

at deadline

Protest Muskogee Grant; Other Actions of FCC

PROTEST was filed Friday against last month's grant of ch. 8 Muskogee to Tulsa Bcstg. Co. [B•T, April 12] by KCEB (TV) Tulsa, operating on ch. 23.

Uhf station, owned by Elfred Beck, asked revocation or stay of grant and hearing on questions of overlap, concentration of control, violation of table of allocations, and other allegations. It claimed it has standing to protest under Sec. 309(c) or 405, said it had invested \$850,000 in building KCEB, had lost about \$30,000 monthly in anticipated revenues since Muskogee vhf grant was announced. KCEB is affiliated with NBC and DuMont.

Tulsa Bcstg. received Muskogee grant after Oklahoma Press Publishing Co. (*Muskogee Phoenix* and *Times-Democrat*) and Ashley L. Robison withdrew competing applications after hearings began. FCC finalized initial decision April 7.

KCEB claimed that John T. Griffin and family, owners of Tulsa Broadcasting, also own 50% of KWTW (TV) Oklahoma City on ch. 9 and that overlap exists between KTVX (TV), Muskogee ch. 8 station, and KWTW. KCEB also claimed that KTVX site is midway between Muskogee and Tulsa, permitting coverage of both cities, which has been heavily promoted by vhf station. This violates allocation table, KCEB said.

KPIX (TV) Sale Filed

FORMAL papers for sale of KPIX (TV) San Francisco by President Wesley I. Dumm and associates to Westinghouse Electric Corp. for more than \$6 million in Westinghouse stock and cash was filed with FCC Friday. Companion bid filed to transfer KSFO there from Mr. Dumm's Associated Broadcasters to new firm, San Francisco Broadcasters, also wholly owned by Mr. Dumm.

Mr. Dumm gets 81,775 shares in Westinghouse for his 71% interest in KPIX Inc. Four others selling combined 29% in KPIX and their respective compensations are: Franklin Dumm, controller, brother of Wesley, 2,538 shares in Westinghouse plus \$45,010 cash; R. C. D. Bell, assistant to president, 6,461 shares and \$149,980; Philip G. Laskey, who continues as KPIX manager, 11,845 shares and \$209,994; and George Hughes, vice president, 1,692 shares and \$30,006.

Westinghouse common stock has par of \$12.50, reportedly was figured at around \$52 per share two months ago when negotiations were underway [B•T, March 8] and closed Friday at around \$71.

Microwave to Atlantic City

APPLICATION of AT&T Long Lines Div. for microwave radio relay at Wyndmoor, Pa., to provide network link to ch. 46 WFPG-TV Atlantic City, granted by FCC Friday. Construction cost \$155,000. WFPG-TV earlier in week advised Commission, however, it is forced to suspend operation May 17 on "temporary" basis (story page 58).

KCBQ Transfer Filed

CHARLES E. SALIK filed bid Friday for FCC approval to sale of his KCBQ San Diego for \$250,000 to principals in KRUX Phoenix, Mr. & Mrs. Timothy Sparkman and Mr. & Mrs. Stanley Schultz. Sale is necessary for Mr. Salik to exercise option for one-third interest in ch. 10 KFSD-TV there. Blackburn-Hamilton Co. was broker.

Imes Files for Columbus, Miss., Ch. 4

BID for ch. 4 at Columbus, Miss., filed with FCC Friday by Birney Imes Jr., who requested deletion of his permit for ch. 28 WCBI-TV there. Last fall Mr. Imes indicated he would file for ch. 4 when allocated, which FCC did in November.

Five Uhf Stations File in WGAL Case

FIVE UHF stations in cities surrounding ch. 8 WGAL-TV Lancaster, Pa., notified FCC Friday of intention to keep foot in door on their protest of January grant to WGAL-TV for site change and boost in power and antenna height. Noting

THE HUNT IS ON

NINE-FOOT Kodiak bearskin already is among Alaska trophies that Ray V. Hamilton, partner in media brokerage firm of Blackburn-Hamilton Co., will bring home from northern trip. He and Mrs. Hamilton bagged bear two weeks ago on Kodiak Island. Mr. Hamilton claims hunt one of biggest thrills of his life. His future plans along hunting lines prove it. He and his wife went from Kodiak to Pt. Barrow, Alaska, where they hope to add polar bear hide to their collection.

FCC hasn't acted yet and ch. 8 station has begun construction, petitioners reminded FCC they want hearing. Stations: ch. 71 WTPA (TV), ch. 25 WHP-TV and ch. 27 WCMB-TV, all Harrisburg; and ch. 43 WSBA-TV and ch. 49 WNOW-TV York, Pa. [B•T, March 8].

Opposition to Rule Change

OPPOSITION to FCC's proposed rule change to limit network "exclusivity" to tv station's "community" rather than service "area" filed Friday at FCC by ch. 6 WTWR (TV) Richmond, NBC, other stations filed Monday (story page 48).

WTOV-TV Asks Prompt Action

CH. 27 WTOV-TV Norfolk advised FCC Friday it can't continue operating at loss indefinitely, said it would have to suspend unless Commission acts promptly on petition to allocate ch. 13 to Princess Anne, Va., and allow WTOV-TV to switch to vhf channel [B•T, April 5].

Sincerity Key to Effective Advertising, Buck Contends

IMPORTANCE of sincerity in creating effective advertising was to be stressed in speech for delivery today (Mon.) by Max E. Buck, director of advertising, promotion and merchandising for WNBC-WNBT (TV) New York, before convention of Connecticut Food Merchants Assn. in Hartford. Mr. Buck will contend radio and television offer "greater opportunity for sincere sales talks because the warmth of your voice and the honesty of your face quickly document or expose your true feelings."

Sponsor Buys All-Night Show Aimed at Aiding Students

ALL-NIGHT broadcast directed at Columbia City (Ind.) High School Senior Prom was carried Friday by WOWO Fort Wayne, Ind., as public service. Idea was proposed by Columbia City Chamber of Commerce as means of keeping students in group instead of roaming countryside all night in autos in line with scholastic tradition. After WOWO agreed to stage broadcast, Whitley County rural electric cooperative decided to sponsor broadcast. WOWO disc jockeys and other entertainers joined in night-long festival, running 10:30 p.m. to 5:30 a.m.

UPCOMING

May 13: Illinois Broadcasters Assn., Leland Hotel, Springfield.

May 14: Television Advertising Bureau, Palmer House, Chicago.

May 14: International Advertising Assn., Hotel Plaza, New York.

May 15: Indiana Radio-TV Newsmen, WISH studios, Indianapolis.

For other Upcomings, see page 121.

PEOPLE

NORMAN MATHEWS, manager of radio-tv commercial production department, Dancer-Fitzgerald-Sample, N. Y., appointed a vice president of agency.

DON L. CHAPIN, coordinator for Tri-State Tv Network, consisting of WKRC-TV Cincinnati, WHIO-TV Dayton, and WTVN (TV) Columbus, transfers from Cincinnati to New York June 1 as network's director of national sales.

SAVINGTON W. CRAMPTON, agency creative head, Hutchins Adv., N. Y., appointed radio and television supervisor on portion of ABC *Breakfast Club* simulcast sponsored by Philco. In new capacity he will have complete agency responsibility for all radio and television commercials, as well as all contact on shows.

SAMUEL E. FELDMAN, for past five years eastern division manager of ASCAP, promoted to assistant sales manager, to handle radio-tv affairs primarily.

WILLIAM E. NICHOLS, sales staff, KFRC San Francisco, appointed sales manager, succeeding the late MERWYN McCABE [B•T, April 19].

JOHN J. SIGNOR, formerly of Raymond Rosen Co., distributor, named advertising-sales promotion manager of KYW Philadelphia.

HARRY L. BAUER appointed vice president and general manager of Chicago office of McCarty Co., Los Angeles advertising agency.

EDGAR KOBAK, president of Adv. Research Foundation, and FAIRFAX M. CONE, president of Foote, Cone & Belding, Chicago, appointed moderators for Chicago *Tribune's* fifth annual distribution and advertising forum May 17-18.

HERBERT V. COUGHLIN, vice president, Peck Agency, N. Y., to Abbott Kimball Co., N. Y., as a vice president and member of plans board.

EDWARD R. MURROW, CBS commentator, will be presented with 1954 Roosevelt College award for "Distinguished Service to the Principles of American Democracy" at ninth anniversary celebration of college in Chicago on May 26.

Godfrey Segment Sold

BRISTOL-MYERS Co. (Bufferin & Vitalis) to sponsor 10-10:15 a.m. segment of *Arthur Godfrey Time* on CBS simulcasts starting May 11 (Tuesdays and Thursdays) on radio and tv and alternate Fridays on radio exclusively. Agency: Doherty, Clifford, Steers & Shenfield, N. Y.

Power Productions Formed

FORMATION of Jules Power Productions Inc., with offices in Chicago, New York and St. Louis was announced Friday by Jules Power, Chicago tv producer. He previously was partner and executive producer with Herbert S. Laufman & Co., tv producer, under name of Jules Pewowar. He will utilize members of his former staff.

Tv Set Sales Over Billion

MANUFACTURERS' home tv set sales hit \$1,188,060,000 last year, accounting for 74% of total sales of radio-tv-phonograph instruments, Census Bureau stated in preliminary estimates Friday. Total sales were \$1,599,634,000.