

## Three Am CPs, Two Switches Among Authorizations by FCC

NEW standard stations at Clifton, Ariz., Campbell, Ohio, and Madison, Ga., were authorized by the FCC last week.

A 250 w fulltime outlet on 1450 kc at Clifton was granted to Henry Chester Darwin, doing business as Darwin Bcstg. Co. Mr. Darwin is owner of KPAS Banning, Calif.

A 250 w daytimer on 1570 kc at Campbell went to Myron Jones, president-majority stockholder and general manager of WJET Erie, Pa. Grant is subject to such interference as may be caused by the proposed operation of WAKU Latrobe, Pa., which is to increase its power to 1 kw on 1570 kc.

At Madison, a new 1 kw daytime on 1250 kc went to David Leonard Hitchcock, owner of a local electrical appliance company.

Also, the FCC granted authority to WKOZ Kosciusko, Miss., to change from unlimited 250 w operation on 1340 kc to daytime operation with 5 kw on 1350 kc. KWEW Hobbs, N. M., was granted change in its facilities from 250 w unlimited operation on 1490 kc to 1480 kc with 1 kw fulltime, utilizing a nighttime directional array.

Meanwhile, by memorandum opinion and order, the FCC granted petitions of WWNH Rochester, N. H., and WVDA Boston, Mass., for reconsideration of the Commission's action of last January granting without hearing the bid of Granite State Broadcasting Co. for a new 5 kw fulltime am station at Dover, N. H., on 1270 kc, directional antenna. FCC postponed the effective date of the Granite State grant pending final determination of hearing to be held April 27.

By separate order, the FCC dismissed the protest of WHK Cleveland, Ohio, for reconsideration of the Commission's grant without hearing of the application of WCED Dubois, Pa., to change its daytime directional pattern.

## Industry Testimony Invited On Campaign Funds Hearing

REPRESENTATIVES of the networks and NARTB have been invited to testify at hearings in Washington April 12-13 by a Senate Elections Subcommittee on a bill to boost campaign expenditures for elections of Presidents and congressmen.

The bill (S 636), introduced by Sen. Thomas C. Hennings (D-Mo.), subcommittee chairman, would boost national committee spending during presidential elections from \$3 million to \$12.3 million and would set similar upward ceilings for candidates for senator and representative [B•T, March 28].

## WSPA-TV Move Protests To Be Heard April 25

HEARING on protests against the move of the ch. 7 transmitter of WSPA-TV Spartanburg, S. C., to Paris Mt., 5½ miles outside Greenville, S. C., will be held April 25, the FCC announced last week.

The Commission acted following an appeals court ruling that protestants ch. 23 WGVL (TV) Greenville and ch. 40 WAIM-TV Anderson, S. C., must be given a hearing on their objections to the WSPA-TV move [B•T, March 28].

The uhf stations charged that the WSPA-TV move was dictated by its desire to secure a CBS affiliation. At its original site, Hogback Mt., the Greenville and Anderson stations said, WSPA-TV would overlap coverage with CBS-affiliated WBTV (TV) Charlotte, N. C. This would pre-

vent WSPA-TV from securing a CBS affiliation, they said, and it was for this purpose that the Paris Mt. site was chosen.

WSPA-TV received its grant in 1953 with its transmitter on Hogback Mt. Early in 1954, it asked the FCC for permission to begin temporary operation on Paris Mt. This was opposed by the Greenville and Anderson stations and after a court-directed stay order, WSPA-TV dropped its temporary authority and asked for a permanent move to Paris Mt. After the FCC granted this, further court appeals were taken by the two uhf stations. Two weeks ago, the court ruled that the FCC must allow the protestants to plead their cases in an administrative hearing.

## Hearings Set This Week On Tv-Delinquency Tie-up

THE SENATE Juvenile Delinquency Subcommittee has set hearings for Wednesday and Thursday this week on television programming as possible factors in juvenile delinquency.

The hearings will be held from 10 a.m. to noon both days, tentatively in the old Supreme Court Room of the Capitol Bldg., according to James H. Bobo, chief counsel.

Chairman Estes Kefauver (D-Tenn.) has invited all the tv networks and NARTB to send representatives for testimony. He said the hearings will be open to radio-tv coverage.

Witnesses scheduled by last week for the hearings, which may run over into a third day, were: Wednesday—Prof. Dallas Smythe, Illinois U. Institute of Communications Research; Dr. Eleanor E. Maccoby, Harvard U. social relations department; Dr. Ralph Banay, Columbia U. research psychiatrist; Harold Fellows, president, and Edward Bronson, Tv Code affairs director, both NARTB. Thursday—FCC Comr. Frieda B. Henneck; Dr. Paul Lazarsfeld, Columbia U. sociology department; William A. Wood, station manager, educational WQED (TV) Pittsburgh.

Messrs. Fellows and Bronson will make a progress report on what NARTB has done in stepping up its monitoring program and in increasing its Tv Code staff.

## Merchandising Tie-ins Under Scrutiny of FTC

THE Federal Trade Commission has under investigation merchandising tie-ins, on local radio and tv stations, that tend to discriminate against other advertisers in the same market.

This was revealed by FTC Chairman Edward F. Howrey before a House appropriations subcommittee last February. The extent of the probe was not made public, but Chairman Howrey did cite two general situations—one involving food processors or manufacturers and the other manufacturers of drug products.

In the first case, local radio or tv stations have afforded "free advertising" to local retail chains on condition that they make available space for display and promotional services on behalf of an advertising food processor or manufacturer. Through this tie-in between national advertising and local retail store displays, the FTC claims, manufacturers may be providing advertising and promotional facilities which discriminate against competitors of the chain stores that receive the benefits of the arrangement.

The second case involved a group of drug chains that brought pressure upon drug manufacturers to purchase time on a national tv program, with the manufacturers bearing the major burden of the cost. The drug chains sponsored the show cooperatively on local stations.

## Tulsa Competitors Charge KTVX (TV) Misrepresentation

CHARGES that KTVX (TV) Muskogee was misrepresenting itself as a Tulsa station were made by KOTV (TV) and KVOO-TV Tulsa in complaints filed with the FCC last week.

The two Tulsa stations asked the Commission to issue cease and desist orders to prevent ch. 8 KTVX from continuing the alleged practices. They also asked that the Muskogee station be set for hearing if it persisted in identifying itself as a Tulsa station.

Gist of the complaints by the two Tulsa vhf stations are as follows:

That in its advertising and promotion, KTVX is identifying itself as a Tulsa area station or as a Muskogee-Tulsa station. That KTVX is omitting mention of its location in Muskogee in station identifications and that it implies it is a Tulsa station by mentioning its ownership by Tulsa Broadcasting Co. (KTUL). That it is advertising heavily in Tulsa newspapers, but not at all in Muskogee newspapers. That a Tulsa address is given for the station in some of its trade advertising. That in some commercials, listeners are urged to write the station, at a Tulsa box number. That in its trade promotion it is exaggerating its coverage of eastern Oklahoma.

Other charges alleged that KTVX plans to build its studios in Tulsa and that it boasts of its tie with Griffin Grocery Co., and uses this connection possibly in restraint of trade.

Similar allegations were made last year by then operating ch. 23 KCEB (TV) Tulsa. The Commission held that the charges were made prematurely, since KTVX had not yet begun operating.

## Robert S. McCaw Wins Grant For Yakima, Wash., Ch. 23

NEW tv station on ch. 23 at Yakima, Wash., was granted by the FCC last week.

The station is owned by Robert S. McCaw, doing business as Chinook Tv Co. Mr. McCaw is president and one-third owner of KYAK Yakima, KALE-AM-FM Richland, and KLAN Renton, all Washington, and also is 10% owner of Harbor Tv Corp., community tv system at Aberdeen.

The new tv station will operate with an effective radiated power of 21.9 kw visual and 11.7 kw aural, with antenna 960 ft. above average terrain. Estimated construction cost was listed as \$114,156 with first year operating cost as \$120,000.

Ch. 29 KIMA-TV is presently the only operating station at Yakima.

## FCC Grants WTAP (TV) Sale To Zanesville Publishing Co.

SALE of ch. 15 WTAP (TV) Parkersburg, W. Va., by Howard L. Chernoff and associates for \$124,609 to Zanesville Publishing Co., received FCC approval last week.

Zanesville Publishing, 63% owner of WHIZ-AM-TV in that Ohio city, and publisher of the *Zanesville Signal* and *Times-Recorder*, is owned by Clay Littick and family. WHIZ-TV operates on ch. 18.

WTAP began operating in November 1953. A balance sheet submitted as of December 31, 1954, listed total liabilities of \$334,595 with a 1954 loss of \$128,088. (For details of other sales receiving FCC approval last week see FOR THE RECORD, page 93.)