

Two Final Decisions; Other Actions by FCC

FINAL decisions to grant vhf ch. 7 to KLYN Amarillo, Tex., and vhf ch. 3 to KDAL Duluth, Minn., reported by FCC Friday as two permits, uhf ch. 62 WFMD-TV Frederick, Md., and vhf ch. 7 WJON-TV St. Cloud, Minn., surrendered their permits to Commission.

KLYN ch. 7 grant was made possible by dropout of Texas Telecasting Co. and Panhandle Television Co. from comparative hearing. KDAL won ch. 3 after competitor WEBC withdrew to seek allocation change for additional vhf channel [B•T, Dec. 7].

WFMD-TV Frederick cited inability to get network service as reason for giving up ch. 62 grant. WJON-TV St. Cloud returned ch. 7 grant after airspace subcommittee limited height of tower. Station felt higher building costs elsewhere unsound.

Two Initial Decisions Reported

TWO INITIAL decisions reported by FCC Friday, one recommending grant of uhf ch. 22 at Corpus Christi, Tex., to Coastal Bend Television Co., other proposing grant of uhf ch. 66 at Erie, Pa., to WLEU there. Coastal Bend ruling made possible by amendment to H. L. Hunt's application to specify ch. 43, granted earlier in week (story page 31). WLEU ruling made possible by withdrawal of Erie Television Corp.

Murphy Requests Milwaukee Ch. 31

MILWAUKEE uhf ch. 31 requested in petition filed by Harold R. Murphy d/b as North Shore Broadcasting Co. for reinstatement of application for channel at Shorewood, Wis. Publisher and part owner WIGM Medford, Wis., Mr. Murphy dismissed his bid in mid-1952, enabling ch. 31 grant to be made to WMIL-TV Milwaukee, which surrendered permit fortnight ago in order to file for vhf ch. 6 newly allocated to Whitefish Bay, Wis. [B•T, Dec. 7]. Hearst's WISN Milwaukee, which has given up fight for vhf ch. 10 there, now reserved for education, also seeks ch. 5 in new bid filed earlier this week (story page 60).

Following television bids were dismissed: TulsaVision Inc., for vhf ch. 2 Tulsa, because of illness of Board Chairman John E. Mabee; Charles Theriot for uhf ch. 14 Modesto, Calif.; Belle Co. (identified in ownership with WMIL-TV Milwaukee) for uhf ch. 38 LaCrosse, Wis., freeing LaCrosse Television Corp.; Polan Industries for uhf ch. 63 Terre Haute, Ind., leaving channel open; Dan Nicholas for vhf ch. 9 Charlotte, N. C. Tulsa, Modesto and Charlotte channels cited continue in contest among other applicants.

KCHY Cheyenne Deleted

KCHY Cheyenne, Wyo., deleted by FCC Friday because construction permit expired and owner Philip D. Jackson did not file extension request. KCHY was assigned 250 w fulltime on 1240 kc. Concurrently, Commission also declared forfeited permit of KFBC there to switch from 250 w on 1240 kc to 10 kw day, 1 kw night on 710 kc directional. KFBC licensee is Frontier Broadcasting Co.

WABC Praises Stores For Radio Use During Strike

IN UNUSUAL half-page advertisement in *New York Times* Friday, WABC New York praised New York department stores for their use of radio during 11-day newspaper strike in that city (see page 37). Ad expressed hope that radio was able to help solve "some of the pressing merchandising problems" facing stores, and acknowledged that WABC had "learned a lot about the retail business" and "made a lot of new and valued friends among New York's shop owners and merchandise managers." It also expressed hope that retailers "gained something too, specifically the knowledge that radio, used properly and at the right time, can sell a lot of goods to a lot of people. . . . We look forward to keeping many of the pleasant friendships started this way."

NOBLE FOUNDATION

GIFT of \$2 million by Edward J. Noble, chairman of finance committee of American Broadcasting-Paramount Theatres Inc. and board chairman of Life Savers Corp., to Edward John Noble Foundation, philanthropic agency, is being announced today (Mon.). Organized in 1940, foundation supports education, charities, hospitals and the needy in broad field.

Daytime Station Group Plans St. Louis Convention

DAYTIME Broadcasters Assn., formed recently to protect interests of daytime stations, will hold convention Jan. 8 at Lennox Hotel, St. Louis. Meeting is open to all daytime broadcasters and there will be no registration fee, according to Kenneth Patterson, WSIV Pekin, Ill., president. Attendance of at least 200 expected.

DBA's board will meet fortnight in advance of session to plan agenda. Main problem is described as centering around proposals to restrict hours available to daytimers, particularly on clear channels. Daytimers believed willing to settle on standard signoff times.

WFAI, WAIR Sales Lead Four Station Transfers

WFAI Fayetteville, N. C., was sold for \$125,000 from John W. Rollins ownership to Philadelphia advertising man Ralph E. Hess. Application filed last week for FCC approval. CBS-affiliated station began in 1948, operates with 250 w on 1230 kc.

Also sold last week, pending FCC approval, was ABC-affiliated WAIR Winston-Salem, N. C., from George Walker interests to John Riggs and F. Robert Green for \$80,000. Messrs. Riggs and Green are associated in ownership of WELM Elmira, N. Y. Station operates on 1340 kc with 250 w, began operating in 1937.

Both negotiations were handled by Blackburn-Hamilton.

Two daytime-only stations changing ownership last week were WCRL Oneonta, Ala., and KFYN Bonham, Tex. WCRL (on 1570 kc) was sold for \$12,000 to Glenn Abercrombie, general manager of station, and other employees, plus 50% to WAVU Albertville, Ala. WAVU is owned by Pat M. Courington. KFYN (on 1420 kc) was sold for \$14,000 from Bonham Favorite to Charles L. Cain, 75% owner of KCFY San Marcos, Tex., and 10% owner of KFTV Paris, Tex. Both are subject to FCC approval.

UPCOMING

Dec. 14: ASCAP, Industry representatives continue tv license negotiations, New York.

Dec. 16: Radio & Television Executives Society, Hotel Roosevelt, New York.
For other Upcomings see page 127.

PEOPLE

ROBERT E. HEALY, vice president of McCann-Erickson, N. Y., named general manager of New York office. He previously was treasurer of agency and before that was vice president in charge of advertising, Colgate-Palmolive Co. WILLIAM E. BERCHTOLD, M-E vice president, appointed general manager of midwestern region, and WILBERT G. STILSON, vice president, named treasurer and elected to board of directors. Mr. Stilson formerly was in charge of administrative services for agency.

MAURICE L. LEVY, NBC staff cameraman in charge of Dallas office of NBC-TV News, named winner of Dallas Press Club's award for speed in handling of film for NBC-TV's coverage of dedication of Falcon Dam.

FRANK AMY, sales service assistant at WPIX (TV) New York, promoted to sales service manager.

Uhf Study Completed by FCC, Doerfer Tells Md.-D.C. Group

UHF television stations are getting along "pretty good" but future of ultra-high operations will depend on program service and intelligent management, FCC Comr. John C. Doerfer said Friday in addressing Maryland-D. C. Radio & Television Broadcasters Assn., meeting in Washington. He said FCC has completed and soon will publish study showing economic status of stations [B•T, Sept. 28].

Comr. Doerfer sketched economic findings which show uhf in many areas competing favorably with vhf and showing rapidly increasing share of sets having uhf tuners. He would not make categorical predictions on uhf future, adding FCC has issued 261 uhf permits of which 70, or 27%, are in pre-freeze markets. He recalled that 14 of 108 pre-freeze vhfs had lost money in 1952.

Commenting on healthy economic status of am radio, he recalled "everybody was ready to bury radio in April when I joined the Commission." Before the war, he said, 20% to 25% of am stations were losing money but last year only 16% lost money. He cited RETMA set output figures showing increasing set output (see story page 9). He repeated his November warning that broadcasters who ask FCC for individual relief from competitive hardships are actually inviting increased and paternalistic regulation [B•T, Nov. 23].

Charles E. Smith, WTBO Cumberland, elected president of association. Other new officers: Joseph L. Brechner, WGAY Silver Spring, vice president; Les Peard, WBAL Baltimore, secretary-treasurer. Directors: Allen W. Long, WFMD Frederick; Robert C. Embry, WITH Baltimore; Ewell K. Jett, WMAR-TV Baltimore; Norman Bergholm, WNAV Annapolis; Carleton Smith, WRC Washington; Mr. Strouse, and Charles J. Truitt, WBOC Salisbury, retiring president.

CBS-TV Buys DuMont Scanner

FLYING SPOT scanner for use in telecasting color slides was slated for delivery to CBS-TV over weekend by Allen B. DuMont Labs. Dubbed "Colorvision Scanner" by DuMont, new device will be used for colorcasting titles, captions, credits, and photographic stills in color as part of CBS-TV's current experimental work on programming under NTSC-approved color standards, according to William B. Lodge, CBS vice president in charge of engineering. Mr. Lodge described it as performing same functions in color as black-and-white iconoscope chain when latter is used with stills.