

\$61,545, the application showed, while WKLO-TV lost \$219,073.

Mr. Sawyer also owns WING Dayton, WCOL Columbus, and WIZE Springfield, all Ohio, and WCMI Ashland, Ky.

Balance sheet for Great Trails Broadcasting Corp., as of May 31, 1955, showed total assets of \$653,410, including \$178,169 current assets. Total current liabilities were shown as \$47,470, and retained earnings as \$489,641.

Great Trails made \$17,566 net income in 1953, and \$32,162 in 1954, the application indicated.

The \$350,000 purchase price for the WKLO facilities, the application reported, will be met by a loan from the Central Trust Co., Cincinnati.

WKLO will be continued under the present management and with the same personnel, John Pattison Williams, executive vice president of the Sawyer stations, announced.

WLBR-TV Lebanon went on the air in October 1953 and ceased operating one year later. It is 52% owned by Lebanon Broadcasting Co. (WLBR), 38% by the *Lebanon News*, with the remainder held by three other stockholders.

The WLBR-TV balance sheet for May 31, 1955, showed total assets of \$164,471, with current assets of \$27.84. Total current liabilities, according to the application, was \$114,206, and fixed liabilities \$147,444. Deficit of \$232,178 was also noted.

The purchase agreement also includes a provision to lease land and buildings for resumption of the uhf station. The lease calls for \$3,000 per year, with an option to buy the land and buildings for \$60,000 during the first three years of the lease.

Triangle Publications also owns 50% of

Hennock Departs

FCC COMR. Frieda B. Hennock entered the private practice of communication law Friday with the Washington law firm of Davies, Richberg, Tydings, Beebe & Landa, the day after completing her seven-year term as a member of the FCC [CLOSED CIRCUIT, June 27]. Her Commission successor, appointed by President Eisenhower, is Florida Democrat Richard A. Mack, who takes his oath of office at FCC 10 a.m. Thursday morning. Law firm with which Miss Hennock is now associated is comprised of ex-New Dealers Joseph E. Davies and Donald R. Richberg, plus ex-Sen. Millard E. Tydings (D-Md.). Mr. Davies was once Federal Trade Commission chairman and Ambassador to Russia in mid-'30's; Mr. Richberg, NRA board chairman in 1935. Mr. Tydings, in Senate 1926-51, was defeated by McCarthy forces.

WHGB Harrisburg, Pa., and recently bought WBNF-AM-TV Binghamton, N. Y., for \$3 million [B•T, March 14]. It also publishes *Seventeen Magazine*, *Official Detective*, *Morning Telegraph*, *Daily Racing Form*, and *Tv Guide*.

The application for transfer of WLBR-TV indicated that Triangle had a net worth of more than \$25 million, and that its net income in 1953 and 1954 was more than \$3 million.

Tower Outlines NARTB Case Against \$1.25 Minimum Wage

INCREASE in the minimum wage figure above the 90-cent proposal of the Administration was opposed Wednesday by Charles H. Tower, NARTB manager of employer-employee relations, at a hearing before the House Committee on Education & Labor. The committee is considering a bill to amend the Fair Labor Standards Act.

Mr. Tower said NARTB opposes the \$1.25 minimum proposal, a 67% increase in the statutory minimum, on the ground it would cause great economic hardship on certain segments of the industry, especially small market stations in rural areas. He said the 90-cent level would cause a minimum of dislocation in broadcasting. He noted that 47% of the 2,700 radio stations are located in towns of less than 25,000, with at least half of them employing fewer than 15 people. He predicted a significant increase in the number of small market tv stations.

The \$1.25 figure in many small markets is substantially above that now being paid lower skilled help in some radio and tv outlets as well as comparable employers, Mr. Tower said. He added that many stations cannot easily reduce their staffs.

Citing indirect impact of the \$1.25 minimum, he outlined the community of interest broadcasters share with local business enterprises. He said the small broadcaster performs a local service for a restricted local market and added, "as the community prospers, so does the broadcaster prosper; and as the community suffers, so does the broadcaster."

In a half-hour question-answer period, Mr. Tower replied to a query by Rep. Ralph W. Gwynn (R-N. Y.) by saying he felt small market broadcasters should not be subject to overtime provisions of the Fair Labor Standards Act.

Allocation Talks With Mexico To Be Resumed This Week

FIRST plenary meeting in renewed U. S. talks with Mexico over standard broadcast frequency allocations is scheduled in Washington this Thursday afternoon, it was learned last week. The Mexican delegation is expected to arrive by air Wednesday night.

FCC Comr. Rosel H. Hyde, who headed the U. S. delegation during initial discussions in Mexico City late last year, will head the American delegation again. State Dept. last week reported it had received word from Mexico that its delegation would consist of Carlos Nunez, Lazara Barajas, Ignacio Ramirez Carraza, Manuel Zorrilla and Hector Ocampo Guerra.

Preparations for the U. S.-Mexican negotiations were made at a meeting of some 38 government and industry representatives in Washington June 24. The treaty talk last year was discontinued after it became apparent that the two countries could not agree on certain fundamental issues. In the interim, Mexico has been seeking to iron out its allocation differences with Cuba, which were considered a key to its agreement with the U. S.

Whitefish Bay Ch. 6 Grant Made Effective by FCC

ORDER making effective immediately an examiner's initial grant of ch. 6 at Whitefish Bay, Wis., to Independent Television Inc. was announced by FCC last Wednesday. Tv stations now operating in the Milwaukee area include ch. 19 WXIX (TV), ch. 4 WTMJ-TV and ch. 12 WISN-TV. Ch. 25 WCAN-TV has suspended and ch. 31 WFOX-TV is in construction stage.

Independent Television is composed of local businessmen headed by Jack Kahn, hosiery and underwear manufacturer. Way was cleared for the grant in April when WMIL Milwaukee dropped its ch. 6 bid in an agreement assuring it \$25,000 as partial repayment of its litigation expenses. Former contestant Hearst Corp., operator of WISN there, withdrew from the lengthy ch. 6 fight earlier when it bought ch. 12 WTVW (TV) (now WISN-TV) for \$2 million from Milwaukee Area Telecasting Corp. The original ch. 12 firm was a merger of four applicants.

The reason I'm always smiling, George? Well, I took an ad in the Telecasting Yearbook last year and I got over 100 responses. From everywhere. Don't forget, George, reserve another ad in the Yearbook soon. It comes out in August. Thanks, George.



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