating by the mature male and female, Ban commercials aroused nationwide comment. This was generally unfavorable.

Numerous conferences were held with the sponsor and its agency, Ogilvy, Benson & Mather. A new series of plugs, minus such clinical words as male and female, has emerged and will be on the air within a week. They're believed to be much less irritating. Both sponsor and agency have cooperated with code officials though Ban sales seemed to be zooming parallel with the irritation stirred by the commercials.

Mr. Hartenbower is deadly serious about his code service. "In the long run the future of television lies in the code's basic ethics, in the quiet day-to-day application of code principles without exception and without compromise," he said.

Speaking in the calm voice he always uses, a result of his training in the old Niles Trammell-Sidney Strotz school of salesmanship in Chicago, he added, "The code must continue to grow with the television medium. Its influence must be expanded. Industry and public awareness of the code must be broadened."

Don McGannon is a hard man to follow. His leadership in meeting the torrential attacks on broadcasting as code chairman will live in industry history. The heat's still on broadcasters and no letup is in sight. Happily the code board remains in strong hands—those of genial Joe Hartenbower, a man who moves carefully and fearlessly.

Joe's gentle approach is his own special way of getting results.

of these stations have expressed the belief that this alliance will do a better selling job for both stations. Wally Brazeal will sell in San Francisco, while Jack Dalton and Ward Glenn do the same in Los Angeles.

Goes ABC ■ KNTV (TV) San Jose, Calif., ch. 11, became a primary affiliate of ABC-TV on April 1.

Another for NBC-TV ■ NBC-TV signed up KSOO-TV Sioux Falls, S.D., as a primary affiliate during the NAB convention. The station, which got its grant in July 1957, will go on the air sometime this summer, operating on ch. 13.

European Pact ■ RKO General Inc. has signed an agreement with Radio

Luxembourg subsidiary; Information Et Publicite, making its sales representative for all RKO stations in every European and North African country. According to Thomas O'Neil, president of RKO General, the joint efforts of RKO and Radio Luxembourg "should benefit the international advertiser and at the same time resolve in progressive and profitable exchange of information and programming material for both radio and television."

Murrow returns ■ CBS newsman Edward R. Murrow, currently on sabbatical leave, will return to CBS News headquarters in New York in June and assume a variety of assignments. He will be featured in a new weekly 25-minute series, *Background*, beginning

July 3 (CBS Radio, Sun., 12:05-12:30 p.m.) and has been assigned to the CBS News team covering the Democratic convention in Los Angeles and the Republican convention in Chicago. Following these events, he will cover the election campaigns and comment upon the election night returns in the summer and fall, respectively.

Big winner ■ Seven out of nine first place awards in the annual Theta Sigma Phi best writing contest for Pacific Northwest media went to KREM-AM-TV Spokane, Wash. The station's news service and its personnel were honored by the national professional sorority for women in journalism. A new feature of the awards, the "Edward R. Murrow Radio-TV Plaque," placed four