

that its ads are false or misleading and criticized the FTC for not proceeding against competitors who make "more far-reaching representations" than its own.

In another complaint developed last week by the FTC's routine method of checking ad copy (not monitoring), the agency charged Universal Sewing Service Inc., Cincinnati, with using bait advertising over radio and television, in addition to other media.

In the course of selling its sewing machines and vacuum cleaners, the complaint alleges, Universal advertises low prices, sends salesmen to call on prospects and disparage advertised products in an effort to sell other products at much higher prices. The firm is charged with using the name "Westinghouse" for sewing machines made in Japan, implying "they are domestic machines made by this well-known firm." Limitations on guarantees are suppressed until after sale and delivery, the FTC also claims.

Universal may file its official reply with the FTC in 30 days, and hearing of the action is set for Sept. 25 in Cincinnati.

Uhfs Denied Requests to FCC To Operate on Vhf Channels

REQUESTS by uhf stations to operate temporarily on vhf channels recently allocated to their communities were turned down by the FCC last week.

Denied were petitions by ch. 27 WTOV-TV Portsmouth, Va., and ch. 15 WVEC-TV Hampton, Va., to operate on ch. 13 Norfolk pending the outcome of comparative hearings for that frequency.

Also denied was a request by ch. 25 KTAG-TV Lake Charles, La., to operate similarly on ch. 3 New Orleans.

The Commission also denied another petition for a stay against its grant to ch. 20 WJMR-TV New Orleans to operate experimentally and simultaneously on ch. 12 New Orleans from its existing site. This stay request was filed by WTVJ (TV) Miami, applicant for New Orleans' ch. 12. Two weeks ago, a circuit court in Washington denied a request for a stay filed by ch. 12 WJTV (TV) Jackson, Miss.

WAAM (TV) Becomes WJZ-TV As FCC Waives Call Rule

WJZ-TV is the new call for the Westinghouse-owned ch. 13 WAAM (TV) Baltimore, recently bought from the Herman Cohen family for \$4.5-5.1 million in stock transfer [B•T, July 1]. The FCC granted Westinghouse's revised request for WJZ-TV after the group owner was informed that three-letter calls were prohibited for broadcast stations in the United States. Even so, a waiver of the rule (Sec. 2.302) was required, since tv stations must have a minimum four-letter call. Westinghouse originally used WJZ for a Newark, N. J., radio station, and more recently it was used by the ABC New York station (now WABC).

WORDS AND MUSIC ON CAPITOL HILL

- Song censorship censured
- Honeysuckle vs. Irish stew

STRAINS of "My Old Kentucky Home" and "Who Threw the Overalls in Mrs. Murphy's Chowder" sounded in strange counterpoint on Capitol Hill last week as congressmen testified on bills to investigate network song censorship practices [B•T, July 29].

As the stew simmered in the House Rules Committee, Rep. Thomas P. O'Neill Jr. (D-Mass.) threw in a new ingredient by asking that "Mrs. Murphy's Chowder" be banned from radio-tv as an "insult" to the Irish. And Rep. Frank L. Chelf (D-Ky.), played "My Old Kentucky Home" on the harmonica in support of his presentation before the Rules Committee.

The committee sat down Thursday morning to consider the fate of four resolutions introduced last week [B•T, July 29] by congressmen from Florida and Kentucky asking an investigation of network song censorship. The southerners were particularly concerned that networks, in deference to the Negro audience, have been changing such terms as "darkies" and "mammy" in "Way Down Upon the Suwannee River" and "My Old Kentucky Home," both by Stephen Foster and official songs of Florida and Kentucky, respectively.

The committee meeting produced no action on the bills, but preliminary testimony did serve to spotlight Irish sensitivities through this exchange:

Rep. Chelf: "Can you imagine, gentlemen, that as we stand there at the [Kentucky] Derby with heads bowed, awaiting the strains of 'My Old Kentucky Home' to be played by our band—suddenly the network managers call for a revision, a rewrite job, if you please. And instead of 'My Old Kentucky Home,' we hear a hurried substitution of 'Who Threw the Overalls in Mrs. Murphy's Chowder?'"

Rep. O'Neill, a member of the Rules Committee, asked Rep. Chelf if he knew the "Mrs. Murphy" lyrics. When Mr. Chelf confessed ignorance of them, Mr. O'Neill reminded him that, according to the song, it was a "Mick" who added overalls to the chowder. And, the Irish legislator added, "I resent it," going on to add his plea that the "insulting" song be banned.

Rep. Chelf in his testimony listed songs he felt might be considered insulting to various groups: "Red Wing," "Chinatown, My Chinatown," "Mother Macree," "Silver Threads Among the Gold," and others. After protesting song censorship and expressing fears that it might be extended, he returned to American verities, Kentucky, the honeysuckle there, the Kentucky Derby, and, finally, "My Old Kentucky Home," interpreted on his harmonica.

Rep. Chelf has a very simple philosophy on speech making, given to him when he first came to Congress by the late Virgil Chapman, former Kentucky senator and representative. Sen. Chapman's advice to the young lawmaker: "When you feel a

speech coming on, just get out your harmonica and play it."

Thus lulled, members of the Rules Committee retired to executive session and shelved the bills which would investigate networks.

Also on Thursday, FCC Chairman John C. Doerfer, in answer to congressional demands that the Commission look into song censorship, told legislators that his agency has no jurisdiction over networks. Dealing with networks as station licensees, "the Commission is specifically prohibited from exercising the power of censorship over broadcast material," he said in a letter to congressmen.

Justice Dept. Complies With Senate Recommendations

IN AN exchange of correspondence being released today (Monday), the Justice Dept. told Sen. Warren Magnuson (D-Wash.), chairman of the Senate Commerce Committee, that it is complying with recommendations made by the committee in its network study (Cox report) [B•T, July 1].

William P. Rogers, deputy attorney general, wrote Sen. Magnuson that Justice is complying with requests to:

- Continue its investigation of alleged preferences granted by the networks to their own programs over independently produced programs, plus acquisition of financial interests in independent programs as a condition for exposure of such programs on network facilities.

- Investigate allegations made by independent suppliers of staging services that they are being forced out by networks.

- Continue its investigation of "must buy" and "option time" requirements of the networks.

- Investigate complaints alleging "abuse of power on the part of the networks."

Mr. Rogers said it would not be appropriate for Justice to comment on the recommendations regarding the FCC because it is an agency "independent from this department." He added that Justice would "accelerate" some of its present activities relating to the broadcast industry.

Sen. Magnuson thanked Mr. Rogers for his report on Justice activities and asked that another one be submitted to the Commerce Committee "prior to January 1958 with regard to the status and development of the various inquiries being pursued by the departments as well as any additional views it may have on this entire subject matter." This would aid the committee in formulating its schedule of activities for 1958, he said.

Bay Area Ch. 2 Grant Challenged in Appeals Court

LAST MONTH's FCC grant of San Francisco-Oakland ch. 2 to San Francisco-Oakland Television Inc. [B•T, July 1] was challenged in the U. S. Court of Appeals in Washington last week by unsuccessful applicants Television East Bay and Channel Two Inc., even though it was understood that Edwin W. Pauley, principal stockholder of Television East Bay, was to acquire a 25%