

N. Y. Governor Summons Bait-Switch Conference

CONCERN on "bait-and-switch" advertising, as well as other questionable or fraudulent practices in radio-tv advertising, has progressed from city to state level in New York with call by Gov. Averell Harriman for March 15 fact-finding conference. At same time, New York State Attorney General Jacob K. Javits has asked for injunctive power against "radio and television pitchmen." (See NARTB Code story, page 79.)

Mr. Javits asserted that "growing use of new forms of advertising through television and radio has provided a new and highly successful vehicle for such unfair competition and deceptive acts or practices and has mushroomed the number of complaints." Tv and radio "pitchmen," he charged, are used to "delude" public by misrepresenting that "fantastic bargains" can be purchased. He proposes legislation for injunction and subpoena purposes.

State study adds to grand jury investigation now underway in Brooklyn (Kings County) of New York area radio and tv "bait-and-switch" advertising [B•T, Jan. 31].

KTBS Gets Final Decision For Ch. 3 in Shreveport

FCC ISSUED final decision favoring grant of Shreveport, La., ch. 3 to KTBS there, affirming examiner's initial decision [B•T, June 21, 1954]. Commission found KTBS better qualified in local ownership, integration of ownership and management and more extensive participation of KTBS owners in local affairs.

Competing applicant KWKH-AM-FM there was found critically deficient under FCC's diversification of media of communications policy. Clear-channel KWKH is owned by Times Publishing Co., which owns *Shreveport Times* and *Monroe* (La.) *World* and *News-Star*. Same principals (family of late John D. Ewing Sr.) also own clear-channel KTHS Little Rock, Ark., and 42% of ch. 11 KTHV (TV) Little Rock.

"We conclude," FCC said, "that a grant to International [KWKH licensee] in this proceeding, International presently controlling, by affiliated enterprises and through identity of officers, two clear-channel stations, one television station and three newspapers in a basic area which is contiguous in character, all as above found, would produce a concentration of broadcast and newspaper facilities not to be encouraged in the conditions of comparison here under consideration."

In discussing *Shreveport Times'* joint printing arrangement with *Shreveport Journal*, Commission said that since no forced combination advertising is in effect there is "no disservice to the public interest resulting from the formation of, and agency agreement with, the Newspaper Production Co."

In Fort Wayne, Ind., ch. 69 case [B•T, Nov. 8, 1954], Commission disqualified James R. Fleming and Paul V. McNutt because they were stockholders of *Fort Wayne Journal Gazette* which has joint printing and business agreement with *Fort Wayne News Sentinel* under which national and classified advertisers must use both newspapers.

OPEN-CLOSED

"OPEN closed circuit" planned by Crane Co. (plumbing and heating supplies), Chicago, in purchase of four spots on CBS-TV's *Morning Show* for tomorrow (Tues.) morning. Some 8,000 dealers and their wives are slated to gather at 100 regional breakfast meetings in East and Midwest to watch commercials, which will tie in with Crane sales presentations to be made at meetings. Agency: Leo Burnett Co., Chicago.

Liberalized Football Plan Drafted by NCAA Tv Group

AFTER rejecting nearly dozen plans during early stages of two-day Chicago meeting, NCAA Tv Committee Friday reportedly approved liberalized compromise program for 1955 football tv controls. Program is said to incorporate features of both national-regional and "one-rule" plans—Nos. 2 and 3 offered at NCAA convention [B•T, Jan. 10]—but details not made public.

New program designed as compromise between last year's "one game per week" idea and advocates of regional-only program. Blueprint to be submitted for referendum March 2 and announced following day. Ballots are to be returned by March 12. Compromise dictated by increasing criticism of 1954 method, fear of government action, sponsorship, legislative and other factors, it was understood.

NARTB to Probe Music Fees

EXTENSIVE inquiry into music licensing fees and general problems of radio-tv music performance voted Friday by NARTB Copyright Committee at Washington meeting. Association staff will compile data for committee review. Also ordered was drafting of possible amendments to nation's copyright laws. Committee reviewed status of laws and legislative situation.

WEWS (TV) Joins DuMont

AFFILIATION of WEWS (TV) Cleveland with DuMont Tv Network, effective March 2, announced by Elmore B. Lyford, network director of station relations. WEWS replaces WXEL (TV) as DuMont's affiliate in Cleveland. WEWS is Scripps-Howard station.

PORTABLE PHONES

NEW portable telephone system developed for Army Signal Corps, which can handle 12 simultaneous conversations at distances up to 200 miles, being announced today (Mon.) by Bell Telephone Labs. Basic equipment units approximate size of large suitcases, can be carried by one or two men and can handle three times as many conversations over single cable compared to Korea and World War II systems. Carrier principle used permits 12 conversations to share same cable on different frequencies.

• BUSINESS BRIEFLY

CORN PRODUCTS BUYS • Corn Products Refining Co., N. Y., signs for sponsorship of Wed. 10:30-45 a.m. segments of *Arthur Godfrey Time* on CBS Radio (Mon.-Fri., 10-11:30 a.m.) and CBS-TV (Mon.-Thurs., 10:30-11:30 a.m.) and for Wed. 2-2:15 p.m. portions of *Robert Q. Lewis Show* on CBS-TV (Mon.-Fri., 2-2:30 p.m.), both effective Feb. 23. Agency: C. L. Miller Co., N. Y.

P & G ON 'GLEASON' • Procter & Gamble (Gleem toothpaste) signs as participating sponsor of CBS-TV's *Jackie Gleason Show* (Sat., 8-9 p.m.) replacing W. A. Sheaffer Pen Co., effective April 2. P&G contract, through Compton Adv., is for 26 weeks, including 12 of regular Gleason show and 14 of summer replacement. Signing continues program in sold-out status, other sponsors being Schick Inc. (razors) and Nestle Co. (Nescafe).

TEENAGER APPEAL • Acrilan Sweaters, N. Y., through Doyle Dane Bernbach, N. Y., is turning to radio spot announcement test campaign to appeal to teenagers when it launches scattered-market drive Feb. 28 for two weeks.

COSMETIC NEWS • Thomas Leeming & Co.—Pacquin Inc. (hand cream), N. Y., buys into ABC Radio *Weekend News* package for total of 176 five-minute news broadcasts on Saturday and Sunday over eight-week period, starting last Saturday. Agency: Wm. Esty, N. Y.

SCHICK BACK ON RADIO • Schick Inc. (razors), N. Y., placing radio spot announcement saturation test starting today (Mon.) on five stations in Cleveland. Test will run for four weeks and marks Schick's return to radio spots for first time this year.

Bitner Dividends Declared

DIVIDEND of 23 cents per share on common and 5 cents on B common declared Friday by board of directors of Consolidated Television & Radio Broadcasters Inc. Dividend is payable April 1 to stockholders of record March 15. Company is controlled by Bitner family and operates WFBM-AM-TV Indianapolis; WOOD-AM-TV Grand Rapids and WFDF Flint, in Michigan, and WEOA Evansville, Ind. It recently bought WTCN-TV and WMIN-TV, Minneapolis time-sharing stations on ch. 11, for \$3.35 million [B•T, Jan. 31], subject to FCC approval. Consolidated showed net profit after taxes of more than \$1¼ million for fiscal year ended Nov. 30, 1954 [B•T, Feb. 14]. It has just completed new facilities in Grand Rapids.

Babb, Burkhart Head Lever

ELECTION of Jervis J. Babb as board chairman and William H. Burkhart as president of Lever Bros., New York, announced Friday. Mr. Babb, who has been president and a director of Lever Bros. since May 1950, succeeds John M. Hancock as chairman. Mr. Hancock retired this month. Mr. Burkhart, who replaces Mr. Babb, has been executive vice president since 1953.