

# at deadline

## 'LUCY', GLEASON LOSE SLOTS NEXT FALL

NETWORK tv's hardest hit, *I Love Lucy*, will not be back next fall in its half-hour form, and Jackie Gleason's show also will be replaced, CBS-TV officials confirmed at opening of convention of their affiliates Friday in Chicago (early story page 36).

*Lucy*, top-rated program for seven years on CBS-TV, may be seen in six or eight hour-long versions, but this still undetermined. One big problem: where to put these special shows. Re-runs of old *Lucy* shows may be carried, with American Dairy Assn. as possible sponsor but this still is in negotiation. Re-runs would not appear during prime evening time where *Lucy* is now.

Successor to *Lucy* in Monday 9-9:30 p.m. EST spot still unknown, but Mr. Gleason will give way to *Perry Mason* film show, Saturday, 8-9 p.m. Mason sponsorship not set yet. Mr. Gleason, still under contract to CBS, may appear in half dozen or so hour-long shows. But this also unset.

## Storer's Miami Uhf Shuts Down; Equipment Sold to WPST-TV

THREE-year-old ch. 23 WGBS-TV Miami, George Storer's second uhf operation, closes down end of this week, April 13—with tower, land, equipment and studio facilities sold to newly-granted ch. 10 WPST-TV Miami, National Airlines outlet. Announcement made yesterday (Sunday). Understood price for all real estate and equipment, including 980 ft. tower, 31.5-acre transmitter site, in excess of \$500,000.

Storer bought then Fort Lauderdale outlet, moved it to Miami in 1954. Station was primary NBC, but last summer affiliation went to ch. 7 WCKT (TV) Miami, owned jointly by Cox and Knight interests, with former NBC President Niles Trammell holding balance of interest. Ch. 4 WTVJ (TV) Miami is CBS.

WPST-TV purchase of ch. 23 facilities will permit operation to begin in June, three months earlier than planned. G. T. Baker, WPST-TV president, said. Mr. Baker also announced appointment of Francis C. McCall, chief of NBC-TV news and special events department, as general manager of ch. 10 outlet. Mr. McCall, former newspaperman, was head of NBC-Radio news and special events before shifting to tv.

Storer also owns ch. 27 KPTV (TV) Portland, Ore., but option to purchase is held by Detroit-Houston attorney-oilman George Haggarty who is also buying ch. 12 KLOR-TV that city [B•T, March 18]. KPTV holds NBC affiliation. Storer also owns five vhf stations, recently acquired WPFH (TV) Wilmington, Del., and WIBG-AM-FM Philadelphia, selling his WBRC-AM-TV Birmingham, Ala., to Radio Cincinnati Inc. (WKRC stations). Storer-owned WGBS Radio not included in Miami sale.

Meanwhile, East Coast Television Corp., one of unsuccessful applicants for Miami ch. 7, on Friday petitioned FCC to permit WCKT to continue operation only under "trusteeship" composed of all applicants in case. Last month U. S. appeals court returned case to FCC on ground Commission's 1956 grant to Cox-Knight-Trammell interests failed to penalize WCKT application for Mr. Trammell's consulting contract with NBC.

Another old timer going off is *Winky Dink*, to be replaced in Saturday 11-11:30 a.m. period, effective May 4, by *Susan's Show*, children's show.

Program changes, which also include plan to fill Saturday 9:30-10 p.m. next fall with *Have Gun, Will Travel*, film show, outlined by Hubbell Robinson Jr., executive vice president for network programs.

President Merle S. Jones told group that lack of flexibility in program scheduling and sales was a problem due to success. At start of selling season for next fall, he said, CBS-TV had only five evening half-hours available, compared to 29 for ABC-TV and 22½ for NBC-TV. William H. Hylan, vice president of sales administration, noted two competing advertisers—Procter & Gamble and Lever Bros.—are back to back Tuesday nights with *Phil Silvers Show* at 8 p.m. (P&G alternating with Camels) and *Ann Sothern* at 8:30 (Lever alternating with Shaeffer).

## Ampex Expects Color Tape To Be Ready in 18 Months

AMPEX CORP. expects to complete prototype of color video tape recorder in "about 18 months," with inclusion of slow tape speed of 15 inches per second in color models, company announced Sunday in statement preceding NARTB convention in Chicago. It noted that "while Ampex has issued no assurance that present machine will be convertible to color, research is going on diligently."

Simultaneously, firm announced creation of new professional products division for production and sale of equipment for broadcasting and professional recording industries, effective May 1, selling direct from factory to customer.

On monochrome VTR, company claims "new and improved" synchronization transference methods which when incorporated into VR 1000 machines, control rollover in transition from studio, film or network to tape, along with reduction in effect of "dropouts" in tape, often described as primary problem [B•T, April 1].

## Two Am Stations Sold

TWO radio station sales reported Friday. KGKB Tyler, Tex. (250 w on 1490 kc) sold by Lucille Lansing to Ron C. Litteral, former commercial manager, WAFB-TV Baton Rouge, La., for \$150,000. Mrs. Lansing continues ownership of KLTU (TV) Tyler. Broker: Blackburn & Co. KTRC Santa Fe, N. M. (250 w on 1400 kc) sold by J. Gibbs Spring to Garfield C. Packard, former president-general manager, KICA-AM-TV Clovis, N. M. for \$50,000. Broker: Hamilton, Stubblefield, Twining & Assoc.

## NTA Net Increases 275%

NATIONAL Telefilm Assocs., New York, announced Friday that net income for six months ended Jan. 31, 1957, amounted to \$508,631 or 77 cents per share, said to be 275% over previous six month figure of \$135,813 or 20 cents per share. Exhibition contracts written by NTA in six month period were \$7,173,892 as compared with \$2,423,483 in same 1956 period.

## PEOPLE

FRANK A. HELTON, account supervisor, Ruthrauff & Ryan, S. F., appointed a vice president and manager of San Francisco office, succeeding Ray Mount Rogers, who plans to devote part of his time to private interests, but who will also continue to serve R & R clients as consultant.

ROBERT GALLAGHER, presentation writer for CBS Radio Spot Sales, appointed sales promotion manager for WCBS New York, effective April 15.

## FCC Will Consider Two Economic Protests

FCC Friday vacated its order of Wednesday which denied economic protests against two am grants [B•T, March 25] and set the protests for oral argument. FCC fortnight ago stated policy of not considering economic protests [B•T, March 25]. Protestants are KIKI Honolulu, against grant to Kaiser Hawaiian Village Radio Inc. (KHVH there), and KAMC Camden, against Southern Broadcasting Co. (KCLH that city).

Honolulu argument scheduled April 22; Camden date not set. Commission reversed itself on grounds protestants entitled to oral argument under Communications Act. It is understood action is a procedural move.

## RCA Announces New Gear

RCA plans to make initial announcement today (Monday) at NARTB convention in Chicago of another advancement in image orthicon tv camera development—superdynode design 5820 (black and white) and 6474 (color). RCA claims new-type camera tube "improves picture quality, simplifies camera chain operations and lengthens life of tube."

## Two Submit Tv Bids

APPLICATIONS for new tv stations filed at FCC Friday:

WGNU Wilmington, N. C., asked ch. 3 there. Majority of applicant owned by brothers J. S. and Leo Brody, who have individual interests in WFIG Sumter, S. C., and WLPM Suffolk, Va., respectively.

Greater Toledo Educational Tv Foundation Inc. applied for educational ch. 30 Toledo, Ohio. Toledo U. President Asa S. Knowles also heads the foundation.

## SSC&B Revises Spot Forms

SULLIVAN, Stauffer, Colwell & Bayles, New York, to eliminate paper work, is doing away with regular contracts for spot campaigns, and instead for reps and stations will use insertion form or "broadcast order form" on back of which is printed regular Four A's facility contract. Method is similar to that William Esty Co. installed recently.

## • BUSINESS BRIEFLY

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minute sports-news program, three days a week, 7-7:05 p.m. on CBS Radio. Contract through Compton Adv., N. Y., is expected to start in late spring.

'LIFE' LOOKING • Life Magazine, regular spot advertiser in television, understood to be looking for a network show through Young & Rubicam, N. Y.

WANTS ANOTHER • Philip Morris, N. Y., (cigarettes) sponsor of new Mike Wallace show on ABC-TV, understood to be looking for another network show and is negotiating with all three networks through N. W. Ayer & Son, N. Y.