

at deadline

PEOPLE

BRIG. GEN. DAVID SARNOFF, RCA board chairman, **SYLVESTER L. (PAT) WEAVER**, NBC president, and **ROBERT W. SARNOFF**, NBC executive vice president, were to see President Eisenhower at White House last Saturday morning.

WALTER S. HOLMES JR., acting controller of RCA, elected controller, Gen. Sarnoff, board chairman, announced Friday following board meeting. Mr. Holmes joined RCA in 1947, has been acting controller since **RONELLO B. LEWIS** resigned in November 1953.

JAMES A. AHLGRIMM, assistant local sales manager, promoted to local tv sales manager of KPRC-TV Houston.

SEYMOUR (SY) HANDY, General Teleradio, appointed executive assistant to Gordon Gray, vice president in charge of WOR and WOR-TV New York. Mr. Handy has been with WOR-AM-TV for over 13 years as assistant controller of Mutual and as chief accountant of WOR. His new functions will be in personnel, purchasing operations and budget control.

THOMAS C. McCRAY, NBC Western Div. administration director, named general manager of KNBH (TV) Hollywood. He succeeds Don Norman, who resigned to become managing director of Television California, applicant for vhf ch. 2 in San Francisco (see story page 58).

LESTER W. LINDOW, general manager of WFDF Flint, Mich., to attend White House Conference on Highway Safety in Washington Feb. 17-19. **E. NEWTON WRAY**, president and general manager of KTBS Shreveport, La., will represent all Louisiana media at conference.

RAYMOND G. BARNETT JR., manager of Los Angeles office of W. S. Grant Co., station representation firm, to The Katz Agency, national advertising representatives, as member of sales staff of Los Angeles office. He formerly was with ABC Spot Sales in San Francisco and ABC-owned KGO San Francisco.

JACK ROSENBERG, sports editor, *Peoria (Ill.) Journal*, appointed assistant to Jack Brickhouse, WGN-TV Chicago sportscaster.

HERBERT HARRIS, formerly with William H. Weintraub & Co., N. Y., to G. M. Basford Co., N. Y., as account executive.

PM Acquires Benson & Hedges

ACQUISITION of Benson & Hedges as subsidiary of Philip Morris & Co. announced by C. Parker McComas, president of Philip Morris organization. Transaction was declared effective upon issuance of report by Guaranty Trust Co. of New York, exchange agent, that 367,829 shares of Benson & Hedges common already had been deposited for exchange for like number of shares of Philip Morris common, which was said to represent more shares than required for effectuation of acquisition [B•T, Feb. 1]. Benson & Hedges is maker of Parliament filtered mouthpiece cigarettes and other tobacco products.

Everett-McKinney in SRA

EVERETT-MCKINNEY Inc., N. Y., radio-tv station representative firm, has been elected to membership in Station Representatives Assn. Max Everett is president of Everett-McKinney Inc.

Olson Tulsa Grant Final; Other FCC Actions

GRANT of Tulsa uhf ch. 17 to Arthur R. Olson within week after favorable initial decision by examiner made final by FCC Friday. Mr. Olson, manufacturer and oilman, was only applicant left following withdrawal of Tulsa Tv Co. [B•T, Feb. 1] and with no objections due to be filed, Commission finalized examiner's proposal.

Initial decision by examiner favored grant of vhf ch. 12 in West Palm Beach, Fla., to WEAT-TV Inc., controlled by WEAT principals. This was made possible after withdrawal of WWPG application [B•T, Feb. 1].

Denial of vhf ch. 9 grant to KVOG Ogden, Utah, because of default, was recommended by examiner in initial decision.

At own request, KSPJ (TV) Alexandria, La., surrendered CP for uhf ch. 62.

Three applicants withdrew. They were: Fryer Tv Co., seeking vhf ch. 2 in Tulsa in competition with Central Plains (Sen. Robert S. Kerr and oilman William Skelly) and KOME Tulsa; KBIX Muskogee, Okla., seeking vhf ch. 8 there in contest with KTUL and Ashley L. Robison (KCCC-TV Sacramento, Calif.); and WJQS Jackson, Miss., seeking uhf ch. 47 there.

Refile for Buffalo, N. Y., vhf ch. 7 was WKBW under name of WKBW-TV Inc. In addition to previous WKBW principals, new applicant includes Buffalo Wastepaper Co., 15%, and Darwin R. Martin, 5%.

Storer Airplane Demolished

STORER Broadcasting Co.'s 19-month-old De-Haviland Dove was "run over" by National Guard P-51 at Birmingham, Ala., airport Friday, is regarded as total loss. Aircraft, valued at \$125,000, has been flown average 100 hours monthly on Storer business. National Guard plane collided with parked Storer craft in high-speed landing. Loss believed covered by insurance.

Streibert on Tv

THEODORE C. STREIBERT, director of U. S. Information Agency and former president of WOR New York, to make first tv appearance next Monday as guest on ABC-TV *Junior Press Conference* (9-9:30 p.m. EST). He will be questioned by panel of college students on workings of USIA.

Mutual-WOR Study Underway

STUDY of Mutual-WOR New York operations to be made during next few weeks by management consultant firm of R. A. Lasley Inc. as part of General Teleradio phase of Lasley's overall study of parent General Tire & Rubber Co., General Teleradio President Thomas F. O'Neil announced Friday. Asserting confidence that study would have major significance for growth of General Teleradio in radio, tv and tv film field, Mr. O'Neil noted that Lasley firm's overall study was launched last year with view toward improvement and coordination of administrative functions between various divisions of General Tire Co.

ON-THE-SPOT FIRE

FIRE on second and third floors of New York's *News Bldg.* Friday afternoon received prompt on-the-spot coverage from WPIX (TV), *News* video station located on upper floors of same building. Interrupting *Eloise McElhone Show*, at 3:22 p.m., WPIX broadcast out-the-window pickup for more than a minute until smoke got too thick and at 3:50 p.m. repeated this live coverage. John Tillman and Jack McCarthy described incident and interviewed two pressmen trapped for brief period on third floor.

Jefferson Standard Stations Effect Staff Changes

J. WILLIAM QUINN, program supervisor of WBTW (TV) Charlotte, named managing director of new tv station to be opened in Florence, S. C., next summer by Jefferson Standard Broadcasting Co., according to Vice President Charles H. Crutchfield. Melvin Purvis, Florence attorney, will be station manager at Florence with Robert Rierison, WBT program director, taking over similar post at new tv outlet. M. J. Minor, Jefferson Standard chief engineer, will be project engineer in charge of construction in addition to WBT-WBTW duties. Nelson Benton, WBT-WBTW promotion supervisor, becomes Carolina news editor of WBTW. He will be succeeded by John Dillon, Davidson College publicity director. Ned Burgess, former associate editor of *Mt. Holly News*, is now WBT-WBTW publicity director.

New ABC Chicago Studio

PLAN for completion of new \$155,000 tv studio in Morrison Hotel this week announced by ABC Chicago. Terrace Casino will be fifth tv studio for network there and be used for special programs, including simulcast of Don McNeill *Breakfast Club* starting Feb. 22. Construction of complete commercial studio near dining room for delivery of sponsors' messages now underway. Tv control room completed this past weekend.

'Today' Participations

GENERAL Electric Co. (Electronics Div.), Syracuse, through Maxon Inc., N. Y., has bought 21 participations on *Today* (NBC-TV, Mon.-Fri., 7-9 a.m. EST and CST), starting March 2 and ending April 29, and Curtis Pub. Co., Philadelphia, through BBDO, N. Y., has extended its contract on same show to include four more participations for *Saturday Evening Post* and *Ladies Home Journal* through Feb. 24.

UPCOMING

Feb. 11: Academy of Tv Arts & Sciences, annual awards dinner, Palladium, Hollywood.
Feb. 12-13: Oregon State Broadcasters Assn., U. of Oregon, Eugene.
For other Upcomings see page 113.