

at deadline

TASO Committee Heads Named; Meeting Set Today in New York

APPOINTMENTS of chairmen and vice chairmen of five technical study panels of Television Allocations Study Organization were made official Friday by TASO board meeting in Washington. Panel leaders scheduled to meet today (Mon.) at New York RETMA headquarters, with Dr. George R. Town, TASO executive director.

Panels are as follows: transmitting equipment—William J. Morlock, GE, chairman, and Ralph N. Harmon, Westinghouse, vice chairman; receiving equipment—William O. Swinyard, Hazeltine, chairman; K. A. Chittick, RCA, vice chairman; field tests—Knox McIlwain, Burroughs Research Center, chairman; Frank Marx, ABC, vice chairman; propagation data—Dr. Frank G. Kear, Kear & Kennedy, chairman; Stuart L. Bailey, Jansky & Bailey Inc., vice chairman; analysis and theory—Dr. Robert M. Bowie, Sylvania, chairman; William B. Lodge, CBS, vice chairman.

Two File for New Tvs: Amarillo V, San Francisco U

TWO individuals filed applications with FCC Friday for new tv stations to operate on ch. 7 in Amarillo, Tex., and ch. 38 in San Francisco.

Multiple-station owner Kenyon Brown requested Amarillo facility, seeking 49.3 kw with antenna 655 ft. above average terrain located 3.9 miles north of Amarillo. He proposed \$202,500 for construction and first year operation expenses at \$275,000. Principals of KMAQ Amarillo have filed for same facility [B•T, Sept. 24, 1956].

Mr. Brown owns KLYN Amarillo and KWFT Wichita Falls, Tex.; 49% of KANS Wichita and KBYE Oklahoma City; 25% of KFEQ-AM-TV St. Joseph, Mo., and 20% of KGLC Miami, Okla.

Marvin Kratter, New York realtor, filed for San Francisco uhf, proposing 16.8 kw with antenna 481 ft. above average terrain located atop Mark Hopkins Hotel. Construction costs estimated at \$85,755, with first year operation expenses \$175,000. Mr. Kratter also applicant for ch. 11 Fargo, N. D. [B•T, Jan. 14].

Nelson Buys WKTL for \$55,000

SALE of WKTL Kendallville, Ind. (250 w, daytime on 1570 kc), by Charles R. Palmquist Jr. to Ted Nelson for \$55,000 announced Friday. Mr. Nelson, former manager of WFIE-AM-TV Evansville, Ind., has majority interests in WOHP Bellefontaine, Ohio, and WILO Frankfort, Ind. Transaction handled by Blackburn-Hamilton Co., station broker.

Poransky In for Muntz at Muntz

APPOINTMENT of Walter Poransky as general manager in full charge of all Muntz Tv Inc. operations reported Friday following resignation of Earl W. Muntz as president of tv set manufacturing firm. In tv field since 1948, Mr. Muntz gave no reason for resignation. Mr. Poransky is president of Poray Inc., Chicago metal stamping firm.

GE Shifts Hanna to Head Industrial Heating Department

ROBERT B. HANNA, manager of General Electric Co. broadcasting stations department (WGY-WGFM [FM]-WRGB [TV] Schenectady, N. Y., and short-wave outlets), has been appointed general manager of GE's industrial heating department in Shelbyville, Ind., effective March 1. He will resign as NARTB Dist. 2 director, representing New York and New Jersey on Radio Board and will not attend this week's board meeting in Miami.

Harold E. Strang, GE vice president, said no successor to broadcast post has been named. Mr. Hanna has been in charge of GE broadcast stations since 1949 and was named department manager in 1951. He has served also as president-general manager of Maqua Co., GE printing affiliate, since 1955.

Chicago Paper Loads for Bear, Out to Stop Video Violence

TWIN-BARRELED attack being mounted by *Chicago Daily News* against television is raising eyebrows in local trade circles. Avid campaigner for years against alleged violence in children's programs, Knight newspaper radio-tv column has accelerated drive by (1) printing culpable sponsors' names and addresses and (2) more recently, by listing network tv programs (with sponsors) cancelled or being dropped.

Theme of "high mortality" rate among shows, authorities note, is similar to tack frequently taken by Newspaper Adv. Executives Assn. [B•T, Jan. 28]. *News* is owned by John S. Knight interests, which also has radio-tv holdings.

St. Petersburg Asks Educators To Exchange Ch. 3 for Ch. 38

RECOMMENDATION that St. Petersburg-Tampa educational tv exponents agree to join in switch of educational reservation from ch. 3 to ch. 38 has been made by St. Petersburg City Manager Ross E. Windom. City now operates ABC-affiliated WSUN-TV on ch. 38, claims approximately 250,000 conversions compared to 350,000 vhf sets claimed by rival ch. 8 WFLA-TV (NBC) and ch. 13 WTVT (TV) (CBS). In proposal to West Coast of Florida Educational Tv Inc. (headed by Robert Guthrie, local businessman), St. Petersburg official offered one hour daily immediately on WSUN-TV facilities pending changeover; also proposed to turn over 270 kw transmitter and antenna worth about \$200,000 when and if facilities swap is okayed by FCC. WSUN-TV began operating May 1953, has cost city \$500,000 in capital investment and is breaking even now, according to Fred P. Shawn, general manager.

UPCOMING

February

Feb. 4-6: Marketing conference, American Management Assn., Hotel Statler, New York.

Feb. 6-8: NARTB Board, Hollywood Beach Hotel, Hollywood, Fla.

Feb. 8: Annual radio-tv news short course, School of Journalism, U. of Minnesota, Minneapolis.

For other Upcomings see page 133.

PEOPLE

HERBERT T. BRUNN Friday elected vice president-administration for RCA International Div. Mr. Brunn previously was RCA staff assistant general attorney for manufacturing and service divisions, Camden, N. J. In new post, he will be responsible for finance, personnel, law, materials and service, as well as customer and public relations of International Div.

EDWARD H. CALHOUN, account supervisor on J. A. Folger & Co. (coffee), and JACK E. RICE JR. of new business staff expected to be made vice presidents of Cunningham & Walsh this week.

FRANK CRANE will join KPOP Los Angeles as director of national sales and merchandising Feb. 15, day his resignation as president of Southern California Broadcasters Assn. becomes effective. Mr. Crane currently is president of Hollywood Advertising Club and board member of Hollywood Chamber of Commerce.

• BUSINESS BRIEFLY

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Smith & Ross while Goodyear is handled by Young & Rubicam, both N. Y.

TV POLICY • Lumberman's Mutual (fire and casualty insurance), Chicago, reportedly has purchased half-sponsorship of series of three collegiate basketball tournament games on CBS-TV Saturday afternoons in March. Included are two National Invitational and one NCAA game on 110 stations. Agency: John W. Shaw Adv. Chicago. Television Bureau of Advertising has been actively engaged in prodding insurance firms, such as Lumberman's, to enter tv medium.

BIBLE TEST • Cambridge U. Press (St. James Version Bibles), N. Y., making extended use of radio in test campaign of indefinite length planned for spring in South, Midwest and Far West. Cambridge has used radio only once before (on one Louisville, Ky., station). Agency: Lewin. Williams & Saylor, N. Y.

FIFTH FOR YOUNG • Finishing touches being applied on formation of new—and fifth—station representative firm under aegis of Adam Young. New company will represent radio stations in markets below approximately top 50; will have separate staffing, operate individually as do other four: Adam Young Inc. (radio and now to represent stations in larger markets); Young Television Corp. (tv); Young International Ltd., and Canadian Station Representatives Ltd.

QUAKER WILL STAY • Far from retrenching in network tv, Quaker Oats Co. (for its Ken-L products) will continue part sponsorship of NBC-TV's *Caesar's Hour* at least 'til summer hiatus and also is looking into daytime television, with talks presumably involving CBS-TV. Quaker to fulfill commitments for 39 weeks (series is aired three out of four Saturdays), despite reports of cancellation effective in February. Agency: Needham, Louis & Brorby, Chicago.

DARE IN PA. • Garrett & Co. (Virginia Dare wines), Brooklyn, N. Y., starting radio spot campaign in Scranton, Erie, Wilkes-Barre and Pittsburgh next Sunday. Agency: MacManus, John & Adams, N. Y.

CUTBACK AT KUDNER • Kudner Adv., N. Y., which lost two major television accounts within past two months—U. S. Tobacco and Texaco—has dropped at least eight employes, timebuyers and production personnel.