

closed circuit.

UP FOR GRABS? • *Omnibus*, Ford Foundation Tv-Radio Workshop's top-rated Sunday series being offered to highest network bidder after four years on CBS-TV, it's reliably reported. Tax-free Workshop is asking nut of \$3 million to cover station compensation plus talent and programming costs, along with cut in advertiser return, assuming program is sold. Full sponsorship, on CBS-TV's 78 station lineup brings \$1,200,000. Negotiations were underway last week with all three tv networks, it's understood, for 1956-57 series to begin this fall.

B•T

PLOUGH INC., which has enjoyed phenomenal success in drug manufacturing field, is bent upon becoming factor also in broadcasting as multiple owner. Having acquired (subject to FCC approval) WCAO Baltimore and WCOP Boston in past fortnight, Abe Plough now reportedly is negotiating for WQAM Miami regional, which must be sold by Knight interest under duopoly regulations, and also is looking over station in Texas. These acquisitions would bring radio station total to six (he owns WMPS Memphis and WJJD Chicago), or one short of seven-station limit. He and his chief broadcast executive officer, Harold Krelstein, are looking into tv too (story, page 70).

B•T

JUSTICE AND NETWORKS • Hot charges that tv networks are violating anti-trust laws have been lodged with Dept. of Justice. It's learned Senate Commerce Committee sent to Justice—without comment—testimony and legal briefs submitted last Monday by Richard A. Moore, president of independent KTTV (TV) Los Angeles. Essence of Mr. Moore's testimony was that network option time and must-buy arrangements are illegal and are restraining development of non-network program sources.

B•T

INTERESTED spectator at Senate Commerce Committee hearings during Mr. Moore's testimony was John Sinn, president of Ziv Television Programs Inc. Mr. Sinn told B•T he was taking no part in case but had made special trip to Washington to observe Mr. Moore in action.

B•T

IN AND OUT • Meager attendance of Senators at last week's Commerce Committee sessions—which produced some of most controversial testimony yet in long investigation of tv—drew Washington comment. Only two Senators (Bricker, [R-Ohio] and Potter [R-Mich.]), were present Monday morning for attack against networks. That afternoon as network testimony began Potter was joined by Pastore (D-R. I.). Tuesday morning Pastore sat alone, then left to be replaced by Potter, who started afternoon session, then left

hearings in hands of special counsel Kenneth Cox. Potter opened Wednesday hearing, then left and was replaced by Schoepel (R-Kan.) who later was joined by Potter. Chairman Magnuson (D-Wash.) never showed.

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PROSPECT that many am stations, especially smaller ones, will turn to complete full-time automated operation soon is held out strongly in some equipment circles. Theory is that stations will be "forced" to adopt method using automatic phonograph equipment ("jukebox") playing up to 100 records. One manufacturer reportedly is considering special console unit, while another (in non-broadcast field) is prepared to furnish automatic disc assembly. If trend materializes, there could be tremendous market potential, authorities feel, for "100% automated station" using 45 rpm discs in contrast to 33 rpm records or tapes.

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MUST-BUYS AND MUST-NOTS • Another "without precedent" situation in tv-network procedures may confront FCC. Falstaff Brewing Co., through Dancer-Fitzgerald-Sample Inc., ordered ch. 2 KPRC-TV Houston, NBC-TV affiliate, for its CBS-TV *Game of the Week* Saturdays beginning April 7, in addition to regular CBS Galveston-Houston ch. 11 KGUL-TV, on ground that it wanted additional coverage, despite overlap. CBS-TV counsel reportedly notified DFS that it couldn't be done, and Jack Harris, vice president-general manager of KPRC properties, has asked his Washington attorneys to explore prospect of complaint to FCC.

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McCANN-ERICKSON, New York, is lining up two-week radio spot campaign using 25 to 100 announcements per week on each station in about 150 markets effective May 4 for two weeks. Although advertiser has not been revealed, it was reported that it might be Westinghouse, whose strike was settled two weeks ago [B•T, March 26].

B•T

DO OR DON'T DROP IN • At third session in three weeks at FCC to discuss Nov. 10 rulemaking pertaining to tv allocations, conversation again centered around desirability of "drop-ins" on vhf channels as possible means of alleviating scarcity situation. But there was opposition based on process of "gradualitis," described as meaning that once engineering standards are impinged upon, pressures result in further breakdown by degrees until secondary service is demoralized. This happened in am radio. FCC, however, hasn't yet reached any definite conclusions but recognizes that something must be done—and fast. To some commissioners, that Sixth and Final Report begins looking better and better, it's indicated.

AFTER reviewing presentations of several agencies, Cheseborough-Ponds, New York, reportedly will name Compton Adv., New York, to handle its new products. Advertiser will maintain bulk of its business with McCann-Erickson and J. Walter Thompson Co. Latter agencies were not assigned new products because they are handling competitive accounts.

B•T

CAREER GIRL • Marriage (planned today, April 2) of former FCC Comr. Frieda B. Hennock to William H. Simons, Washington realtor, will not interfere with first lady commissioner's legal career. After honeymoon, Mrs. Simon (nee Hennock) will resume her association with Washington law firm and continue to specialize in communications.

B•T

EVINS subcommittee of House Small Business Committee plans to resume hearings shortly after Easter recess ends April 9 into claims of interference in FCC policies and decisions by White House and industry. House unit staff now checking subpoenaed RCA-NBC and CBS documents and making other investigations, expects "possibly" to subpoena other industry witnesses. Return network sessions "probably, but not definitely" will include as witnesses RCA and CBS board chairmen David Sarnoff and William Paley, staff member said.

B•T

NO DICE ON FEE • U. S. tv networks and newsreel organizations have decided to tell Australian Olympics Committee that its plan to charge some \$168,000 for world tv rights to undisclosed minimum amount of film coverage of Olympics in Australia in November [B•T, Jan. 30] is "unacceptable." Action being taken by NBC, CBS-TV, INS Telenews (which services ABC-TV among others), and UP-Movietone News, who also have backing of Canadian Broadcasting Corp., British Broadcasting Corp., and commercial tv interests in Britain in argument that tv should have same free access as any other news medium.

B•T

LAR DALY, Republican presidential "splinter" candidate, is set to fly to Washington this week to appeal equal time bid to FCC Chairman George McConaughy. NBC, ABC and MBS have rejected his time request to answer Eisenhower talk of Feb. 29. CBS has not given him final word.

B•T

MONKEY BUSINESS • Television has many uses, as Thomas F. O'Neil's still-expanding RKO-Teleradio Pictures dominion is finding out. After seeing ratings (placed at 79.7, unduplicated audience) racked up in week's showing of 23-year-old "King Kong" on WOR-TV New York, parent company officials cancelled plans to play it on other o&o stations, intend to release it to theatres instead.