

at deadline

New Vhf at West Palm Beach; Other Late Actions of FCC

NEW TV station on vhf ch. 12 at West Palm Beach, Fla., authorized by FCC Friday in order making final immediately earlier initial grant to WEAT-TV Inc., partly owned by James Robert Meachem, president WEAT there. Action was made possible by withdrawal of WWPG Palm Beach from contest after reimbursement of \$6,000 in expenses [B•T, Feb. 1].

WLOI Show Cause Proceeding Cancelled

FCC Friday vacated and cancelled show cause proceeding for revocation of WLOI LaPorte, Ind. Case was instituted late last year for failure to file annual ownership report [B•T, Dec. 7, 1953].

Application Filed in Boston

PROMINENT Bostonians figure in new application filed in Boston vhf ch. 5 contest by Massachusetts Bay Telecasters Inc. With 60 stockholders, expanded bid retains principals in former application of same name, dropped last week, including Roger and William Putnam, part owners of uhf ch. 61 WWLP (TV) Springfield, Mass. Other ch. 5 contestants: CBS-WEEI, WHDH and Greater Boston Tv Corp.

Substitute Application

SUBSTITUTING for vhf ch. 13 applicant KWOS Jefferson City, Mo., Jefferson Tv Co. filed with FCC Friday. KWOS principals are chief owners, but additional stockholders are included. Others seeking ch. 13 are Capital Tv Corp. and L. H. P. Co.

Petition on Rhode Island Ch. 16 Denied

PETITION of Ch. 16 of Rhode Island Inc. for enlargement of issues in its Sec. 309(c) protest hearing against vhf ch. 12 WPRO-TV there was denied by FCC Friday as inconsequential. Ch. 16 of Rhode Island wanted issue whether WPRO-TV continued construction after FCC stayed STA to begin operation. WPRO-TV earlier in week protested STA to Ch. 16 (story page 53).

Lexington, Ky., Ch. 18 in Clear

UHF ch. 18 at Lexington, Ky., put in clear Friday for WLEX as competitor WVLK dismissed application.

Initial Grant for Charleston, S. C., Ch. 2

INITIAL grant for vhf ch. 2 at Charleston, S. C., for WUSN there appeared forthcoming last week as competitor WHAN petitioned for dismissal of its bid. WHAN said it has counted on merger which did not evolve, hence isn't ready for hearing.

KBIX Withdraws Muskogee, Okla., Bid

KBIX Muskogee, Okla., granted petition to dismiss bid for vhf ch. 8, leaving in contest KTUL and Ashley L. Robison.

Both contestants for uhf ch. 65 at Sunbury-Shamokin, Pa., dismissed Friday: WKOK Sunbury and WISL Shamokin.

Selma, Ala., vhf ch. 8 cleared for WBAM Montgomery Friday with dismissal of bid by Dallas Broadcasters Inc.

Dean Withdraws Rapid City Bid

KOZY-TV Inc., headed by former FCC-aspirant Robert J. Dean, owner KOTA Rapid City, S. D., withdrew vhf ch. 7 application at Rapid City Friday, putting in clear Hills Broadcasting Co., headed by N. L. Bentson, chief owner WMIN St. Paul.

Philadelphia Agencies Merge

TWO Philadelphia advertising agencies with combined billings around \$7 million merged last week. They are Lamb & Keen Inc. and John Falkner Arndt & Co., both founded over a quarter-century ago. Successor agency is known as Arndt, Preston, Chapin, Lamb & Keen Inc., using the Arndt offices at 160 N. 15th St., Philadelphia. Officers are James G. Lamb, chairman; John F. Arndt, president-treasurer; Robert N. B. Arndt, executive vice president; Seymour S. Preston Jr., Herman S. Thoenbe and Kennard G. Keen Jr., vice presidents.

900 - GAME SCHEDULE

Liggett & Myers' (Chesterfield cigarettes) 1954 baseball radio-tv coverage [B•T, Feb. 8] again will encompass more than 900 regular and championship games in five markets: Greater New York, New England, Philadelphia, Chicago and Los Angeles. Agency: Cunningham & Walsh.

Montana Stations Urge Reappointment of Hyde

PRESIDENT Eisenhower asked by Montana Radio Stations Inc. to reappoint FCC Chairman Rosel H. Hyde to full seven-year chairmanship at end of one-year term.

Montana group opposed McCarthy Bill (S-2125) which would require radio and tv stations to keep records of all programs for indefinite period. In series of copyright actions, SESAC rates were termed unfair.

State law favored to require electrical wires to be at least 1,000 feet from major roads as aid to auto radio reception. Group to seek lower fees for university sports broadcasts. It asked FCC to refrain from setting license fees on ground they are class legislation and discriminatory.

Ian Elliott, KRJF Miles City, elected MRSI president; Joe P. Wilkins, KFBB Great Falls, vice president; Helen Ryan, KANA Anaconda, secretary-treasurer. Ken Nybo, KBYM Billings, is outgoing president.

CBS Reaffirms Control Right In Answer to Getts Suit

RIGHT to maintain control over its news, public interest, and current events programs was reasserted by CBS Friday in New York State Supreme Court in papers filed in answer to \$150,000 suit in which Clark H. Getts Inc., New York, program production firm, charges CBS induced Longines-Wittnauer Watch Co. to breach agreement for Getts to produce *Longines Chronoscope* panel series.

Getts firm, which produced *Chronoscope* for Longines on CBS-TV from September 1951 to June 1953, charged in its complaint that CBS "was dissatisfied with what it alleged to be the political or ideological coloration of number of guests" who had appeared on program and "induced" termination of production agreement between sponsor and Getts. CBS in its answer denied charges, said it cancelled program in accordance with terms of time-sale contract and in line with its "long-standing policy to broadcast such news, current events and public interest programs only if they are produced through defendant's own news department."

UPCOMING

Feb. 22-24: NCAA Tv Committee holds hearings on controlled football tv plan, New York.

Feb. 24: Voice of Democracy awards luncheon, Shoreham Hotel, Washington.

For other Upcomings see page 117.

JAMES BASSETT, political editor of *Los Angeles Mirror* who directed Vice President Nixon's 1952 campaign, named director of public relations, Republican National Committee, succeeding ROBERT HUMPHREYS, former *Newsweek* magazine national affairs editor and public relations director for Gen. Eisenhower in 1952 campaign, named Republican campaign director.

DAVID CASSIDY, supervisor ABC-TV Cooperative Program Sales, to John E. Pearson Co., N. Y., station representatives, as account executive, effective tomorrow (Tues.).

WILLIAM LOWE, executive editor of *Look* magazine, to Hewitt, Ogilvy, Benson & Mather, N. Y., as assistant to president.

ROGER BUMSTEAD, Maxon Adv. and before that with Katz Agency, N. Y., to David J. Mahoney, N. Y., as member of media department.

MURRAY ARNOLD, program director of WIP Philadelphia and identified with that station for 21 years, to WPEN there as assistant station director.

WLAP-TV Suspends Building

WLAP-TV Lexington, Ky., has temporarily suspended construction work on uhf ch. 27 facility, Gilmore N. Nunn, president, announced Friday. Station, which received CP end of last year, signed primary CBS affiliation and also interim agreement with other networks, has spent \$125,000 in construction (transmitter-studio building, tower base, anchors, some equipment), but uncertainty of uhf future forced decision to hold up on construction, Mr. Nunn said. Although WLAP-TV is retaining uhf grant, it is seeking means of allocating vhf to area which would permit area-wide coverage, Mr. Nunn explained. Lexington has few uhf sets, gets some intermittent vhf signals from Cincinnati and Louisville, Mr. Nunn said.

AP Radio Committee Meets Tuesday in New York

SECOND ANNUAL meeting of Associated Press radio member committee, composed of managers and news directors of AP member stations, representing geographical sections, will be held in AP general offices in New York tomorrow (Tues.) and Wednesday. Since formation late in 1952, committee has set up continuing study group to concentrate on AP news report and has launched program to aid stations in obtaining and retaining news sponsors. Committee is headed by Les MaWhinney, news director of KHJ-AM-TV Los Angeles. Other members: Matt Bonebrake, president-general manager of KOCY Oklahoma City; Joe N. Bryant, president-general manager, KCBT-TV Lubbock, Tex.; Tom Eaton, news director, WTIC Hartford; Daniel W. Kops, vice president-general manager, WAVZ New Haven; Jack Krueger, news editor, WTMJ-TV Milwaukee, and Jack Shelley, news manager, WHO-AM-TV Des Moines.

WSEE-TV on CBS-TV

WSEE-TV Erie, Pa. (ch. 35) to join CBS-TV as primary interconnected affiliate on April 25, replacing WICU (TV) (ch. 12), Herbert V. Akerberg, CBS-TV station relations vice president, announced Friday. WSEE-TV is owned by Great Lakes Television Co., with Charles Denny as general manager.

Hennock on Florida Vacation

FCC Comr. Frieda B. Hennock last Friday began two-week vacation in Florida.