

closed circuit.

PUZZLER • There's high element of uncertainty facing NARTB's Convention Committee when it meets Thursday night at Conrad Hilton, Chicago, over question: Will President Eisenhower be able to carry out next spring his own suggestion that White House occupant should address broadcasters' annual meeting? Another item on committee's agenda is selection of manager for equipment and service exposition, one of American industry's most important business displays.

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SALE of ch. 6 KWFT-TV Wichita Falls, Tex., by Rowley-Brown Broadcasting to Syd Grayson, Nat Levine (owners of KSYD Wichita Falls) and associates for \$825,000 negotiated last week, with application for FCC approval to be filed within fortnight. Transaction covers only physical assets, with Kenyon Brown, one-third owner, to acquire 100% of am station (KWFT, 620 kc, 5,000 w, CBS) from partners E. H. and John H. Rowley. KWFT-TV began operation in Feb. 1953 and is CBS. Mr. Brown owns 50% of KBYE Oklahoma City and one-third of KGLC Miami, Okla., and is one of three partners in pending application for purchase of KFEQ-AM-TV St. Joseph, Mo., for \$635,000. Announcement also made this week that O. L. Taylor had sold KANS Wichita to Kenyon Brown and Frank Lynch, his partner in KBYE (see story page 7).

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WDGY TO TODD STORZ? Aggressive, young Todd Storz, who has made big strides in independent radio operations in major markets, is understood to have shaken hands on acquisition of pioneer WDGY Minneapolis-St. Paul, for about \$350,000, from Herman Lange, C. T. (Swanee) Hagman and associates. Station, which operates on 1130 kc with 50 kw day, 25 kw night, was established in 1923. Transaction being negotiated through Blackburn-Hamilton Co., with application to be filed for FCC approval within week. Mid-Continent Broadcasting Co., which Mr. Storz heads, owns KOWH Omaha, WHB Kansas City and WTIK New Orleans.

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WITH imminent announcement by FCC of its disposition of five deintermixture channels through denial and with wide open rule-making procedure which could spell "retirement" of Sixth and Final Report (story page 88), FCC will have cleared decks for final decisions in seven hearing cases involving six major markets which would provide third vhf outlet and minimum three network competition. In addition, among cases awaiting initial decision are Pittsburgh (ch. 4) and Boston (5). How swiftly Commission mills will

grind is question, but while members may differ on approach, practically all are agreed that it's urgent to clear docket cases with dispatch.

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SOMETHING TO DECIDE • Quick survey on desks of FCC commissioners shows in re tv competition, following cases in which records were closed in 1954, with dates of initial decision, waiting action: Miami (ch. 7), initial decision issued 1/8/55; Richmond (12), 2/21/55; Miami (10), 3/30/55; Omaha (7), 4/6/55; Indianapolis (13), 6/7/55; San Antonio (12), 6/16/55; St. Louis (11), 9/6/55.

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TOM CARSON, timebuyer for past four and half years at Benton & Bowles, New York, scheduled to move to Compton Adv. in mid-November as timebuyer supervisor on all accounts except Procter & Gamble and Standard Brands.

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THOSE TRIPS NECESSARY? Hampered in its work in recent weeks by absences of members on various social-business trips and speaking tours, FCC may begin operating under restricted travel policy. Chairman George C. McConnaughey has let it be known that if commission intends to get down to serious business before Congress convenes, commissioners will have to quit gadding.

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CHAIRMAN McConnaughey's crackdown on junkets will probably cause him to cut short trip he had scheduled to New York Nov. 28 to address meeting of minor baseball leagues. With keep-close-to-office policy in force, he'll probably go and return by fast transportation and keep socializing in the big city to minimum.

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CAN'T DUCK IT • Sentiment increases in FCC that it should meet subscription tv issue head-on and not seek to buck it to Congress. Congress, it's argued, created FCC as expert agency to perform legislative-licensing function which Congress itself did not have time, inclination or technical knowledge to undertake.

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EXPECT FCC Comr. Rosel H. Hyde to continue his crusade for "multi-channel" system in tv, as against arguments that uhf should be abandoned, in his address before NARTB Region 5 in Des Moines tomorrow (Tuesday). He won't swerve from his stand that all 82 channels are needed to provide adequate country-wide competitive tv service.

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TV FIRST AGAIN • Hollywood trend to use of good television material for feature movies is being given further spur with reports that Allied Artists will re-

lease two theatre films based on teleplays. One is "Crime in the Streets," based on play of same name on Elgin Watch Co.'s *Elgin Hour* on ABC-TV last March. Other is version of NBC-TV's *Medic*, sponsored by GE and Dow Chemical.

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ADDITION of several staffers to service radio-tv is in prospect at W. E. Long Co., Chicago agency specializing in bakery accounts, effective Jan. 1. All members of new cooperative agency (78), including various Holsum Bakery plants (47), already serviced by Long, will meet Nov. 14 on radio-tv and other media plans. Long handles millions of dollars in broadcast billings for bakery clients throughout country.

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GOOD REASONS • NBC-TV's selection of its owned station in Chicago (WNBQ [TV]) to make into "world's first all-color television station" (story page 27) may have been motivated by more reasons than NBC-RCA desire to crash color barrier. Action is bound to create goodwill for RCA in Chicago, where antitrust patent suit involving company now pends. Civic pride in WNBQ development was manifest when Chicago Mayor Richard J. Daley appeared on two-way closed circuit news conference in which NBC executives announced plans to newsmen.

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MOVEMENT is underway for commemorative postage stamp to be issued in 1956 marking 50th anniversary of what is widely accepted as first transmission of speech by "wireless." On Christmas Eve, 1906, Fessenden transmitted "wireless telephony" from Brant Rock, near Plymouth, Mass., nine years after Marconi first demonstrated "wireless telegraphy." Last week (Nov. 2) KDKA Pittsburgh observed its 35th anniversary of regular broadcasting and received Sigma Delta Chi Historic Sites in Journalism plaque (story page 100).

B•T

ONE IS ENOUGH • FCC really gave up in its fight with WNYC New York over use of 5 kw transmitter—to be used at 1 kw for normal broadcasting and at 5 kw for Conelrad. Case began in January 1954 and WNYC won appellate court ruling that FCC must give it hearing before turning it down (see story page 92). Why did Commission finally give up? Responsible sources indicate Commission attorneys feel it has hands full trying to overturn same court's ruling in multiple ownership case—where court said Commission should not have refused to accept Storer application for Miami ch. 10 without hearing. This is now before Supreme Court on appeal by FCC and Commission didn't want another such case hanging fire when case is argued.