

closed circuit.

MACK'S SUCCESSOR • Departure of Richard A. Mack from FCC, either by resignation or by Presidential request, is now certain. If Mr. Mack does not resign, as was openly suggested to him Friday at House Oversight Committee hearing, White House will ask that he quit. White House already is seeking successor, who must be Democrat and meet President Eisenhower's "clean as a hound's tooth" prescription. He would serve unexpired portion of Mack term, which runs until June 30, 1962.

Despite published predictions, there's no confirmation of report that John C. Doerfer will be "rotated" out of FCC chairmanship, with Comr. Frederick W. Ford, who took office last Aug. 29, succeeding him. White House understood to be solidly behind incumbent chairman, who assumed helm last June 30. It is now likewise predicted that Robert T. Bartley, Speaker Rayburn's nephew, will be reappointed for another seven-year term June 30.

SUN RAY IN MIAMI • Agreement looking toward sale of WCKR Miami, NBC outlet and sister station of ch. 7 WCKT (TV), to Sun Ray Drug (which owns WPEN-AM-FM Philadelphia) for \$800,000 has been reached. Sale would separate radio operation from Biscayne Tv Corp., which is owned jointly by principals of *Miami Herald* and *Miami News* with former NBC President, Niles Trammell, president, general manager and 15% stockholder.

WCKR, which operates on 610 kc with 5 kw, is former WIOD which had been operated by Miami News (Cox) interest. Upon formation of Biscayne Tv Corp., WQAM, which had been owned by Miami Herald (Knight) was sold to Todd Storz for \$850,000 [BROADCASTING, July 23, '56]. Sun Ray would also lease radio portion of Biscayne operations under 10-year arrangement as part of overall transaction.

CODE OF ETHICS • Picking up theme of Congressional sentiment growing out of Oversight Committee proceedings. FCC shortly may take action on code of ethics which would apply to FCC members, staff and those doing business with Commission. Draft has been prepared. It would be applicable uniformly on all adjudicatory matters, taking into consideration fact that members of Congress are among those who habitually contact FCC on pending cases.

While Senate Commerce Committee had tentatively planned to hold hearings on anti-pay tv bills (S 2268, S 2924 and S

3201) March 24, indications last week were that there would be at least one month postponement until late April. Rub there, however, is that NAB convention, in Los Angeles April 27-May 1, might conflict, since number of key witnesses from tv also would be slated for convention participation.

SEE THE G-MEN • Miami ch. 10 case FCC files were in such demand during recent weeks that Commission lawyers were unable to file brief in appeals court due two weeks ago. Commission got court to extend deadline 30 days, and now has files back from FBI. Appeal filed by A. Frank Katzentine (WKAT Miami) from FCC's grant of ch. 10 to National Airlines, and also from Commission refusal to reopen case based on transaction whereby WPST-TV bought Storer's WGBS-TV facilities.

Unpublicized portions of speech by RAB President Kevin Sweeney in Dallas 10 days ago may have provided hotter copy than what was in RAB's news coverage of his talk. Addressing 4-A's meeting, he claimed agencies generally are ignorant about how to buy radio (story page 58). But he also charged that many newspapers won't let their radio stations compete freely and maintained that these stations would be better off in other hands. Then he commended some newspapers which he said are not in this category.

LOADED QUESTIONERS? • Network officials preparing to testify in Barrow hearings beginning today are slightly unhappy at belief that Broadcast Bureau counsel Robert W. Rawson and Herbert M. Schulkind are working with Warren Baum and others in Office of Network Study in preparation for vital proceedings. They feel Network Study men are partial, fear Messrs. Rawson and Schulkind may have been given anti-network orientation. Pair representing Broadcast Bureau, declare themselves unbiased. They admit they have been delving into Network Study material, but only as aid in briefing themselves on factual matters.

If deal works out as it's currently being developed by representatives of MCA Ltd., CBS-TV and MacManus, John & Adams, Bloomfield Hills, Mich., comic Phil (Sgt. Bilko) Silvers will star in tv special May 13 in 10-11 p.m. slot. But it would be non-khaki role. Pontiac (through MJ&A) understood to have received overwhelmingly enthusiastic public response to last month's Victor Borge one-shot, wants to capitalize on another big-name comic follow-up.

ACCOUNT JITTERS • Flurry of activity was evident past week at Needham, Louis & Brorby Inc., Chicago. While agency officials were either away or not talking, it was learned Quaker Oats account is involved and that advertiser (\$16 million annual expenditures) is considering agency realignment involving NL&B. Another reason for activity involves possible internal departmental reorganization. Creation of station relations department is seen as one possibility.

Although FCC commissioners appeared gun-shy about attending any more industry conventions during early days of hearings before House Legislative Oversight Committee, it is learned now that most if not all are planning to attend NAB convention in Los Angeles, April 27-May 1. So far Comrs. Hyde, Bartley and Lee have signified intentions of attending. Chairman Doerfer and Comr. Craven have said they have not made up minds, but trip depends on workload. Comr. Ford said he has not given it any thought (Mrs. Ford died recently), but in appearance before Harris committee he declared he intended to continue to attend industry meetings.

RISK CAPITAL • Tooling up for next fall, three television networks reportedly have combined total of \$7 million to \$9 million invested in pilot programs. NBC-TV and CBS-TV understood to have put \$3 million to \$4 million each in new show possibilities currently being developed, and ABC-TV, which does less internal production, is said nevertheless to have more than \$1 million similarly invested.

Ziv Television Programs, New York, reportedly is adding 11 new representatives to its sales staff, in line with expansion move embodying new sales approach: Ziv tv believes its large catalogue of 27 serials can be sold and serviced more effectively if each representative is responsible for smaller territories.

UNION STATIONS • Major national advertisers have received letter from Local 1264, IBEW, in Mobile, Ala., asking them to "cooperate" by placing advertising with "a union station or stations" in Mobile. Union contends WKRG Inc. cancelled its IBEW contract year ago, offering new agreement unsatisfactory to union as well as threat to wages and working conditions of its members. This would have given WKRG unfair competitive advantage over other Mobile stations, union added. WKRG Inc. described by union as only non-union operation in area.