

closed circuit.

SCHISM • Look for announcement this week that Westinghouse Broadcasting Co. radio stations will cut away from NBC—at least to extent of independent operation during daytime. WBC stations expected to make move are WBZ Boston, KYW Cleveland, WOWO Fort Wayne and pioneer NBC affiliate—KDKA Pittsburgh. WBC for some time has been critical of NBC Radio operations.

B•T

FULL PLANS for NBC Radio's successor program to substitute for Monday-Friday Weekday service which goes off air July 27 [AT DEADLINE, July 2] are expected to be revealed this week. In addition to already-known plan to program Bandstand (to feature name bands and to start July 30) for two hours in morning, NBC understood to be aiming dramas, daytime serials and music for afternoon two-hour segment now occupied by Weekday. Afternoon portion, like morning Bandstand probably will be sold on same basis as Weekday: one-minute, 30-second, and six-second participations with compensation to stations also on Weekday basis.

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INTROSPECTION • Crosley Broadcasting Corp., subsidiary of Avco, is getting organizational once-over from Paul Mulligan & Assoc., New York, management consultants, as part of over-all Avco appraisal ordered by Chairman-President Victor Emmanuel. Firm has been in Cincinnati about fortnight, and has just completed appraisal of appliance and electronic divisions.

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BBDO, New York and its client, General Mills, Minneapolis, are huddling with all three tv networks for half-hour evening time, for start in fall. General Mills is expected to buy new Louis G. Cowan Productions quiz show package, One Giant Step.

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STILL LOOKING • Whether anything comes of it or not, Senate Permanent Investigating Committee is pursuing its study of purported influence in tv cases by Murray Chotiner, former campaign manager for Vice President Nixon. While only one case—involving ch. 12 in Fresno—so far has been mentioned, it's whispered that others also are being scrutinized. As for Fresno (grant went to KFRE over KARM but FCC has proposed deintermixture of market), committee counsel still are conducting inquiry, subpoenaing new records in effort to ferret out further information.

B•T

SUBSCRIPTION TELEVISION interests aren't happy about NBC's purchase of five-year rights to World Series and All-Star baseball games (see story, page 79). That deal and NBC's solid arrangement for broadcasts of Rose Bowl football games deprive toll tv advocates of top sports events on which they were counting as major box-office attractions if and when subscription tv were authorized.

PLOT THICKENS • Philadelphia federal grand jury has added executives of RKO Teleradio Pictures Inc. to list of witnesses in its investigation of NBC-Westinghouse station exchanges [B•T, July 2, June 25]. Jury subpoenaed RKO Teleradio for information regarding reported conversations with NBC to acquire Teleradio's WNAC-TV Boston.

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MEANWHILE NBC-RCA executives were said to be under order to appear before same grand jury this week. Those on list were said to be Brig. Gen. David Sarnoff, RCA chairman; Robert W. Sarnoff, NBC president; Joseph Heffernan and Charles R. Denny, NBC vice presidents.

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ACTORS IN OWNERSHIP • Transcontinent Television Corp., which recently acquired WSVA-AM-TV Harrisonburg, Va., and awaits FCC approval of its application for WHAM-AM-TV Rochester, N. Y., from General Dynamics Corp. for \$5 million, is about to acquire show business glamour in its corporate structure. Robert Montgomery, who doubles as President Eisenhower's tv coach; Franchot Tone, whose father is senior vice president of Carborundum Co. of Niagara Falls, and Ray Bolger, Hollywood-Broadway personality, are in process of becoming minority investors in Transcontinent, which plans to expand its tv holdings. President and operating head of Transcontinent is David C. Moore, (for ownership, see B•T, April 2).

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TOTAL of 300,000, or 10-fold number of color tv sets that existed last Jan. 1, now being projected by NBC's planning and research department for next Jan. 1. NBC's figures, which are circulated to advertisers and agencies, also forecast one million sets by Jan. 1, 1958, 12.5 million by 1961.

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DEED IS DONE • Formal contract was signed in New York Friday whereby Crowell-Collier Pub. Co. acquires KFWB Hollywood from Harry Maizlish for stock, cash and notes amounting to about \$2,350,000, highest price on record for regional outlet. Paul Smith signed as president of newly formed KFWB Broadcasting Corp., with Mr. Maizlish to become vice president of Crowell-Collier upon FCC approval of transaction, for which application will be filed this week. (See story, page 58.)

B•T

ABC is in quandry regarding political convention coverage in some top U. S. markets, among them Pittsburgh, St. Louis, Boston. Limited vhf stations in those cities owe primary allegiance to CBS and NBC. ABC had plan to get its coverage into these markets by tie-in with educational vhf outlets, but when non-commercial ch. 13 KETA (TV) Oklahoma City withdrew its petition, FCC unanimously refused to "en-

tain" ABC-only request to waive rules permitting educational outlets to carry full ABC coverage, commercials and all. Situation is now at impasse as ABC seeks another educational station to participate in its petition to FCC.

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BROADCASTERS AT BAT • Insiders are betting that new ownership of Detroit Tigers will be broadcast-connected, what with three of eight bids having radio-tv aspects. Among bidders are syndicates which include George B. Storer, president of Storer Broadcasting Co.; John E. Fetzer of Fetzer Broadcasting Co. and Fred Knorr, WKMH Dearborn, with associates; and Harold F. Gross, WJIM-AM-TV Lansing and associates (see story, page 70).

B•T

HOT POTATO coming up before FCC this week involves many uhf grantees who haven't yet begun to build. Commission at beginning of year threatened to make uhf grantees applying for extensions show some signs of building; this was postponed last January to July 16. Big question now is should Commission be lenient about extensions, since uhf future is still uncertain, or should it begin to crack down on grounds future of uhf is assured by Commission's allocations report two weeks ago. One element in favor of crackdown, according to some staff sources, is that deletion of few uhf grants here and there might permit uhf channel switches to be made without show cause and other legal motions.

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GIVING IT AWAY • Radio-tv women's commentators seem to be fair game for free product plug pitches in beauty preparation field. Another example comes to light involving Noreen Inc., Denver manufacturer of color hair rinses and other products. Noreen has followed lead of Helene Curtis Industries in soliciting commentators for free product mentions in guise of news [B•T, June 18] sending scripts to over 110 radio-tv stations in medium and large size markets. Acceptance is described as good, with three stations showing interest for every two not returning cards. Neither Noreen nor Beauty Products Ltd., distributor organization, both headed by Harry L. Baum Jr., is using paid broadcast time. Agency is Bradley Lane Adv., Denver.

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MANEUVERING and marketing strategy were involved in recent purchase by Pabst Brewing Co. of It's Polka Time, starting on ABC-TV Friday. Pabst originally wanted to take WBKB (TV) Chicago show in only two or three markets but finally agreed to buy it on 19 ABC-TV (northeastern leg) stations on seven months' test basis. If it proves successful, Pabst is represented as willing to pick up property for 52 weeks under three-year pact. In discussions, which involved Leo Burnett Co., Pabst agency, was ABC President Robert E. Kintner.