

CAPITAL CAPITAL GAIN • In final contract stage last weekend was projected sale of KOWH Omaha, first station in Todd Storz group, to William Buckley, publisher of *National Weekly*, New York distributed newsletter, and associates, for approximately \$800,000. Mr. Storz, native of Omaha, understood to plan permanent residence in Miami, where his group recently acquired WQAM. He will establish his headquarters there for other stations in group (WDGY Minneapolis; WHB Kansas City and WTXI New Orleans).

KOWH was acquired by Storz in 1949 from Omaha World-Herald for \$75,000. Station operates on 660 kc with 500 w day. Handling transaction, which would be subject to usual FCC approval, is Hamilton, Stubblefield, Twining & Associates.

TIMES HAVE CHANGED • New crop of visitors is being seen regularly in advertising agency offices these days. It consists of high-level television network executives. Speaking of current three-network battle to sign tv business, radio-tv vice president of one agency said: "I've been here five years, but this is the first time network guys of this high level have come to my office. It used to be that we met in theirs."

UPCOMING soon will be appointment of new chairman of Television Code Review Board because of request from G. Richard Shafto, president and general manager of WIS-AM-TV, Columbia, S. C. to be relieved. Mr. Shafto, who has served two years, has advised NARTB President Harold E. Fellows that pressure of other activities precludes his continued association with code activities beyond NARTB convention next month.

ANYBODY'S GUESS • Almost anything can happen at FCC's session tomorrow (Tuesday) on subscription tv. Several different viewpoints have been advanced on how toll tv might be tested, ranging from rigid experimentation on selected uhf channels (Lee plan) to no limitations. Whether all viewpoints can be reconciled is question. Proposal may still be referred to Congress for legislative guidance, although tenor at FCC session last week was in favor of action on some sort of experimental basis, possibly after definitive hearing.

TO BE resolved is question whether toll tv constitutes broadcasting or is common carrier. If it is construed as broadcasting, it would not be subject to rate regulation. Opinions on overall topic are so varied it's hard to say what will evolve, if anything. But there is possibility of some action on

broad basis, although certain members of Commission feel that consideration on such meager knowledge is exceedingly dangerous and premature.

BRIGHTER DAY • Daytime television apparently is looming brighter and brighter, with such advertisers as Warner-Lambert and Purex currently talking to all three networks about daytime sponsorships in addition to new buys already placed by Lever Bros. and Procter & Gamble (see story page 35).

WARNER-LAMBERT understood to have placed orders with NBC-TV for alternate-week sponsorship of Crisis (Mon., 9:30-10:30 p.m.) and alternate weeks of Jane Wyman show (Tues., 9-9:30 p.m.)—in addition to its daytime tv shopping. Agency is Sullivan, Stauffer, Colwell & Bayles, New York.

CLOSED RECORD? Court of Appeals decision in Miami ch. 7 case, wherein Niles Trammell's consultancy contract with NBC was belabored, has FCC in tizzy. It isn't sure precisely which way to move since record in case presumably cannot be reopened to take additional testimony. Prospect of appeal to Supreme Court on ground that appellate body substituted its judgment for that of FCC is regarded as remote |B•T. March 18: see page 52 this issue|.

MR. TRAMMELL, former chairman and president of NBC, and president-general manager of WCKT (TV) Miami, is believed willing to forego remaining three years of his \$25,000-per-year consultancy, but question is how this can be considered by FCC if procedures preclude reopening of record. Both FCC and Biscayne counsel last week were exploring prospects of re-argument of case before Commission as possible way out.

DRESS REHEARSAL • All members of FCC met at luncheon session with brass of NARTB for dry run on panel discussion scheduled for joint radio-tv session of NARTB Convention in Chicago on Wednesday, April 10. In addition to NARTB President Harold E. Fellows, who will be moderator, other NARTB executives at dress rehearsal luncheon were Vice Presidents Thad Brown and John F. Meagher; Vincent Wasilewski, manager of government relations; Robert L. Heald, chief attorney, and Howard H. Bell, assistant to president.

RESPONSIBILITIES of being on camera: FCC Chairman George C. McConnaughey had speech prepared for delivery at NARTB convention (subject not known)

when he learned CBS was scheduled to telecast his address. Now entire speech has to be written so public viewers won't be befuddled by esoterics of broadcasting and such trade jargon as Sec. 315, Sec. 309 (b), allocations, uhf, vhf, etc., etc.

BRANCHING OUT • Television Bureau of Advertising will open western office with full-time executive in charge. Location and executive will be chosen by TvB board which meets during NARTB convention next month. Choice for site is between Los Angeles and San Francisco.

NEARLY 90 persons—including Tom Slater, director of television and radio and visual communication in Cleveland office of Fuller & Smith & Ross—will move to Pittsburgh where F&S&R will open new office sometime in May. Agency will move some people from New York office as well as from Cleveland.

McCONNAUGHEY SWEEPSTAKES • Candidates continue to pop up for job that isn't yet vacant—chairmanship of FCC. Chairman McConnaughey hasn't yet officially announced whether he will accept reappointment when his term expires June 30, but GOP Sen. Bricker (R-Ohio), told B•T last week that he is supporting him for reappointment. Asked whether Mr. McConnaughey had indicated he would not seek reappointment, Mr. Bricker responded "no".

ONE of most active campaigners for McConnaughey post on if-and-when basis is former Sen. George Bender, Ohio Republican, whose business is insurance. And newest name to emerge is that of Robert L. King, assistant to Vice President Nixon.

UNDER BUSHEL • Radio-tv impact on Institute of Radio Engineers' spectacular but complex convention-radio show in New York last week, biggest in history (see story page 68) was all but hidden under umbrella of military-industrial wizardry (guided missiles, computers, radar, telemetry, nuclear science, ultrasonics, even electronic medicine and photography). As electronics industry bursts at its seams, radio-tv has become but one facet among many, may result in reemphasis on NARTB's upcoming annual engineering show where broadcast inventors—and their developments—can bask in spotlight.

WESTINGHOUSE Broadcasting Co. will announce this week opening of Washington news bureau to service its own stations. Man in charge reportedly will be Rod McLeish now news director of WBZ, Westinghouse's Boston radio station.