

Legislators Enter 'Strike It Rich' Fray

A New York committee investigating solicitations is checking books of the NBC Radio and CBS-TV giveaway show.

THE BOOKS of *Strike It Rich*, one of the oldest of giveaway programs now on the air, were in the hands of a New York State Legislative investigating committee last week after New York City Welfare Commissioner Henry L. McCarthy had termed the show "a national disgrace" which would have to be licensed by his office [B*T, Feb. 8].

Mr. McCarthy apparently called a halt to

his own attacks on the program after State Sen. Bernard Tompkins, chairman of the Legislative Committee Investigating Public Solicitation, said he had instructed committee probers to "get all the facts."

A spokesman for Walt Framer Productions, owner and producer of the program, said Thursday that the show's books had been turned over voluntarily to representatives of the Tompkins committee although the Framer organization contends the program is not the type of operation the Tompkins committee was authorized to investigate.

They reiterated that *Strike It Rich* had never made public solicitation for funds but, rather, that monies received had been voluntary contributions and were distributed as specified by the donors or, where no such specifications were given, were turned over to program participants

in the discretion of the producers. They also noted that audited reports of the funds—which they said totaled \$42,209 for 1951-53—were sent monthly to the sponsor of the program and the sponsor's agency.

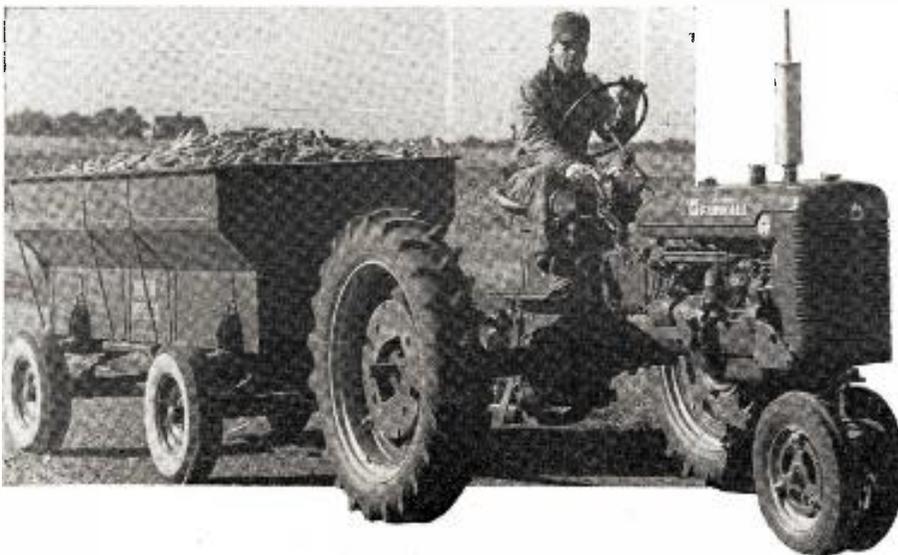
Colgate-Palmolive Co. sponsors the show on CBS-TV Mon.-Fri., 11:30 a.m. to noon, and Wed., 9-9:30 p.m. and on NBC Radio (using a tape from the tv show) Mon.-Fri., 11-11:30 a.m. William Esty & Co. is the agency.

GOP Show on KABC-TV Draws Democrat's Ire

REPUBLICAN-sponsored *Washington Calling California* KABC-TV Hollywood is a "partisan, unfair, one-sided program," Paul Ziffren, Democratic national committeeman and California party leader, told ABC-TV last week. He said unless equal time is provided Democrats by this Thursday, he will file a complaint with FCC. The film reportedly is produced by Republican Assoc., Washington.

Mr. Ziffren said he wired a protest on the program's "one-sidedness" to the network's New York and Hollywood offices Jan. 18 and followed the wires with a letter last week in which he stated ABC should have been able to clarify its position within one month; otherwise, the FCC complaint will be filed, he said.

The letter cited FCC decisions on "public service responsibility of broadcast licensees" and quoted the NARTB Code's recommendation against sale of time for discussion of controversial issues. Mr. Ziffren admitted California Democrats were unable to buy equal time. He added, however: "To attempt to satisfy the requirement (to present both sides) by offering to sell time to the Democratic Party is to exploit for commercial purposes your position as a licensee and to repudiate your responsibility to the public."



PUZZLE: Find the kitchen sink

The kitchen sink is in the load of corn . . . made possible by today's attractive cash prices.

In fact, there's a whole new steel cabinet kitchen on the way for still another Kansas farm home.

The decision to make this (and countless similar major purchases) was stimulated by WIBW . . . a fact that alert advertisers have known for years.

The reason's simple. WIBW is the station listened to *most* by Kansas farm families.* Use WIBW to influence decisions in favor of *your* brand.

* Kansas Radio Audience, 1953

WIBW

Serving and Selling
"THE MAGIC CIRCLE"
Rep.: Capper Publications, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN



CBS
RADIO
TOPEKA, KANSAS

Rep. CAPPER PUBLICATIONS, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN

Color Becomes an Issue

COLOR tv will probably become one of the issues in comparative tv hearings from now on. First move along these lines came last week when all competitors for New Orleans' vhf ch. 4 filed amendments to their applications enumerating proposed color equipment and programs. This was done after the hearing examiner approved a request of WTPS-New Orleans Times Picayune for permission to amend to show its color plans. All three applicants—WWL-Loyola U. and WNOE are the other two contestants—proposed network color, slides and film. WTPS also proposes that 40% of its local live programming will be in color—and plans to make this one of its points of reliance. Attorneys and Hearing Examiner Elizabeth Smith are scheduled to meet this week to discuss the points of reliance, submitted at the end of last week.

Two Left in Tulsa Bid

VHF ch. 2 competition at Tulsa, Okla., was reduced to two competitors last week as the FCC approved dismissal of a third bid by Fryer Television Co. Remaining in the contest are Central Plains Enterprises Inc. and Oil Capital Television Corp.

Meanwhile, one Miami vhf ch. 7 contestant, Mel Foster-Harold Hoersch, petitioned the Commission to dismiss their bid. This would leave ch. 7 in a four-way contest among Biscayne Television Corp., East Coast Television Corp., South Florida Television Corp. and Sunbeam Television Corp.