CALL YOUR CONGRESSMAN • Rep. Oren Harris (D-Ark.), chairman of high-gear House Legislative Oversight Committee now making headline news with Sherman Adams case, wasn't only congressman who expressed interest in that Pine Bluff, Ark., radio case (see page 72). Docket at FCC also shows following legislators either showed interest or forwarded communications (quite common in broadcast matters): Sen. J. W. Fulbright (D-Ark.), Reps. W. F. Norrell (D-Ark.), John Bell Williams (D-Miss.) and J. W. Trimble (D-Ark.). Rep. Williams, also member of Legislative Oversight Committee, got interested because prospective grantees are Mississippians (Louis Alford, Phillip D. Brady and Albert Mack Smith, owners of WAPF McComb, WMDC Hazelhurst and WDAL Meridian, all Mississippi).

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Look for announcement soon that Exquisite Form Brassiere Inc. (through Grey Adv.) will use GRP—"gross rating points"—system of media selection and buying in tv spot. GRP has been used by number of other agencies (Leo Burnett, Norman, Craig & Kummel, etc.), now will be put to use to grab "specific audience" for Exquisite Form's new brassiere scheduled for introduction in fall. Time-buying under GRP is determined on number of exposures needed to make consumer buy product—via intricate sliderule figures based on Nielsen ratings of shows surrounding spot availability. Exquisite is $2.5 million tv spot advertiser (including barter).

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WAY IT BOUNCES • U. S. Rubber Co. seems slated to be next corporate advertiser to drop network tv, but several of its divisions are understood to be planning accelerated local spot activities. U. S. Rubber—supported by its divisions—for past two years has been sponsoring *Navy Log* on ABC-TV, has been network advertiser since days of "four-station networks" in 1946. Its agency, Fletcher D. Richards Inc., is not looking at new network properties. But Keds Div. (children's shoewear), now in over 100 markets with tv kids show participations, will "expand," it's learned. Tire Div., affected by Detroit slump, reportedly is considering taking network tv allocations and placing them in local radio.

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Many advertisers are awaiting midyear reports of sales for first six months of 1958 before determining advertising budgets for coming season. Thus some who in past years bought time and programs by end of June will not be making final decisions this year until end of August. Among those in this category are Chesebrough-Ponds, Tums, Helene Curtis, Derby Foods, Swift and Bulova.

CAUGHT IN MIDDLE • After six month pendency, FCC last Thursday considered for first time record-breaking $20 million transfer of WCAU-AM-FM-TV and related real estate from *Philadelphia Bulletin* to CBS but deferred final action pending receipt of additional information. Since FCC's Network Study Group Report had not covered programming phase, staff was instructed to inquire of CBS about program tie-ins in sale of network time. Network study staff is now in process of preparing that phase of report. Antitrust Division of Dept. of Justice also has raised program tie-in question.

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WCAU transfer application ($15.6 million for facilities; $4.4 million for real estate) was filed Dec. 31, 1957. Ordinarily transfer approvals take six weeks to two months unless there are extenuating circumstances. Fact that network ownership and multiple ownership issues have been raised in Barrow proceedings required more than usual scrutiny. Dean Roscoe L. Barrow, who headed two-year special study, was present at last Thursday's FCC meeting. Preponderant Commission view, it's understood, is that action must be taken consistent with existing rules and that to do otherwise would pre-judge network ownership and multiple ownership issues.

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TRIPLE THREATS • It's obvious now that CBS-TV vice president and station relations director Edmund C. Bunker alluded in part to Leo Burnett Co. in letter to affiliates of triple-spotting practices. [LEAD STORY, June 23]. He had cited "recent major dramatic program" as victim of practice, without identifying agency, program or clients. Only dramatic show on network sold in segments to several advertisers is *Playhouse 90* in which three Burnett clients (Marlboro, Allstate Insurance and American Gas Assn.) are sponsors. Agency has been major critic of multiple-spotting and is putting finishing touches on "policy statement" [CLOSED CIRCUIT, June 23].

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Compton Adv., New York, in attempt to stamp out triple-spotting, has asked station representatives when submitting availabilities to indicate in writing that spots will not be placed in triple-spotting area. Stations and reps have been cooperating with written assurances of "no triples," according to agency executives.

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COURT TRIALS • It's just one court precedent after another for FCC. Having followed court's mandate in Miami's headline-making ch. 10 case by naming special trial examiner, FCC is now confronted with problem of Indianapolis ch. 13 case wherein court said Comr. T. A. M. Craven, who cast deciding vote for Crosley, should not have participated without having heard oral argument [GOVERNMENT, June 23]. FCC spent most of last Wednesday morning's meeting discussing method of proceeding on Indianapolis so it will be ready to move when court mandate reaches it, probably this week. FCC has reached tentative decision not to appeal court's ruling to Supreme Court.

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Unique aspect of Indianapolis-Crosley case is that aside from Comr. Craven, there are two new members who have not heard oral argument (Ford, Cross). Comr. Craven voted only after general counsel had ruled that he should participate to break tie vote. Because of this action, itself establishing precedent, several commissioners asked that their comments in this case be noted in official minutes.

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THERE'S MORE? • When Senate Commerce Committee started investigating television in 1954 it began receiving lots of unsolicited mail suggesting areas of investigation. One of these was ratings and last week's one-day hearing (see page xx) was result of that. What other areas of television have been suggested in sufficient number to arouse interest? Talent agencies and crime and horror programs have been subjects of greatest amount of mail, according to best information.

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WIP Philadelphia may be sold but not to Todd Storz, who had offered $2.5 million cash for Gimbel Bros. owned station [CLOSED CIRCUIT, June 9]. Mr. Storz has advised BROADCASTING *that he formally withdrew his offer because of fringe provisions which would have increased price by nearly another half-million dollars. Previously Plough Inc. had discussed possible acquisition of WIP but terminated negotiations at figure of about $2 million. Mr. Storz, owner of four major market independents, reportedly is in negotiations for other stations.*

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FREE RIDE SOUGHT • Effort will be made soon by newly-formed Home Furnishings Council of America to give major shot in arm to sagging purchases of furniture. Plan is to put $1 million promotion kitty to work educating dealers, women's groups, schools, etc. and soliciting free publicity in all media, including radio-tv. Although manufacturers' council will encourage dealers to boost ad expenditures, none of $1 million war chest has been allocated to advertising, according to Philip Lesly, head of Chicago-New York public relations firm handling campaign.