

at deadline

KCRA Sacramento Winner In Close Television Case

UNIQUE situation of having two applicants so evenly divided that only "slight" superiority in past broadcast record enabled FCC to award final decision in Sacramento ch. 3 to KCRA Sacramento, Commission said Friday. Sacramento Broadcasters, wholly owned by former KDB Santa Barbara owner Lincoln Dellar, was denied. Decision upholds examiner's 1954 initial decision.

Jackson, Miss., Tv Merger Is Submitted to Commission

APPLICATION for approval of consolidation of WSLI-AM-TV and WJTV (TV), both Jackson, Miss., filed Friday with FCC. WSLI stations licensed to Standard Life Broadcasting Co., 52.8% owned by Standard Life Insurance Co., 23.2% by T. B. Lanford and 22.8% by L. M. Sepaugh. WJTV owned by Mississippi Publishers Corp. (*Jackson Clarion-Ledger and News*).

WSLI-TV operates on ch. 12, is affiliated with ABC. WJTV operates on ch. 25, is CBS affiliated.

Merger agreement provides stock increase in WSLI licensee from present 250 to 1,000 shares to be owned as follows: Mississippi Publishers, 40%; Standard Life Insurance, 32.4%; Mr. Lanford, 13.8%, and Mr. Sepaugh, 13.8%. Mississippi Publishers will pay \$176,000 for its 40% in revised WSLI licensee and present licensee will pay Mississippi \$175,000 for WJTV equipment and facilities. WJTV grant will be surrendered and its personnel integrated in WSLI operations. WLBT (TV) Jackson, on ch. 3, is NBC outlet in Jackson.

Air Force Wants Low Towers

LED by Air Force, Defense Department attorneys argued vigorously last week in attempts to persuade FCC not to approve above-1,000-ft. towers for tv stations. Involved are KGEO-TV Enid, Okla., which wants to move from present 816-ft. tower, 4½ miles from civilian airfield and 12.1 miles from military airfield, to 1,356-ft. tower, 28 miles southeast of both airports, and KSWV-TV Roswell, N. M., which wants to move its present 790-ft. antenna, 9.2 miles from Walker Air Force Base, to 1,610-ft. tower, 40 miles from that airfield.

Military contingent, led by Air Force brigadier general, comprised a colonel, lieutenant colonel, two majors, Navy commander, plus three civilian attorneys. Efforts seemed to be directed at establishing dangers of any tower above 1,000 ft. in light of today's high speed military planes, training missions, etc. Examiner is Hugh B. Hutchison.

Channel Moves Asked

KCSJ-TV Pueblo, Colo., Friday asked FCC to move ch. 3 from Pueblo to Alamosa, Colo. The ch. 5 Pueblo station plans to apply for facility as satellite in Alamosa. Ch. 69 WANE-TV Fort Wayne, Ind., Friday asked FCC to move ch. 2 to Fort Wayne from Huntington, Ind., place ch. 69 in Huntington.

NARTB GOLF

ANNUAL NARTB-B•T blind bogey golf tournament for B•T trophies will be held Sunday, May 22, as industry convention gets underway in Washington. Tournament will take place at Goose Creek Country Club, near Leesburg, Va. Tee-off time is 9 a.m. Buses will leave Shoreham and Sheraton Park Hotels around 8:30 a.m. Reservations can be made at any B•T office. B•T will award silver trophies to low gross and low net winners. Washington stations also are donating prizes.

Five-Mile Limit Draws Fire

DEADLINE filings on FCC's proposal to limit tv antennas to sites no more than five miles from outer limits of principal city (see earlier story page 84) flooded into Commission Friday, with heavy opposition from major broadcast entities and farm organizations.

Among opposition were NBC, CBS, ABC and DuMont, Storer Broadcasting Co., WGAL-TV Lancaster, WLEV-TV Bethlehem, KKLZ-TV Denver, KTVT (TV) Salt Lake City, KHQ-TV Spokane, KTBS-TV Shreveport, WSTV-TV Steubenville and KGUL-TV Galveston. Farm organizations in opposition were American Farm Bureau Federation and National Council of Farmer Cooperatives.

Among those in favor were KTRK (TV) Houston; WKJG-TV Fort Wayne; KOOK-TV Billings, Mont.; WKNX-TV Saginaw, Mich., and WSBA-TV York, Pa.

Calling for clarifying revision were Assn. of Federal Communications Consulting Engineers, WHAS-TV Louisville, WKY-TV Oklahoma City, A. Earl Cullum Jr. and McClatchy Broadcasting Co., among others.

NARTB Adds Labor Economist

HAROLD G. ROSS, studying for doctorate at Cornell U., Ithaca, N. Y., joins NARTB May 1 as labor economist. Mr. Ross will serve under Charles H. Tower, manager of Employer-Employee Relations Dept., and James H. Hulbert, assistant manager. Author of many articles on labor relations, Mr. Ross holds master's degree from Cornell in collective bargaining. He obtained bachelors degree at Wharton School of Commerce, U. of Pennsylvania.

UPCOMING

April 18: New York State Assn. of Radio & Television Broadcasters, Utica.

April 19-23: Society of Motion Picture & Television Engineers, Drake Hotel, Chicago.

April 21-23: American Assn. of Adv. Agencies annual meeting and dinner, Boca Raton Hotel and Club, Boca Raton, Fla.

April 21-23: Southern California Adv. Agencies Assn. meeting, El Mirador Hotel, Palm Springs, Calif.

For other Upcomings, see page 124.

PEOPLE

HORACE W. DENGLER and STUART D. COWAN JR., to Donahue & Coe, N. Y., as vice presidents effective beginning of June. Mr. Dengler and Mr. Cowan previously had own agency which was formed in 1924. Personnel will go to Donahue & Coe.

RICHARD LOCKMAN, vice president in charge of advertising, merchandising and sales promotion, Bourjois Inc., N. Y., to Emil Mogul Co., N. Y., as vice president and director of newly expanded drug, cosmetics and toiletries division.

VICTOR G. BLOEDE, copy supervisor, Benton & Bowles, N. Y., elected vice president of agency. Mr. Bloede has been with company five years.

JEROME S. STOLZOFF, Procter & Gamble account supervisor, Biow-Beirn-Toigo Inc., N. Y., and with agency since 1953, appointed vice president.

LOY R. LEE, formerly with Hazel Bishop Inc. and NBC, and JOHN W. DICKINSON JR., previously with Toni Div. of Gillette Co., join account management staff of Earle Ludgin & Co. Mr. Lee becomes merchandising account executive. Mr. Dickinson becomes account executive.

GARTH E. KAUFFMAN, J. Walter Thompson Co., N. Y., to William Esty Co., N. Y., as account executive on Ballantine (beer) account.

DON BECKER, creator-producer-writer of daytime radio and television shows, appointed general programming executive of NBC-TV. Mr. Becker, in recent years, has written daytime serials and previously served as vice president in charge of programs for Trans-American Broadcasting & Television Corp. and as assistant general manager of WLW Cincinnati.

MARTIN KATZ to be named manager of sales development department of John Blair & Co., succeeding Citor E. Forker, resigned, who joins WNEW New York as account executive.

MRS. THANA SWEENEY JR., advertising and publicity department of Magna Theatre Corp., N. Y., became mother of boy, George Skouras Sweeney, on April 9. Mrs. Sweeney is daughter of George P. Skouras, president of United Artists Theatre Circuit Inc.

FCC Members to Ohio

FCC members journeying to Cleveland next week to attend Lake Carrier's Assn. convention Thursday will also visit Canton, Ohio, industrial plants to look over industrial radio applications. Commission will begin regular weekly meeting Tuesday afternoon instead of Wednesday morning as customary.

Admiral Sales Down

BOARD of directors of Admiral Corp. Friday weighed proposal to build and lease its automation equipment (automatically-assembled printed circuit panels) to American manufacturing industry. Some large manufacturers have shown interest in equipment, Ross D. Siragusa, president, said in announcing firm's first quarter report. Color tv won't be factor in Admiral business until next year, he said, but automation should help reduce production costs when mass output starts. Firm's sales dropped 12% under same period in 1954, but Mr. Siragusa projected 5 to 10% boost in sales for 1955 despite expected 50% cut in government business. All directors re-elected at stockholders meeting.