

Renewed Emphasis on Daytime AM Pointed Up in Actions at FCC

WASHINGTON, Aug. 23.—Renewed emphasis on daytime AM is pointed up this week in a series of actions at the Federal Communications Commission. With daytime radio rates scheduled to increase in some instances, as night rates go down (The Billboard, August 23), one station even obtained permission to give up nighttime operations. The commission authorized WVOP, Vidalia, Ga., to stop operating full time on 1450 kc., 250w. power and operate daytimes only on 970 kc., 1 kc. power. Altho WVOP lost its only network affiliation when the Liberty Broadcasting System ceased

operation, thus eliminating a number of proposed programs, it is apparent that other AM stations have their eyes on proposed Columbia Broadcasting System daytime rate rises of around 11 per cent, while night rates, which come into more direct competition with TV, may be slashed as much as 30 per cent.

In its request for an end to nighttime operation, WVOP pointed out that income from nighttime hours was less than 15 per cent of the total revenue, altho night operation formed a substantially greater percentage of the total broadcast time. WVOP estimated that it would take in \$650 more a month under the proposed daytime operation. The station has registered a profit since 1950, and thru September, 1951, its profit totaled \$2,876. Businessmen and civic leaders alike, recommended the changed operation, which was approved despite the fact that Vidalia with close to 6,000 population, lost its only nighttime primary service.

The growing popularity of daytime AM operation is emphasized by the increasing number of bids for daytime power hikes, as well as for new AM stations, which have mounted to well over 300, with 2,353 AM stations already in operation (The Billboard, August 9). Several stations, like KWBR, Oakland, Calif., are increasing their daylight operating power.

The commission this week authorized KWBR, a Warner Bros.-operated station, to raise its daytime operating power from 1 kw. to 5 kw.s, altho night operation would remain the same. The changed daytime program would permit KWBR to provide a primary broadcast service to over 2,000,000 people—an increase of at least 88,997, if it makes satisfactory adjustment on complaints of interference.

Commissioner Rosel Hyde also granted the Paducah Broadcasting Company, Paducah, Tex., authority to change its frequency from 1300 kc. to 1370 kc., and its power from 250 watts to 500 watts. Adding to the flurry of AM activities, is commission approval of a number of transfers of AM stations such as WJMO, Cleveland, from Richard Eaton to United Broadcasting Company of Ohio, Inc., for \$100,000, plus anything over net current assets of \$50,000 as reported in the balance sheet. The commission also approved the sale of WLEU and WLEU-FM, Erie, Pa., to Commodore Perry Broadcasting Services, Inc., for \$75,000; of KCSP, by San Bernardino Valley Broadcasters, San Bernardino, Calif., to F. P. D'Angelo for \$50,000, and the transfer of control of KWKH, KWKH-FM, Shreveport, La., and KTHS, Hot Springs, from the executors of the estate of J. D. Ewing to trustee William H. Bronson.

Decision on ABC-UP Merger Expected Soon

WASHINGTON, Aug. 23.—Prospect of an initial decision within two months by Federal Communications Commission Examiner Leo Resnick on the proposed American Broadcasting Company-United Paramount Theaters, Inc., merger gained further strength this week after Resnick formally closed the hearing record. With the two most controversial issues almost completely ruled out by the commission's recent statute of limitations on anti-trust and other activities, a green light for the merger is foreseen in most speculation by government and industry legalists.

Next formal step is the filing of proposed findings by the Allen B. Du Mont Laboratories, Inc., by September 9 and by all other participants by September 19, which will be followed by Resnick's initial decision. There will be 20 days thereafter for filing of exceptions, and limited oral argument before the commission if exceptions are filed. Altho the bulk of the record on anti-trust activities goes back to the 1930's, as well as most of the conflicts of testimony reflecting upon the credibility of witnesses, Resnick said that retention of even one-tenth of the more than 13,000 pages of testimony and 1,000 exhibits would make examination of the record "difficult."

The commission repeatedly has urged a speed-up of the hearings and of final action on the merger, with AB financial hardships, increased by the prolonged examination, known to have contributed to the latest commission action ruling out consideration of most activities before August, 1948. Altho a few questions involving transfer of controls of TV licenses from one Paramount organization to another still remain to be settled, one commission legalist saw the only remaining issue of any importance as the question of whether motion picture companies should become part of the TV industry and whether UPT could meet the responsibilities of a licensee in the light of its past activities.

NBC's Kalmus To Lever Bros.

NEW YORK, Aug. 23.—Allan H. Kalmus this week resigned as manager of the TV press department of the National Broadcasting Company to become press bureau manager of Lever Brothers Company. Kalmus had been with NBC since 1943.

NBC has not yet named a replacement. Web is expected to fill the post by a promotion within the department.

Miller Sponsors 'First-Nighter'

CHICAGO, Aug. 23.—Miller Brewing Company has signed for a year's sponsorship of "First Nighter" over a 120-station National Broadcasting Company radio network beginning October 7, from 9:35-10 p.m. CST. Matheson & Associates is the agency.

Dems Turn to TV To Fight GOP Press

Going the Limit on Radio Tele Spending In Battle, Says Committeeman Hildreth

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greatest medium to overcome a biased press." Hildreth indicated that the policy of increased TV emphasis in the campaign will be strongly pushed in D.C. as a pacesetter.

Hildreth fired his opening gun at what he described as the "hostile press" earlier in the week at a confab inaugurating district headquarters for the campaign for the Democratic national ticket. Hildreth declared that opposition of the daily papers "makes it necessary" for the Democrats to turn more heavily to TV to woo the voters. "Eighty-seven per cent of the newspapers support the Republican ticket," he said. He said that in town after town, there is not a single newspaper giving fair treatment to speeches by Gov. Adlai Stevenson, Democratic nominee for president, and Sen. John Sparkman, Stevenson's running mate.

Hildreth hailed TV as a particularly effective weapon to fight the press blackout inasmuch as the

bulk of the nation's present TV stations are in northern and Pacific cities where the Democrats will be focusing their drive most heavily. Hildreth explained that the South is looked upon by Democratic leaders as certain to turn its electoral votes solidly for the Stevenson-Sparkman ticket. Therefore, he said, heaviest campaigning for votes will take place elsewhere. In such cities as Philadelphia, Buffalo, Cleveland and others, where there is not a single newspaper supporting the Democratic national ticket and where TV has a wide audience, the biggest spending will take place for video time. Hildreth and D. C. Commissioner F. Joseph Donahue, also a Democratic leader, voiced belief that Stevenson is far more "telegenic" than GOP nominee Dwight Eisenhower and that video will be depended on most heavily to bring Stevenson's campaign directly to the people in the most populous sections of the North and Far West.

CBS, NBC TO SHARE GORDON

HOLLYWOOD, Aug. 23.—Actor Gale Gordon will be shared by both Columbia Broadcasting System and National Broadcasting Company in the forthcoming season via an agreement reached between CBS' Harry Ackerman and NBC's Tom McCray. CBS holds Gordon to an exclusive pact for its "Our Miss Brooks" radio and TV series, but agreed to loan-out arrangement whereby Gordon will be permitted to continue his portrayal as Mayor La Trivia on NBC's "Fibber McGee and Molly" show.

Gordon, however, will not be allowed to play supporting parts on NBC's "Great Gildersleeve," "Halls of Ivy" and Phil Harris-Alice Faye shows. Twin net arrangement will also force the Tuesday night "Fibber" show to be taped since the CBS "Brooks" TV program is filmed Tuesday nights for Friday night airing.

4 of 5 CBS AM Sustainers Get Fall Rides

NEW YORK, Aug. 23.—Four out of five new sustainers programed on the Columbia Broadcasting System's AM network this summer will get a fall ride to test further their commercial potential. They are the "Steve Allen Show," "Gunsmoke," "December Bride" and "Horatio Hornblower."

The "Frank Fontaine Show" is the only one being dropped, and that is because Fontaine's sustaining price is too high for the web. The "Steve Allen Show," which is produced by Al Span, is being moved into the Saturday night, 9:30-10:30, slot this fall. On the radio network's commercial side, Bing Crosby's program for General Electric will be programed Thursday nights at 9:30, instead of Wednesdays at the same hour. The Jergens "Hollywood Star Theater" will precede it.

Sealy Gets CBS-TV Slot

NEW YORK, Aug. 23.—Sealy Mattress will get the Saturday night 10-10:30 slot on the Columbia Broadcasting System's TV network for its "Balance Your Budget" show this fall. The network has also assigned Friday night 10:30-11 to "It's News to Me," which will be alternately sponsored by Simmons Mattress and Jergens.

Prexy McCall, ALA Bd. to Map Strike Policy

HOLLYWOOD, Aug. 23.—Mary McCall Jr., Screen Writers' Guild prexy, will attend a special board meeting of the Authors' League of America called by Rex Stout to map policy in continuing SWG's strike against the Alliance of Television Film Producers. Meantime, the Television Writers of America, newly formed union seeking to embrace both live and TV film scribes, met this week to elect Charles Isaacs as its temporary chairman. Committees were formed on finance, constitution, membership and other functions. Authorization for a National Labor Relations Board election and membership blanks were sent out to scribes. TWA claims approximately 100 writers are already in its fold.

Early in the week, SWG, already locked in a strike with 13 TV film producers, lashed out at its sister union, Radio Writers' Guild. SWG branded as "completely untrue" RWG's statement (The Billboard, August 23) that radio writers had no voice in the Alliance strike plans. SWG pointed out that Milton Merlin, RWG national prexy, "was a full member of the ALA-SWG joint negotiating committee" and that "Merlin attended all but one session and was in full accord with every action taken."

Despite claims from producers that a heavy backlog of script material will make the SWG strike ineffective plus jurisdictional cracks within labor's ranks in its battle with the Alliance, the screen writers are confident they will emerge victorious. SWG claims that the majority of top script material comes from seasoned movie writers and not from radio scribes since screen penmen are better suited to the visual medium. They feel that sponsors and agencies will force the Alliance to give in because bankrollers demand top quality scripts.

ALA Prexy Stout is expected to bring pressure on the ad agencies and sponsors in the hope this would be relayed to the Alliance.

GRAND APIECE

Chi Hawks Do About Face on Hockeycasts

CHICAGO, Aug. 23.—The Chicago Blackhawks hockey team has done an about face on televising hockey. They have announced they are anxious to put their games on TV, and have put a \$1,000 price tag on each game for combined TV-radio rights.

The Hawks televised a full schedule when there were fewer than 100,000 sets in Chicago, but have barred TV in the past four years because of fear of hurting attendance. However, the team has wallowed in last place in that time, and attendance could hardly be lower. At some games last winter there were only three or four thousand customers in the 20,000-seat Chicago Stadium. In the 1947-48 season, when all games were televised and the Hawks were in last place, every game was a virtual sell-out.

Bill Tobin, president of the Blackhawk organization, said that it was likely on'y the final periods will be televised this year, altho he did not rule out carrying the entire game. Several sponsors are interested. The stumbling block will be to clear time on one of the four stations. The Hawks have 35 home games on their tentative schedule. After January 1, Sunday games will be played in the afternoon.

Lois Winston Quits Biow for R. & C.

NEW YORK, Aug. 23.—Lois Winston this week resigned as publicity director of the Biow Company to join the public relations firm of Rogers & Cowan as an account executive.

She will specialize in radio and TV accounts. Her replacement at Biow has not been selected.

OUT NEXT WEEK

New authentic information on the industry including . . .

. . . Capsule Reviews of all TV Films produced in the last three months

. . . J. K. Lasser's study on how tax deduction and capitol gains advantages can be used to attract investment money for TV Film production

. . . An accurate and complete breakdown of costs of producing a TV Film

. . . A complete list of TV Film buyers in advertising agencies

. . . An up-to-date review of Europe as a TV film source and production base

. . . Results of The Billboard's second comprehensive poll to determine what companies and people are recognized leaders in developing the TV Film industry.

The Billboard's Second TV Film Quarterly . . . out next week

The Billboard's
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