

closed circuit.

NO CHANGE • AB-PT President Leonard H. Goldenson, now running ABC, has taken pains to spike growing impression in Washington that new ABC regime was abandoning network's campaign for at least three competitive television stations in major markets. Impression had been caused by published statements of Oliver Treyz, new vice president in charge of television, that ABC-TV hoped to gain access to key markets by superior programming.

B•T

IT'S understood Mr. Goldenson last Friday wrote Sen. Warren G. Magnuson, chairman of Senate Commerce Committee, saying that although ABC-TV did plan to beef up programs, it still needed government action to provide enough facilities to go around. Mr. Goldenson told Sen. Magnuson his letter was prompted by informal inquiry by Senate Commerce Committee staff member as to whether ABC policy had changed.

B•T

IN THE MARKET • Paramount Pictures Corp. is quietly searching for more tv stations to buy. Dick Giesmer, assistant treasurer and one of key assistants to Paul Raibourn, Paramount vice president and tv expert, has been on road looking at properties. He's shopping carefully in market which has seen tv station prices scoot sky-high. Paramount now owns KTLA (TV) Los Angeles and 26.6% of DuMont (WABD [TV] New York and WTTG [TV] Washington).

B•T

STATION representative circles stirred last week with receipt of questionnaire from FCC network study staff. Questionnaire, seeking information on contracts with stations, commissions, and operating methods of representative firms, follows by few months meeting between representatives' delegation and study staff on form and substance of questionnaire. Representatives have long sought FCC action to divorce networks from station representation activities.

B•T

DEINTERMIXTURE HEARINGS • Looks as if there might be further deintermixture proceedings in individual cases before FCC after Dec. 3, when comments on 13 unmixing proposals are due. In fact, there probably will have to be full evidentiary hearings before Commission can issue show cause orders to delete vhf channels from those cities where grants are outstanding. That was gist of what FCC was told by its legal experts last Monday at special meeting to discuss procedures for dealing with deintermixture problem. Commissioners didn't like it, but finally saw legal merit of staff's arguments, it is reported.

IT'S doubtful that FCC will vote to demix all seven of cities where it is proposed to unscramble the vhf-uhf and where grants on vhf channels are outstanding, but there might be few and that's where additional hearings apparently will be required. Seven are Evansville, Ind., where WTVW (TV) operates on ch. 7; Fresno, Calif., where KFRE-TV operates on ch. 12; Madison, Wis., where WISC-TV operates on ch. 3; Hartford, Conn., where WTIC holds grant for ch. 3; New Orleans, La., where WWL holds grant for ch. 4; Peoria, Ill., where WIRL holds grant for ch. 8, and Springfield, Ill., where WMAY holds grant for ch. 2. All grantees are forbidden to construct pending outcome of unmixing proceedings.

B•T

END OF STORY • One of longest institutional broadcast advertising campaigns concludes at end of year when Goodyear Tire & Rubber Co. discontinues sponsorship of *Greatest Story Ever Told* after 10-year run on ABC Radio. No reason was forthcoming from either Goodyear, which continues sponsorship of *Goodyear Playhouse* on NBC-TV, or agency, Kudner Adv., but it's understood that *Story* budget will go into print media in 1957.

B•T

WHEN FCC official 1955 radio income figures are released in week or so they will bear out B•T's estimate that radio total time sales moved up after 5% dip in 1954 from 1953 all-time high. B•T's estimate for 1955: \$455,649,000. Official total for 1954: \$451,330,000; for 1953: \$477,206,000.

B•T

PLEDGE OF ALLEGIANCE • New idea designed to stir station interest in observance of NARTB Radio Standards of Practice will be submitted to association's directors at February meeting. Since NARTB plans to adopt audible and visual symbols indicating adherence to standards, it's felt stations using these symbols should sign pledge affirmatively showing they intend to live within terms of document. Radio standards have lacked any enforcement weapon comparable to tv code seal and monitoring service.

B•T

FINAL financial data, wrapping up Crowell-Collier \$16 million purchase of Consolidated radio-tv properties [B•T, April 30 et seq.], is due to be filed with FCC this week, it's understood. This involves sale of \$6 million in preferred Crowell-Collier stock to economist Eliot Janeway and associates, part of financial transactions to raise \$11 million. At time application for FCC approval filed [B•T, Oct. 15], illness of Mr. Janeway prevented completion of negotiations of that phase. Other \$5 million is being secured by Crowell-Collier

through sale of its Springfield, Ohio, printing plant to Webb & Knapp. This includes lease-back arrangement.

B•T

RULE OF THUMB • It has long been common knowledge that Publishers Information Bureau figures for gross time purchases of tv network advertisers have been somewhat higher than grosses actually charged by networks, because PIB must operate on absolute time-and-rate basis, with no regard for repeat broadcasts, which might change time of broadcast from Class A to Class B or C for part of network, and other unknown variables. Comparison of actual gross charges reported by CBS-TV and NBC-TV to Celler committee (see page 29) and PIB figures show PIB report of combined gross time sales for two tv networks 6.6% higher than actual for full year of 1955, 7.4% higher for first six months of 1956. Rule of thumb, then, is to figure PIB as running 7% above network's own gross, but with realization this may not be true for any individual advertiser's tv network time purchases.

B•T

IT'S still unannounced, but Television Bureau of Advertising is all set to open branch office on West Coast, possibly within six months. City not selected yet, but it'll be Los Angeles or San Francisco. Other places considered were Chicago and Detroit [B•T, Nov. 5].

B•T

MISSING SPOT • Plans for making regular compilations of spot radio expenditures, according to advertiser, have been considered by Radio Advertising Bureau authorities, but rejected as being impractical at present time. Officials hope, however, that some alternative approach to problem of securing more complete information on spot radio investments may be devised in not too distant future.

B•T

LEVER Bros., hot on subject of prodding larger market tv stations to replace 16mm equipment with 35mm for projection of films, particularly tv commercials (see story, page 72), is prepared—should Television Bureau of Advertising fail to spade-work proposal, and thus far apparently TvB has not acted—to bring issue squarely to station representation firms. If Lever takes this road, it can be expected to specify markets.

B•T

ANOTHER FILM NETWORK? • Insiders say that Robert Schmidt, vice president of RKO Teleradio Pictures, will sound out stations during upcoming cross-country trip on feasibility of starting another film network. Film network long has been pet project of Thomas F. O'Neil, president of RKO Teleradio Pictures, but it could not be confirmed that corporation still is thinking of such an operation.