

Radio-TV Get Equal Status With Press at White House

NEW White House policy disclosed Friday to group of radio-TV spokesmen provides that radio and television will be given full privileges when pooling of news facilities is required. James C. Hagerty, President Eisenhower's news secretary, indicated he will work through regular committee representing radio and TV networks at White House (see news conference story page 42).

Mr. Hagerty reviewed facilities for electronic pickups in White House and Executive Offices with five-man industry group, seeking ideas on ways to use radio and TV effectively. He said proposal for use of conference technique of some sort for Presidential broadcasts is still nebulous and "up in the air." Committee was told White House is acutely aware of importance of radio and TV as means of reaching public. Policy of cooperation with electronic media will prevail during Eisenhower regime, industry newsmen feel.

General Foods Sales

GENERAL FOODS Corp., New York, net sales for quarter ending Dec. 31 were \$183,540,346, compared with \$168,226,313 for same period in 1951. Net earnings were \$4,829,618 as against \$4,387,842 for same quarter in 1951.

12 TV GRANTS BRING TOTAL TO 317

DOZEN NEW TV stations were granted by FCC Friday to boost total of post-thaw authorizations to 209 and total U. S. stations to 317, including 11 for noncommercial, educational outlets. Friday's permits included first for Wyoming. Only New Hampshire, Alaska and Virgin Islands are without TV authorization.

Processing on city priority Group A line (cities without service) was extended to No. 181, Santa Fe, N. M., where vhf Ch. 2 went to Greer & Greer, while Group B line (cities with service) was extended to No. 186, Kansas City, Mo., where Empire Coil Co. received uhf Ch. 25. Ten Group A and 15 Group B mutually exclusive applications were passed over in expedited processing of uncontested bids. New grants included:

Madison, Wis. (City priority Group A-2, No. 30)—Bartell Television Corp. (WOKY Milwaukee principals), granted construction permit for uhf Ch. 33, effective radiated power of 16.5 kw visual and 9.3 kw aural, antenna height above average terrain 430 ft.

Wichita Falls, Tex. (Group A-2, No. 56)—Wichita Falls Television Inc. (KWFT), granted vhf Ch. 6, ERP 22.5 kw visual and 11.5 kw aural, antenna 490 ft. Estimated commence-

GREATER TV DEPTH

GREATER scope and depth in TV programming is likely to be achieved as result of optical matting tests currently being conducted by CBS-TV technicians, network announced Friday. With device called "vistascope" in TV camera, CBS-TV said, it will be possible to show scenes outside of camera position by use of live actors in combination with miniature cut-outs.

Rep. Javits Proposes Broadcast of Proceedings

RESOLUTION giving Speaker right to permit televising and broadcasting of proceedings in House of Representatives, and bill to provide radio-TV coverage of committee hearings to be introduced today (Monday) by Rep. Jacob K. Javits (R-N. Y.).

He said UN coverage, last week's inauguration and Presidential campaign show "need for modernizing our Congressional procedures to keep abreast of modern technology. The way to get the people interested in government is to let them see and hear it in action." He recalled that power of Speaker to ban radio-TV coverage was questioned last year when Speaker Sam Rayburn forbade cameras and microphones at hearings. Speaker Joseph W. Martin Jr. (R-Mass.) is in favor of more liberal policy.

ment date: Within 30 days. Network: CBS; representative, Blair-TV.

Greenville, S. C. (Group A-2, No. 68)—Greenville Television Co., granted uhf Ch. 23, ERP 22 kw visual and 11 kw aural, antenna 1,140 ft.

Jamestown, N. Y. (Group A-2, No. 97)—James Bcstg. Co. (WJTN), granted uhf Ch. 58, ERP 100 kw visual and 56 kw aural, antenna 720 ft. Subject to condition that construction not commence until application is filed to modify antenna of WJTN-FM and grant of same is issued.

Bellingham, Wash. (Group A-2, No. 138)—KVOS Inc. (KVOS), granted vhf Ch. 12, ERP 16 kw visual and 8 kw aural, antenna 550 ft.

Cheyenne, Wyo. (Group A-2, No. 151)—Frontier Bcstg. Co. (KFBC), granted vhf Ch. 5, ERP 5.2 kw visual and 2.65 kw aural, antenna 190 ft.

Sandusky, Ohio (Group A-2, No. 174)—Lake Erie Bcstg. Co. (WLEC), granted uhf Ch. 42, ERP 18 kw visual and 9.1 kw aural, antenna 270 ft. Estimated commencement date: Dec. 1.

Northampton, Mass. (Group A-2, No. 177)—Regional Television Corp., granted uhf Ch. 36, ERP 21.5 kw visual and 11.5 kw aural, antenna 950 ft.

Kingston, N. Y. (Group A-2, No. 178)—Kingston Bcstg. Corp. (WKNY), granted uhf Ch. 66, ERP 25 kw visual and 13.5 kw aural, antenna 250 ft.

St. Cloud, Minn. (Group A-2, No. 179)—Granite City Bcstg. Co. (WJON), granted vhf

• BUSINESS BRIEFLY

MUSTEROLE ADDS • Musterole, through Erwin, Wasey, New York, has added extra budget for eight-week campaign supplementing its present spot schedule, effective almost immediately in about 35 radio markets.

SANKA DRIVE • General Foods, New York (Instant Sanka), planning radio spot announcement drive in 24 markets starting Feb. 9 for 52 weeks. Early morning announcements will be used. Young & Rubicam, New York, is agency.

QUIZ SHOW FOR THOR • Thor Corp., Chicago, has bought quiz show which will take air this spring on ABC-TV. Move will be backed by intensive promotion and publicity, scheduled to break after clearance problem has been ironed out. Agency: Henri, Hurst & McDonald, Chicago.

DRY-STIK AGENCY • Hudnut Sales Inc., N. Y., names Dancer-Fitzgerald-Sample, that city, to handle advertising for its new Dry-Stik cosmetic.

SCOTT SPONSORS • Scott Paper Co., Chester, Pa., will sponsor *Ding Dong School*, Thurs., 10-10:15 a.m. on NBC-TV effective Feb. 5. Scott Co. also sponsors *Scott Music Hall* on alternate Wednesdays, 8:30-45 p.m. on NBC-TV and part of *Omnibus* on CBS-TV. Agency: J. Walter Thompson, N. Y.

SPOT CAMPAIGN • Norwegian Canning Industries, New York (Norwegian sardines), through McCann-Erickson, New York, planning radio and television spot announcement campaign in six major markets. First six-week phase will start in February, followed by hiatus and then seven more weeks, probably in early summer.

MENNEN LOCALS • Mennen Co., Newark, to sponsor three local television shows: Segment of *Broadway TV Theatre* (7:30-9 p.m., Mon.-Fri.) on WOR-TV New York, effective Feb. 2, newscasts on WCAU-TV Philadelphia, Wed., 11-11:10 p.m. starting Feb. 4, and on WTOP-TV Washington, Tues. and Thurs., 11-11:10 p.m., beginning Feb. 10. Agency: Kenyon & Eckhardt, N. Y.

MAY CAMPAIGN • Junket Brand Foods, Little Falls, N. Y., through McCann-Erickson, N. Y., planning spot radio campaign to start early in May.

Ch. 7, ERP 23.5 kw visual and 12 kw aural, antenna 420 ft.

Santa Fe, N. M. (Group A-2, No. 181)—Greer & Greer, granted vhf Ch. 2, ERP 54 kw visual and 27 kw aural, antenna 420 ft. (Comr. Frieda B. Hennock not participating.)

Kansas City, Mo. (Group B-4, No. 186)—Empire Coil Co., granted uhf Ch. 25, ERP 93 kw visual and 51 kw aural, antenna 390 ft. Empire Coil on Friday dismissed its application for uhf Ch. 30 at St. Louis, leaving unopposed there KFVO's bid. Empire Coil is operator WXEL (TV) Cleveland and KPTV (TV) Portland, Ore., and permittee of KDEN (TV) Denver.