

AT DEADLINE

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furor when his turn came to testify. Called shortly after 12:30 p.m., Lar Daly shouted from rear of room for recess until 2 p.m. because he planned to speak "four hours." Witness and chairman shouted back and forth for several minutes with Sen. Pastore saying "nobody is going to come here and threaten this committee."

Lar Daly said he resented use of words "horrible, terrible and ridiculous" in describing FCC ruling that he was qualified for equal time in mayor's race. Also, he said, "individual who used word ridiculous [President Eisenhower] knows nothing about Sec. 315. I am far more qualified to speak than he." Witness also said he objected to "attorney general of the U.S. sticking his snout in somebody else's business."

He said any move to upset FCC ruling would be declared unconstitutional because of "subjective determination," which he described as giving broadcasters right to determine "who is news and who is not." Lar Daly maintained that his filing for mayor of

Chicago was of "staggering importance" yet radio-tv failed to cover event but did report filing of two major opponents.

Witness said "if the networks think they have trouble now, just wait until 1960. So long as this law is on the books, I am going to take full advantage of it."

Mr. Daly charged that CBS "deliberately and with malicious forethought" taunted FCC ruling in Chicago mayor race by taking ruling to court. FCC's affirmation that he qualified for equal time is "a victory for everyone of the little guys," he stated.

W. D. (Dub) Rogers, president of KDUB-AM-TV Lubbock, Tex., followed Mr. Daly to stand and said his station is network affiliate and he, not network, is master. He said he did not want "umbrella" protection provided by Sec. 315 but would rather have responsibility to make political decisions himself.

First witness Friday was Rep. Glenn Cunningham (R.-Neb.) author of HR 5839, first equal time amendment introduced in present Congress. He said Congress "should and must" act during this session on amendment of Sec. 315.

if not, he said, "I fully expect that there will be at least 5,000 candidates for the Presidency" in next election.

Eugene C. Pulliam, publisher of *Indianapolis Star and News*, urged Congress "to put an end to usurpation of legislative functions by federal commissions." He said Communications Act was never intended to give FCC power of censorship.

Democratic National Committee Chairman Paul Butler wrote Sen. Pastore urging passage of all but one section—that exempting newscasts—of Hartke bill. "Frankly, I am very much concerned that this section [favored by Sen. Pastore and other witnesses] . . . could lead to some very serious abuses. . . . We must not open the door to any abuses in 1960 which could be unfair, unjust, undemocratic and fatal politically to even one candidate of any political party," Chairman Butler said.

Statement by John Fetzer, president of Fetzer stations, favoring amendment of Sec. 315 was entered in record. Hearings resume tomorrow (Tuesday) in Room 5110 of New Senate Office Bldg. and are scheduled to run three days.

WEEK'S HEADLINERS

ROBERT H. HINCKLEY retires as vp of American Broadcasting Company in charge of Washington office. Mr. Hinckley remains as member of board and member of executive committee. Washington office continues under Edgar Shelton and Mrs. Roseanna Kinney, and Joseph Jacobs who recently joined that office. Mr. Hinckley has been with ABC since 1946 in charge of its Washington office and as company director.



MR. HINCKLEY

announced by M-E International were promotions of ARTHUR L. GRIMES, senior vp, to executive vp, and of MORGAN McDONOUGH, vp, to senior vp.

BLAIR A. WALLISER, executive vp of Mutual radio network, resigns. His actual departure date from network not yet determined. Mr. Walliser, who recently moved from New York to Newtown, Mass., anticipates going into station ownership in that state. He joined Mutual in July 1958 after serving as eastern manager of John W. Shaw Adv., Chicago, and account supervisor for Colgate-Palmolive at that agency. He was program director of WGN Chicago from 1932 to 1941.



MR. WALLISER

SYLVESTER L. (Pat) WEAVER JR., onetime NBC top executive, elected board chairman of McCann-Erickson International. He steps into spot vacated by ROBERT E. HEALY, recently appointed vice chairman and supervisor of eastern offices of parent McCann-Erickson in



MR. WEAVER MR. SARMENTO

U.S. ARMANDO M. SARMENTO, since 1957 senior vp of M-E International responsible for company's 19 Latin American offices, elected president of international arm. He succeeds WILBERT G. STILSON, named executive vp of parent company.

Mr. Weaver joined NBC in 1949, moved up to presidency and board chairmanship before resignation in 1957. Since then he has been advertising consultant to clients including Kaiser Industries, Coca-Cola and McCann-Erickson. Also

BILL STEWART appointed to newly-created post of assistant to president of Star stations (KOIL Omaha, KICN Denver and KISN Portland, Ore.) and vp. Mr. Stewart served for past 3½ years as national director of programming for Storz stations. He was prime mover in setting up and coordinating first and second international Radio Programming Seminar & Pop Music Disc Jockey Conventions. It was immediately following conclusion of second conclave, in Miami Beach two weeks ago, (BROADCASTING, June 8) that he tendered his resignation to Storz group.



MR. STEWART

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