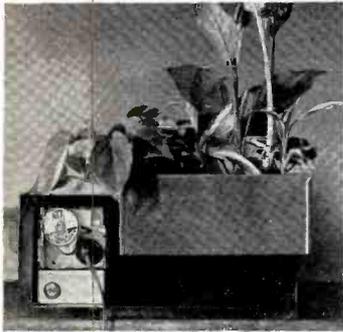




AS its first venture in TV, Consolidated Edison Co. of New York will sponsor *TelePIX*, daily five-minute newsreel on WPIX (TV) New York, starting Sept. 11. Looking over commercial copy are (l to r) Clarence L. Law, Arthur Wallander and Charles B. DeLafield of Consolidated Edison; Scott Donahue, WPIX assistant sales manager, and Len Carey, BBDO account executive, agency for the account. Utility firm is planning extensive advertising buildup to promote the show.



THIS "pay as you see" meter was displayed with Federal Television Co. TV set at National Assn. of Music Merchants convention in New York. Meter allows one hour of viewing for 25 cents as aid to installment buying, but use is optional.



TRYING to beat the heat wave with a special WOIC (TV) Washington show devoted to the cooling topic of fishing, Sen. Edwin C. Johnson (D-Col.) and Eugene S. Thomas (I), WOIC general manager, tell tall tales for the video cameras.



WELCOMING Geore White (r), newly named director of sports for KBTB (TV) Dallas, is Tom Potter, KBTB owner. In background is nearly completed studio building for KBTB, which is to begin operations Sept. 1. Mr. White was former sports editor for *Dallas Morning News*.

VISITING from West Coast, Charles "Buddy" Rogers appeared as guest m.c. on CBS-TV *Toast of the Town* from New York. Gathered during rehearsal are (l to r) John Wray, CBS director; Mr. Rogers; Mal Boyd, Hollywood TV Producers Assn. pres.; Marlo Lewis, producer; Ray Bloch, music director.



UNITED DETROIT Appeals Court Upholds FCC in TV Case

THE ARGUMENT that a station grant is automatically "cancelled" upon expiration of the period allotted for construction was rejected by the U.S. Court of Appeals for the District of Columbia last week.

The Court's ruling came Monday in a decision denying United Detroit Theatres Corp.'s appeal from FCC refusal to consider its Detroit television application competitively with WXYZ-TV Detroit's request for additional construction time in early 1948.

The Court also accepted the Commission's explanation that its failure to act as yet on United Detroit's application, now five years old, is due to the fact that the company is owned by Paramount Pictures and that the multiple-ownership question arising out of Paramount's 29% interest in Allen B. DuMont Labs has not yet been settled. Proposed findings have been issued holding that Paramount controls DuMont, which would mean Paramount now owns the five-station maximum under the rules, but this decision has not been made final and Paramount has since authorized a reorganization dividing itself into two separate companies.

When United Detroit's application was filed in May 1944 there were more channels than applicants in Detroit. Other applications were subsequently filed and granted without hearing, however, until the theatre company found itself in late 1947 competing with WJR Detroit for the lone remaining frequency in a contest not yet decided. The company claimed that permittees revert to the status of applicants when the time allotted for construction has expired, and that FCC therefore should consider its own application competitively with WXYZ-TV's request for additional time. FCC granted WXYZ-TV's request and United Detroit appealed. Said the Court:

The statute and the regulations permit construction not only within the 60 days but within any extended period granted by the Commission. [The Court's use of "60 days" apparently was in reference to requirements that construction start within 60 days after a grant; it was taken to include also the subsequent six-month period within which construction must be completed unless the time is extended.]

With respect to FCC's delay in acting on the United Detroit application, the Court agreed that FCC "cannot act arbitrarily or

capriciously in respect of the precedence with which it disposes of applications," and that it "could not arbitrarily or capriciously withhold consideration" until there were enough applications for a competitive hearing.

WLAV-TV PLANS

Formal Opening Monday

DETAILS of formal opening of WLAV-TV Grand Rapids, Michigan's initial TV outlet outside of

Detroit scheduled for next Monday [BROADCASTING, July 18] have been revealed by the station. WLAV-TV, licensed to Leonard Versluis, owner of WLAV and WLAV-FM, will operate on Channel 7 (174-180 mc) with 20



Mr. Versluis

kw visual and 10 kw aural power.

Outlet already is affiliated with ABC and DuMont TV networks, and negotiations reportedly are underway with NBC to carry its telecasts. It plans to receive programs from WBKB (TV) WENR-TV WGN-TV and WNBQ (TV), all Chicago stations.

WLAV-TV purchased its television audio and video microwave equipment from General Electric Co., the firm announced last Wednesday. The intercity video relay is one of three types recently announced by GE. Delivery was scheduled for last week.

GE receivers will be set up at Stevensville, Mich., to pick up signals from Chicago for relay to Cedar Bluff, Mich., and then to the station at Grand Rapids. Local transmitter is located at 92d St. SE, site of a 264-ft tower which rises 1,240 feet above sea level.

WLAV-TV plans to carry only network programs and feature films starting Monday and will not originate any local shows at present. Tentative plans call for station to begin telecasts at 6 p.m. and close when network programming ceases.

In addition to Mr. Versluis, Hy Steed is general manager and Lee Stevens is chief engineer of WLAV-TV. There were about 1,500 receiving sets in the area July 31, with expectancy of 3,500 sets being sold by next week, station reports. Reception of test patterns has been reported from cities outside the 55-mile radius, the station reports [BROADCASTING, July 25]. It hopes to serve Lansing, Kalamazoo, Holland, Muskegon, Grand Haven and other cities.

CBS-TV ADDS TWO

Network Total Now 45

CBS-TV last week announced the addition of two more affiliates, one a full primary, bringing to 45 the network's total.

KRLD-TV Dallas becomes a CBS-TV full primary affiliate Oct. 1. The station, assigned Channel 4, is owned and operated by the KRLD Radio Corp., and is managed by Clyde Rembert.

Effective Oct. 15, WDAF-TV Kansas City joins the CBS-TV network. The station, which is a primary NBC affiliate, is owned and operated by the Kansas City Star, and managed by Dean Fitzer.