

CBS president, reportedly has told Brig. Gen. David Sarnoff, RCA-NBC chairman, that CBS would not select its second uhf until NBC picked its first.

The CBS purchase of WSTV-TV is under protest. Last week ch. 16 WENS (TV) Pittsburgh petitioned FCC to (1) dismiss the CBS-WSTV-TV applications because they violate Commission rules or (2) set the applications for hearing to obtain more information on which to determine if the proposals are in the public interest.

WENS contends the proposal to switch WSTV-TV's site to Florence, Pa., near Pittsburgh, violates not only the spirit and language of the Commission's allocation rules as established by the Sixth Report, but also Sec. 307(b) of the Communications Act calling for equitable distribution of facilities. The petition noted that before the Sixth Report was issued WSTV argued that ch. 9 should be given the Wheeling-Steubenville area rather than Pittsburgh.

Protests of the CBS purchase and proposed WSTV-TV move were filed with FCC earlier by WWSW and WJAS Pittsburgh and ch. 35 WTRI (TV) Albany, N. Y. [B•T, Dec. 27, 20, 13, 1954]. WWSW and WJAS Pittsburgh are contending for ch. 11.

WTRI was successful in obtaining an order for hearing Jan. 24 on the \$298,000 sale of WROW-AM-TV Albany (ch. 41) to a group headed by CBS commentator Lowell Thomas [B•T, Jan. 3]. CBS has announced affiliation with WROW-TV.

The only television operator with a full quota of stations is Storer Broadcasting Co. which owns vhf's WJBK-TV Detroit, WSPD-TV Toledo, WAGA-TV Atlanta, WBRC-TV Birmingham and WXEL (TV) Cleveland and uhf's WGBS-TV Miami and KPTV (TV) Portland, Ore. The ch. 8 WXEL Cleveland last week picked up a CBS-TV affiliation (see below).

### • CBS-TV BIG SWITCHES

Plans to switch its affiliations in two cities—Cleveland and Phoenix—were announced last week by CBS-TV, which meanwhile reported three other station signings including the 12th contract for affiliation under its "Extended Market Plan" (EMP) for small-market outlets.

In Phoenix, cowboy singer Gene Autry's KOOL-TV (ch. 10) will become a CBS-TV primary affiliate June 16, replacing Meredith Publishing Co.'s KPHO-TV (ch. 5).

In Cleveland, Storer Broadcasting Co.'s WXEL (TV), on ch. 8, will become a CBS-TV primary March 1 [B•T, Dec. 6, 1954]. It will replace WEWS (TV), on ch. 5, as the network's outlet there.

KOOL-TV has been affiliated with ABC-TV, and WXEL with ABC-TV and DuMont. WXEL, acquired by Storer from Empire Coil Co., is under the general management of Franklin Snyder. KOOL-TV, owned by Maricopa Broadcasters, of which Mr. Autry is principal stockholder, is under the general management of Charles Garland, who also is a minority stockholder.

KBST-TV Big Spring, Tex. (ch. 4), was reported to have signed under EMP, designed to extend network television service to small-market stations at prices which the network thinks advertisers will find attractive [B•T, Nov. 29, 1954]. The station is owned by Big Spring Broadcasting Co., with Howard Barrett as general manager.

It also was announced that WTWO (TV) Bangor, Me., had joined CBS-TV as a limited



AFFILIATION agreement, effective Feb. 1, between WROW-TV Albany and CBS-TV is approved by (l to r) Tom S. Murphy, WROW-TV general manager; Herbert V. Akerberg, CBS-TV vice president in charge of station relations, and Frank M. Smith, WROW-TV president. The ch. 41 station is owned by, among others, Lowell Thomas, CBS newscaster, and two New York congressmen. The uhf station in New York's capital city is represented nationally by the Bolling Co., New York.

alternate affiliate. The station, on ch. 2, is owned and operated by Murray Carpenter & Assoc., with Mr. Carpenter as president and general manager.

CBS-TV also announced that CJBR-TV Rimouski, Que., ch. 3 outlet, had joined as a secondary non-interconnected affiliate, effective last Nov. 21. The station is independently owned but represented by the Canadian Broadcasting Corp.

### • DUMONT TRIMS OPERATIONS

Meanwhile the DuMont Tv Network last week was reported adjusting, with no major hitches, to its new retrenchment regime [B•T, Jan. 3].

All of the approximately 25 stations being taken off "fulltime" AT&T network service had been notified, authorities said, and the reduced live relay program went into effect the day after DuMont's season of professional football and Shrine Bowl telecasts was completed Jan. 1.

The cutback in personnel, whose extent was not officially revealed but was said in some estimates to involve as many as 75 employees, was believed to have been completed. A rather

### De-Intermixture Plea

RENEWING their plea for de-intermixture of commercial vhf and uhf channels at Hartford, Conn., four area uhf stations jointly petitioned FCC last week to reconsider its refusal to act on their earlier pleading for the same relief [B•T, Dec. 13, 1954]. The stations, comprising ch. 30 WKNB-TV New Britain, Conn. (which may be bought by NBC), ch. 18 WGTH-TV Hartford and ch. 61 WWLP (TV) and ch. 55 WHYN-TV Springfield, Mass., asked the Commission to switch Hartford's educational reservation from ch. 24 to ch. 3. The vhf facility is in contest between WTIC Hartford and Hartford Telecasting Co. The joint petitions charged FCC's previous ruling failed to cite grounds for its conclusions and to consider all facts and allegations presented, thereby violating the Administrative Procedures Act.

extensive realignment of programs was announced, but largely affecting WABD (TV), owned station in New York, rather than the network operation generally.

Although they declined to identify the affiliates taken off eight-hours-a-day network service—numbering about half of the 50 which had been getting service of that type—DuMont authorities disclosed that the cutoff applied to all stations which were getting less than 35 hours a month, and confirmed that, generally, this meant the end of fulltime live service to affiliates west of Chicago.

Instead of service of the AT&T contract type, which must be paid for on an eight-hour-day, seven-day-week basis whether the relays are in use all that time or not, DuMont will order live network service to these stations only in the case of sponsored programs and on the "occasional use" basis, which requires payment to AT&T only for hours used. (DuMont has been networking about 21 hours of programs per week.)

There was no affirmative word regarding the new "technological developments" that Allen B. DuMont Labs' Dr. Allen B. DuMont and DuMont Network's Managing Director Ted Bergmann had said, in their announcement of retrenchment plans, are in the offing to help achieve more efficient but less costly telecasting.

Dr. DuMont, however, issued a statement in which he said B•T's account of DuMont development of a combined live-film system, obtained from competent sources, "is not a correct or authorized statement of our plans or decision." Text of his statement:

"The purported disclosure of DuMont Network plans 'in an informal comment by a DuMont executive' with a representative of the magazine BROADCASTING • TELECASTING, as reported in that magazine's issue of Jan. 3, 1955, is not a correct or authorized statement of our plans or decisions.

"As I stated in an announcement issued jointly with Ted Bergmann last week, it is true that 'we are near the end of our search for a technological improvement that will aid substantially' in achieving the objective of more efficient telecasting at lower cost. When we reach the end of our search and make the decisions necessary to inauguration of such a service, Mr. Bergmann and I shall make the announcement ourselves. Until that time, no one is authorized to speak for DuMont on the subject."

As the network moved into 1955, several program revisions were instituted in programming. Also announced were changes for WABD, DuMont's key outlet in New York.

Chief program changes announced for the network included: *Down You Go* moves from Wednesday 10-10:30 p.m. EST to Friday 10:30-11 p.m., effective last Friday; *Johns Hopkins Science Review* gives up its Sunday 1-1:30 p.m. time to *Between the Lines* and moves into the Sunday 3-3:30 p.m. period, effective Jan. 16; and *One Minute Please* moves from Friday at 9:30-10 p.m. to Thursday at the same time.

Officials said *Chicago Symphony*, about whose continuance there had been speculation, will continue in the Wednesday 8-9 p.m. period.

Among WABD program changes is the launching of a series of half-hour film dramas—12 telecasts per week—in early-afternoon and late-evening periods, starting today (Monday). This series will be presented Monday through Friday at 1-1:30 p.m. and 11:15-11:45 p.m., and on Sundays at 1:30-2 p.m. and 11:30-12 midnight.