

Philadelphia, thus causing WBC to lose its NBC affiliation in Philadelphia in any event.

The importance of this affiliation was pointed up by Mr. McGannon when he reminded the Senate committee that a \$5 million valuation on the NBC affiliation had been placed on the books when WBC bought the then WPTZ (TV) from Philco in 1953 for \$8.5 million.

The Celler committee, late in June at its Washington hearings, reopened its consideration of the NBC-WBC swap. It introduced into the record memoranda from FCC investigators which seemingly pointed up the fact that (1) WBC officials feared loss of the NBC affiliations in Pittsburgh and Boston as well as Philadelphia if Westinghouse balked at the exchange; (2) Chris Witting, then WBC president, suggested among other alternatives that WBC try for CBS affiliations in Pittsburgh and Boston and ABC in Philadelphia; (3) WBC officials said they were told that if the NBC-WBC transaction fell through the network would buy ch. 6 WFIL-TV Philadelphia; (4) the FCC's Broadcast Bureau felt that the NBC-WBC replies to the McFarland letter adequately answered the charges of duress but that there still remained to be considered questions of possible overlap.

It was at this time, also, that Chairman McConaughy told the Celler committee that the Commission majority agreed that no hearing was necessary since all the facts were before it.

Mr. Barnes had made it clear at the initial House antitrust hearing that the Justice Dept. was studying the Philadelphia situation. He termed it a "delicate" situation.

Hansen Discloses Probe

It was seven months later that Assistant Attorney General Victor R. Hansen ripped the lid off the Department's activities in this area—an unprecedented action from the notoriously close-mouthed Justice Dept. Appearing before the Celler subcommittee in New York, the newly appointed antitrust chief openly admitted that the department was investigating network practices, ventured the opinion that some network practices seemed to be illegal (option time, must buys, etc.), and added that he expected something to break on the department's investigation of the NBC-WBC exchange of stations before the year's end.

It was known then that the Justice Dept. was presenting a case on the exchange of stations to a grand jury in Philadelphia. Among those subpoenaed were Brig. Gen. David Sarnoff, Robert W. Sarnoff, Joseph E. Heffernan, Charles R. Denny, all of NBC, and E. V. Huggins, Chris J. Witting, John W. Steen and Joseph Baudino, all of WBC. In addition documents were subpoenaed from NBC and RCA, WBC and Westinghouse Electric, CBS and others.

It was at this time also that Mr. Hansen ventured the opinion that any relaxation of the FCC's multiple ownership rules would be inconsistent with the objectives of the antitrust laws. He opposed proposals which would have placed a limitation on single ownership of stations to the number of stations covering not more than 25% of the population, in lieu of the present limit of



MEANWHILE, DOWN IN MIAMI . . .

SITE of NBC's 30th birthday observance this week (story page 32) is the spanking new (opened Nov. 25) Americana Hotel in Bal Harbour, Miami Beach, which boasts 475 rooms, 10 acres of sub-tropical landscaping, the usual complement of dining rooms, bars and shops, a nightclub, 600 ft. of private ocean and (for the more timorous) an Olympic-sized swimming pool with 100 cabanas.

When not taking advantage of the above, the 750 NBC-affiliated guests may occupy themselves with the agenda items listed below. Business sessions are in bold face.

WEDNESDAY

10 a.m. to 6:30 p.m.: Registration.

2-4:30 p.m.: Ladies shopping tour of Lincoln Road (transportation provided).

7 p.m.: Open house, grand ballroom.

11 a.m.-12 noon: Open meeting with affiliates, Westward Room.

12:30 p.m.: Luncheon, Grand ballroom, honoring Brig. Gen. David Sarnoff, RCA board chairman, for his contributions to broadcasting.

THURSDAY

7-10 a.m.: Telecast of *Today* from pool of Americana Hotel.

9 a.m.-3 p.m.: NBC men's golf tournament, La Gorce Country Club.

10-10:30 a.m.: Ladies dancing class, Americana pool.

12 noon-2:30 p.m.: Fashion show and lunch, Floridian Room.

2:30-5:30 p.m.: Yacht trip through Miami waterways.

3:30-4:30: Bingo, Americana pool.

7 p.m.: Cocktail party reception, Starlite Patio.

8 p.m.: NBC affiliate dinner, grand ballroom. Harry Bannister, station relations vice president, toastmaster. Welcome by Florida Gov. Leroy Collins. Talk by Niles Trammell, former NBC president, now president of WCKT (TV) Miami. Principal address by NBC President Robert W. Sarnoff.

2:45-5:45 p.m.: Ladies shopping tour, Lincoln Road (transportation provided).

3-5 p.m.: Ladies bridge, canasta, gin rummy tournament, Americana pool.

3-5 p.m.: Affiliates closed meeting, Westward Room.

8 p.m.: Cocktail party, Starlite Patio.

9 p.m.: Lobster roast and beefsteak barbecue, Americana pool.

11:30 p.m.-1 a.m.: *Tonight* show, from Americana pool.

SATURDAY

(Morning and early afternoon will be for organized fishing, boating and other activities.)

5:30-7:30 p.m.: Buffet, Starlite Patio.

7:30-9 p.m.: *Perry Como Show* will originate in grand ballroom, with guests including Groucho Marx, Jo Stafford, Johnny Ray, Steve Allen, Melinda Marx. (Doors close promptly at 7:50 p.m.)

9:15-10:15 p.m.: Cocktails, Starlite Patio.

10:30 p.m.: NBC supper dance (formal), grand ballroom.

SUNDAY

7-10 a.m.: *Today* telecast from Americana pool.

9 a.m.-12 noon: Ladies golf tournament, La Gorce Country Club.

10:30-11 a.m.: Ladies dancing class, Americana pool.

Transportation will be provided to all churches.