

At Deadline...

TWO FILM COMPANIES ASK THEATRE TV CHANNELS

DIVERGENT VIEWS on channel needs for nationwide theatre TV shown Friday in reports filed with FCC by 20th Century-Fox Film Corp. and Paramount Television Productions.

Paramount recommended 20 60-mc channels (1,200 mc) between 5,675-6,875 mc; it felt four 60-mc channels would be minimum requirement for single complete service. 20th Century maintained 12 30-mc channels (360 mc) will provide nationwide competitive service "comparable to, if not better than," potential coverage under FCC's proposed broadcast TV allocations. These channels, said 20th Century, should be in area between 3,000 and 10,000 mc. Both film companies urged use of radio relay, not coaxial cable or wire.

Twentieth Century revealed plans for 24-theatre Los Angeles TV system "just as soon as frequencies have been made available." It already has experimental station in New York. Paramount, which is operating theatre TV in New York and Chicago, said it had other units in process of installation or construction for theatres in Los Angeles, Toronto, Detroit, Boston and San Francisco, and is willing also to install in schools, etc. Paramount report was filed by Abe Fortas, Washington; 20th Century's by Vincent B. Welch, Edward F. Kenahan, and Kenneth C. Royall, also of Washington law firms.

Reports were filed in response to FCC request [BROADCASTING, July 4]. Society of Motion Picture Engineers filed its data earlier (page 55). Theatre Owners of America, through Washington attorney Marcus Cohn, also petitioned for hearing and endorsed SMPE engineering position.

COAST-TO-COAST CABLE AVAILABLE FOR VIDEO

UNUSED coaxials in transcontinental cable are available for TV transmission whenever broadcasters want to use them, D. I. Cone, transmission and protection engineer of Pacific Telephone & Telegraph Co. told West Coast convention of Institute of Radio Engineers at San Francisco. He said Los Angeles-San Francisco microwave relay will be ready by spring.

Mr. Cone told IRE group it would take some months to prepare coaxials for TV use but telephone company is ready to do so on request.

TV symposium conducted at meeting with Royal V. Howard, former NAB engineering director, moderating. Taking part were Al Towne, KPIX-KSFO San Francisco; Harold See, KRON-TV San Francisco; Al Hyne, RCA Service Co.; Alvin Mackahon, PT&T; Larry Reed, TV California; Al Isberg, KRON-TV; Harry Jacobs, KGO-TV San Francisco.

THREE AWB MEETINGS

DATES of three district meetings announced by Pat Griffith, head of NAB's Assn. of Women Broadcasters. District 10 (Iowa, Mo., Neb.) meets Sept. 21-22 at Muehlebach Hotel, Kansas City. District 3 (Pa., N. J., Del.) meets Sept. 24-25 at Harrisburger Hotel, Harrisburg, Pa. District 13 (Texas) meets Nov. 19-20 at Radio House, U. of Texas, Austin.

FOUR ARKANSAS STATIONS IN JOINT HEARING

CONSOLIDATED hearing on license renewal applications of KXLR North Little Rock, KHOZ Harrison, KWAK Stuttgart and KWEM West Memphis, Ark., ordered by FCC Wednesday, involves issue whether properties were transferred without approval, Commission indicated Friday. KXLR and KWEM licenses extended on temporary basis to Dec. 1; others already on extension.

FCC reported it wished to inquire into actual ownership of stations, whether stock holdings and ownership have been transferred without Commission approval and whether situation has been represented accurately. KHOZ and KWAK assigned 250 w on 1240 kc; KXLR 250 w 1450 kc, and KWEM, 1 kw day on 990 kc.

WBKB STARTS CBS SERVICE

NINE CBS-TV shows will be added to WBKB Chicago's schedule this week and 14 more will start before Oct. 12, official date for beginning of CBS-WBKB working agreement. Among new shows, all of which will be telecast between 5:30 and 10 p.m., are *Toast of the Town*, *Lucky Pup*, *It Pays to Be Ignorant*, *Studio 1*, *CBS News*, and *Blues by Bargy*. Only one CBS show now is carried by WBKB. Network had agreement with WGN-TV, *Chicago Tribune* station, until last spring when announcement was made WBKB would carry CBS shows beginning Oct. 12. Since spring announcement *Tribune* station has been gradually dropping CBS shows.

CROSLY VIDEO CHANGES

RUTH LYONS promoted to program director of WLWT, Crosley video outlet in Cincinnati, as Bernie Barth assumes new duties as coordinator of television program activities. Miss Lyons continues her regular programs on WLW. Mr. Barth directs programming of three Crosley TV stations in Cincinnati, Dayton and Columbus, all tied by microwave system. Coaxial cable network slated to reach three cities in October.

WMBR-TV JOINS ABC-TV

WMBR-TV Jacksonville affiliating with ABC-TV effective Oct. 1. Station operating on Channel 4 also is affiliated with CBS-TV, NBC-TV and DuMont. It is owned by Florida Broadcasting Co. with Glen Marshall Jr. manager.

AGENCY PROMOTIONS

APPOINTMENT of Dan J. Loden as account executive and Robert V. Walsh as radio-TV director to succeed him announced Friday by VanSant, Dugdale & Co., Baltimore.

DONALD BARR

DONALD BARR, 42, vice president and advertising service manager of Young & Rubicam, Hollywood, died Sept. 2 in Tucson, Ariz., following lingering illness. He had served as vice president in charge of marketing for Birds Eye-Snyder prior to joining Young & Rubicam in December 1945.

MATTERN JOINS ABC

WILLIAM M. MATTERN, recently resigned from MBS network sales department, joins ABC network sales department effective today (Sept. 5). Mr. Mattern was with Blue Network prior to war.

LIST OF TV MEMBERS ANNOUNCED BY NAB

LIST of 29 TV stations recently drawn into NAB's fold as result of quiet drive announced Friday by association. Drive conducted by Clair R. McCollough, WGAL Lancaster, Pa., chairman of NAB board's Structure Committee, and President Justin Miller (see NAB district meeting story, page 32). Special TV dues adopted at board's July meeting attracted TV stations affiliated with AM and FM members of association. List of new TV members follows:

WBAP-TV Fort Worth; WDEL-TV Wilmington, Del.; WDSU-TV New Orleans; WFBS-TV Indianapolis; WGAL-TV Lancaster, Pa.; WHBF-TV Rock Island, Ill.; WMCT Memphis; WPTZ-TV Norfolk, Va.; KTSL-TV Los Angeles; WMAR-TV Baltimore; KRLL-TV Dallas; WOW-TV Omaha; WBT-TV Charlotte, N. C.; WHAS-TV Louisville; WTCN-TV Minneapolis; WFMV-TV Greensboro, N. C.; WNHC-TV New Haven Conn.; KFI-TV Los Angeles; WNET-TV New York; WNBW-TV Washington; WNBQ-TV Chicago; WNEK-TV Cleveland; KNEB-TV Hollywood; WJAC-TV Johnstown, Pa.; KSL-TV Salt Lake City; WLWT-TV Cincinnati; WLWD-TV Dayton, O.; WLWC-TV Columbus, O.; WBNS-TV Columbus, Ohio. Already NAB members were WCBS-TV New York; WOIC-TV Washington; WRGB-TV Schenectady.

NLRB EXAMINER'S RULING

EXAMINER'S report to National Labor Relations Board in case involving WAYS Charlotte and WCOG Greensboro, N. C., and WKIX Columbia, S. C., and IBEW local, recommends stations be ordered to cease alleged failure to bargain collectively and to stop purported efforts to discourage union membership. Report also recommends stations reinstate James Halford, John T. Boyer, Haskell Carson, Kenneth Higbee and Darrell D. Peller to former jobs.

Closed Circuit

(Continued from page 4)

tion picture production companies of Hollywood.

FM ASSN. planning to shift annual autumn convention to April so members can take in NAB and FMA sessions in one trip. New York or Chicago will be site of FMA meeting, permitting repetition of FM business clinic staged last April.

CHAP STICK Co., Lynchburg, Va. (Chap Stick), through Lawrence C. Gumbinner, New York, planning spot announcement campaign.

PARAMOUNT PICTURES due to announce entry into TV network field within week. Company will offer program service on film to video stations, with half-dozen or so reportedly ready to sign contracts. Paramount owns WBKB Chicago, KTLA Los Angeles and has developed kinescopic recording used for original film programs and spots as well as to record live studio shows.

EARLE LUDGIN AGENCY, Chicago, organizing series of spots and chainbreaks for Rit Products Corp., same city (tints and dyes), to be placed nationally in major and minor markets.

CBS Western Division vice presidency selection held up while study is made to determine manner of planned administrative revamping. One possibility said to be that network will appoint general manager of KNX Hollywood who may be directly responsible to New York. Form of administrative reorganization, it is felt, will dictate vice presidential selection.

GENERAL FOODS, New York, through Young & Rubicam, New York, currently negotiating for new radio show, *Hopalong Cassidy*, featuring Bill Boyd.