

## WRC Presents 140 Tapes To Library of Congress

WRC Washington became the first radio station to contribute radio sound tape material to the Library of Congress' new broadcasting reference collection with the presentation of 140 tapes of news, sports, music and other programs aired on the station.

Carleton D. Smith, NBC vice president and general manager of NBC-owned WRC-AM-FM-TV, presented the tapes to L. Quincy Mumford, Librarian of Congress, at a ceremony in the latter's office.

The 140 tapes contain 137 hours and 57 minutes of consecutive broadcasts during the week of Oct. 31-Nov. 6, including all NBC network and local programs broadcast on the station. The sound tapes will form the basis of the new Library of Congress collection, and will be used for future reference by scholars, sociologists and economists, according to Mr. Smith.

"Fifty years from today scholars will find in this tape collection a valuable record of American life in the year 1955," he said.

The tape collection weighs 98 lbs., contains a total of 243 separate news and sports broadcasts and fills a seven-foot shelf. Among the programs are reports on the recovery of President Eisenhower from a heart attack and broadcasts from overseas, on NBC's *Monitor*, of diplomatic negotiations by Sec. of State John Foster Dulles at Geneva.

Also taking part in the presentation ceremonies was Harold Spivacke, chief of the Library of Congress' Music Division.



**BASIS** of Library of Congress' new broadcasting reference collection will be 140 tapes of a full week's broadcast of WRC Washington local and NBC network programs. Carleton D. Smith (l), vice president of NBC and general manager of the network's owned WRC-AM-FM-TV, hands some of the tapes to L. Quincy Mumford (c), Librarian of Congress, and Harold Spivacke, who heads the Library of Congress' Music Division.

## FCC Gets Triangle Petition To Drop Elmira Application

**TRIANGLE PUBLICATIONS** Inc. last week petitioned the FCC to dismiss without prejudice its application for ch. 18 at Elmira, N. Y. Early this month, the Commission designated for consolidated hearing the competing applications of Triangle and Central New York Broadcasting Corp. [B•T, Nov. 14]. Both applicants proposed to use the Elmira channel for satellite operations, Triangle for its ch. 12 WBNF-TV Binghamton and Central New York for its ch. 3 WSYR-TV Syracuse.

In asking for dismissal of its Elmira application Triangle asserted that the best way to provide satisfactory WBNF-TV service to Elmira residents is through a booster operation there. This would permit WBNF-TV to provide a true Grade A service to Elmira and leave ch. 18 available for the establishment of a local station there, Triangle said. Triangle claims that Elmira is within the Grade A contour of WBNF-TV. Because of intervening mountains, however, Elmira is cut off from this coverage, Triangle said.

Triangle contended that it originally sought the uhf assignment because FCC rules and policies do not provide for booster stations. A petition to amend FCC rules to provide for booster stations is now being prepared and will be submitted soon, Triangle said.

Triangle owns WFIL-AM-FM-TV Philadelphia; WBNF-AM-TV Binghamton; WLBR-TV Lebanon, Pa.; 50% of WHBG Harrisburg, Pa., and has applied for FCC approval of the \$3.5 million purchase of WFBG-AM-TV Altoona, Pa. Triangle interests also include the *Philadelphia Inquirer*, *Tv Guide* and other publications.

## FTC Adds 10 Insurance Firms To False Advertising List

**TEN** new firms were added last week to the growing list of insurance companies cited by the Federal Trade Commission for false advertising of health and accident policies.

The latest actions bring to 41 the number of complaints issued against insurance firms in the FTC's 13-month drive to halt misrepresentations of insurance policy benefits. The first

complaints, totaling 17, were issued Oct. 18, 1954.

Among the charges leveled at the 10 firms cited last week were misrepresentations as to duration of policies, health requirements for policyholders, amounts paid for hospital and surgical bills and the number and types of accidents and illnesses covered by the policies. The firms have 30 days in which to file answers.

The 10 firms whose advertising was complained against as not up to FTC standards, and hearing dates follow:

Minnesota Commercial Men's Assn., Minneapolis, Feb. 27; Illinois Traveling Men's Health Assn. and North American Accident Insurance Co., both of Chicago, March 1; World Insurance Co., Omaha & American Casualty Co., Reading, Pa., March 5; National Bankers Life Insurance Co., Dallas, March 6.

Massachusetts Bonding & Insurance Co., Boston, March 7; Liberty Mutual Insurance Co., Boston, March 9; Mutual Life Insurance Co., N. Y., March 12, and Lumbermen's Mutual Casualty Co., Chicago, March 15.

Of the 31 previous complaints against insurance company advertising, four have been settled by consent orders and the rest still are in litigation. In a consent order, the firm agrees to discontinue the advertising practices complained of, without admitting any violations.

Meanwhile, insurance companies were studying a proposed advertising code worked out by the National Assn. of Insurance Commissioners.

## Trade Commission Bans Ads Calling Nucoa Dairy Product

**CONSENT ORDER** prohibiting The Best Foods Inc., New York, from advertising Nucoa margarine as a dairy product was made final by the Federal Trade Commission last week.

The FTC complaint, issued last June, charged that descriptions of Nucoa as "rich in sweet skim milk"—violated standards of the "margarine" amendment (Sec. 15 [a] [2]) of the FTC Act prohibiting representations or suggestions that margarine is a dairy product.

The action by the FCC last week is in effect a ratification of a hearing examiner's initial decision approving an order agreed to by the firm and counsel supporting the FTC complaint.

The order does not prevent the firm from claiming that Nucoa ingredients include a dairy product provided its percentage of the whole is made known.

## FCC Okays ABC-XETV (TV) Plan Despite Objections

**REQUEST** by ABC to be permitted to transmit programs to XETV (TV) Tijuana, Mexico—on file since early this year—was approved last week by the FCC over the objections of San Diego tv stations KFMB-TV and KFSD-TV.

Objectors claimed there was no need for feeding ABC programs to the Mexican ch. 6 station; that if the network did receive permission to feed its programs to the across-the border outlet, they would suffer economic injury. They also claimed that since XETV was not under FCC regulation or U. S. taxation, it would be unfair for ABC to proffer its programs.

In its order last week, the Commission said it found there was an insufficient showing that the San Diego stations would be injured by the grant of this authority. It also said that the maintenance of a "free interchange" of programs with stations licensed by the Mexican government was in the public interest.

**Money-back guarantee**

**BROADCASTING TELECASTING**

1956 BROADCASTING YEARBOOK MARKETPLACE

If you send us copy before December 9, we guarantee to get your advertisement in the appropriate section of the Broadcasting (radio) Yearbook. No other 22nd consecutive issue of the Yearbook can make that promise!