

**JAXIE'S
LESSON
IN LOGIC**

Over 1/4 million TV sets tune regularly to WFGA-TV, NBC television to 64 counties in South-Georgia and North-Florida.

You can't reach the rich Florida-Georgia market without Jacksonville.

You can't reach the multi-billion dollar Jacksonville-area market effectively without WFGA-TV.

So, the assignment is to apply the above facts to your TV schedule to solve your sales problem.

BASIC NBC AFFILIATION

*Represented by
Peters, Griffin, Woodward, Inc.*



WFGA-TV
Channel 12
Jacksonville, Florida
**FLORIDA'S
COLORFUL STATION**

**Radio Liberation, RFE
Add Their Own Barrage**

The old adage of never putting all your eggs in one basket applies to the Free World's radio barrage against the Soviet empire. The Voice of America is the United States government speaking. There are two other American-backed broadcast operations directed at the people of the Soviet Union and its satellites, Radio Liberation and Radio Free Europe.

Radio Liberation has a unique role—it broadcasts 24 hours a day, seven days a week, exclusively to the people of the Soviet Union. An arm of the American Committee for Liberation, founded in 1950, Radio Liberation is staffed with more than 150, the bulk Soviet exiles. It transmits the voice of Free Russia from radio centers near Munich and also at Tapei on Taiwan in order to reach both ends of the Soviet land mass. The transmitters range from 20 kw to 50 kw, and shortwave is used solely. The broadcasts are in the Russian language or in one or the other of the 17 official languages spoken by cultural minorities within the U.S.S.R.

The parent committee, which is underwritten by private American sources including foundations, also publishes Russian-language newspapers and supports the Institute for the Study of the U.S.S.R. Howland H. Sargeant, former U. S. Assistant Secretary of State for Public Affairs, is president; Richard Bertrandias is director of the radio division.

Radio Free Europe pours the voice of freedom into the satellite countries from 22 transmitters divided into five groups, each group aimed at one of these five enslaved countries: Czechoslovakia, Poland, Hungary, Rumania and Bulgaria. It is the broadcast division of the Free Europe Committee which was established in 1949 and which is headed by Joseph Grew, former American ambassador to Japan and onetime Undersecretary of State. Its aim is the independence of Eastern Europe from Soviet domination.

Payroll Nearly 2,000

Almost 2,000 people comprising 26 nationalities work for RFE. It has 22 transmitters, at Munich and Lisbon. For one hour each night, RFE saturates each of three satellite countries with transmissions from all of its broadcast installations—with powers ranging from 10 kw up to 100 kw. RFE also maintains a monitoring staff, which listens in to Radio Prague, Radio Bratislava, Radio Warsaw and Radio Budapest as well as to Moscow broadcasts. The RFE programs run a gamut of news and commentary, but also include cultural and human interest programs tailored for each of the five target countries.

Both Radio Liberation and RFE are certain they are getting through, since they, like VOA, receive mail at blind post office box numbers, hear of their successes from travel-

ers and refugees, and point to Soviet jamming and newspaper and periodical attacks as evidence that their broadcasts are being received.

**Court Issues Temporary Stay
In St. Louis Ch. 11 Situation**

A federal court last week by a split, two-to-one vote, issued a temporary stay against consummation of the St. Louis ch. 11 situation whereby CBS was assigning its ch. 11 grant to the three losing applicants.

At week's end the FCC was considering asking the full U. S. Court of Appeals in Washington to review the decision.

The concomitant purchase by CBS of ch. 4 KWK-TV St. Louis for \$4 million was not involved in the stay, but it is understood that CBS has not yet closed that transaction.

The stay came on an appeal by St. Louis Amusement Co., a one-time ch. 11 applicant. It was granted by Circuit Judges E. Barrett Prettyman and Warren E. Burger. Chief Judge Henry W. Edgerton dissented.

St. Louis Amusement Co. (the former Fanchon & Marco theatre circuit) was an applicant for ch. 11 in the early days of that vhf hearing before the FCC. It dropped out when it failed to persuade the FCC and the appeals court to dismiss CBS's application—on the ground that CBS was so far superior to all other applicants it was sure to win the grant.

The ch. 11 grant was due to be assigned without payment to 220 Television Inc., one of the three remaining applicants. The other two, St. Louis Telecast Co. and Broadcast House Inc., hold options to share ownership with 220 Television Inc.

**Examiner Finds Against Renaire
In FTC Charges of False Ads**

Renaire firms in Washington, D. C., Delaware, Maryland, New Jersey and Pennsylvania have made false claims in newspaper and radio advertisements for the Renaire plan of purchasing food and home freezers, it is held in an initial decision by a Federal Trade Commission hearing examiner. The action is subject to Commission confirmation, appeal, stay or review.

The examiner upheld charges made in May 1956 that Renaire falsely claims a customer's initial food order is worked out by "accredited food budget analysts" and that a customer will have the services of "trained, qualified food consultants" in planning food purchases. Renaire's analysts and consultants are not professional people, according to FTC Examiner Joseph Callaway, but are salesmen whose essential job is "to sell freezers." The firms also have misrepresented that government-inspected meat is exclusive with Renaire, that each carton of food carries a U. S. Dept. of Agriculture inspection label and that production costs can be controlled by having Renaire food inspected by U. S. officials, he said.

Charges that price advantages were misrepresented, however, were dismissed.