

KOWH-KOAD SALE

Storz Seeks Omaha Stations

SALE OF KOWH, Omaha independent, and its FM affiliate, KOAD, by the World Pub. Co. (*Omaha World Herald*) to Mid-Continent Broadcasting Co., a newly-formed company headed by Robert H. Storz, Omaha businessman, was consummated last week subject to customary FCC approval. Transfer application, to be filed with FCC within a fortnight, is expected to show a sales price in the neighborhood of \$100,000.

Mr. Storz is vice president and a director of an Omaha brewery, in which he holds 20% interest. He holds 60% in Mid-Continent and is president and director of the corporation. His son Todd, former local sales manager of KFAB Omaha, holds 40% of the broadcasting corporation and is its vice president and secretary and would become general manager of the stations.

The transfer applications are being drawn by Francis X. McDonough of Dow, Lohnes & Albertson, who was in Omaha last week. The applications will specify the present staffs of the stations will remain unchanged under the projected new ownership, with B. C. Corrigan continuing as station manager under the junior Storz.

KOWH was founded in 1922 as WAAW and was acquired by the World Pub. Co. in 1939. The station operates on 660 kc with 500 w daytime. KOAD began operation in 1946 on Channel 225 (92.9 mc) with 70 kw. Book value of the properties, it is understood, is in the neighborhood of \$250,000.

BUDGET BILLS

House Hearings Deferred

DATES for hearings on two House-passed bills—one covering appropriations for State and Justice Depts., and the other budgets for independent offices—have been deferred by the Senate Appropriations Committee. Hearings originally were planned for last week.

The former bill, involving funds for State's Voice of America broadcasts, may be considered sometime next week, with date for a hearing expected to be set this Wednesday or Thursday. No consideration has been given to the other measure, which includes appropriations for several independent agencies, among them FCC and FTC. Latter measure provides for increases in commissioners' salaries from \$10,000 to \$12,000 [BROADCASTING, April 18].

Reaching

4,000,000 PEOPLE

K W K W

Pasadena - Los Angeles

New Business

(Continued from page 15)

ALBERS MILLING Co., Seattle (Friskies canned dog food), April 20 started three weekly sponsorship of *Elmer Peterson Newscasts* on 12 NBC Western stations. Contract is for 52 weeks.

GRUNTAL & Co., New York stock exchange member, sponsoring series of Italian language programs on WHOM New York, offered "in the public interest" to enlighten foreign-language listeners on stock market operations.

SANTA CLARA COUNTY MEDICAL SOCIETY appoints Benet Hanau & Assoc., San Jose, Calif., to handle advertising. Radio will be used.

Network Accounts • • •

JOE LOWE Corp., New York (Popsicles, frozen confection), contracted for first network sponsorship of CBS-TV *Lucky Pup*, puppet show. Firm to sponsor Monday broadcasts in 28 cities, coast to coast, effective today, May 2. Tuesday, Thursday and Friday telecasts of show have been sponsored on WCBS-TV New York only, since March 29. Agency: Blaine-Thompson Co., New York.

PAL BLADE Co., New York, through Al Paul Lefton Co., New York, May 5 starts sponsorship of *The Story of the Week* on ABC-TV. Five-minute video film of news highlights of week is scheduled for Thursdays, 9:25-9:30 p.m., and is set to follow projected Time Inc. sponsorship of *Crusade in Europe* [BROADCASTING, April 18], expected to start on same date.

BONAFIDE MILLS Inc., New York, replaced its *Stop Me If You've Heard This One* April 29 on NBC-TV with show starring comedian Benny Rubin. Agency: S. R. Leon & Son, New York.

LUTHERAN LAYMEN'S LEAGUE, St. Louis, contemplating half-hour telecast of its MBS *Lutheran Hour* on CBS next fall. Decision expected at summer convention in California.

TONI Co., Chicago, chose *That Wonderful Man*, original situation comedy show, for its CBS-TV slot Thursdays, 9-9:30 p.m. EST. Program, originating in New York June 2, will be produced by Charles Irving of Charles Irving Productions, New York, who handles firm's AM show on CBS, *This Is Nora Drake*, and supervised by Roger Pryor of Foote, Cone & Belding, also New York. Plan is to develop a male star with appeal for women customers of Toni's permanent and shampoo. Firm is conducting talent search for the star, who need not have a "name."

PURE OIL Co., Chicago, renews its news program on NBC (Mon.-Fri., 6:45 p.m. CST) for 52 weeks. When new schedule begins today (May 2), company will enter its 10th year of sponsorship on network. Agency: Leo Burnett Co., Chicago.

WILLARD BROWN

Named to New GF Post

WILLARD P. BROWN Jr., former assistant to the production manager in the Maxwell House division, has been appointed assistant to Howard M. Chapin, director of advertising, General Foods Corp.

Mr. Brown, who joined GF in 1942, served two years with the Franklin Baker division. Later he was made head of the methods and standards department of Maxwell House in Hoboken, becoming assistant to the production manager in 1947. Before joining GF he was with the Royce Chemical Co. and the Frosted Food Sales Corp.

Mr. Brown replaces Benjamin F. Grogan, who has been promoted to sales and advertising assistant, Walter Baker division, Dorchester, Mass. Mr. Grogan was formerly assistant advertising manager of the Post Cereals division. Replacing Mr. Brown is Charles Overbeck, who has temporarily transferred from his present job as assistant plant manager at Maxwell House.

CAB CONVENTION

Stress Sales at June Meet

EMPHASIS on selling the medium will have a place at most panel discussions to be held during the 15th annual meeting of the Canadian Assn. of Broadcasters, June 13-16, at the Algonquin Hotel, St. Andrews-by-the-Sea, N. B. Tentative agenda includes various panels on selling the radio medium, selling

OZZIE, HARRIET

Rift With Silver Co.

FIVE year romance between International Silver Co., Meriden, Conn., and Ozzie and Harriet Nelson, is heading for the rocks, according to the sponsor's agency, Young & Rubicam, New York. Immediate cause of the rift, agency spokesman reported, is that the sponsor offered Mr. Nelson, who owns the package, a straight one-year contract, while Mr. Nelson is holding out for a five-year pact.

The highly Hooperated program, it was learned, "just didn't sell any silver," but the sponsor fulfilled its original five year agreement (with year to year option). Mr. Nelson wants contract without option.

Last broadcast of *The Adventures of Ozzie and Harriet* will be aired on CBS Sunday, June 26, 6:30-7 p.m., after which the program will take its annual summer hiatus. Whether Mr. Nelson will settle for the one-year pact offered by International, or sign with another sponsor for the fall—several of which it was learned here approached him—will not be known until after May 31. At that time, it is understood, Mr. Nelson's present contract with the William Morris Agency expires, and he will be able to act as his own agent, thereby saving the usual commission.

It is not known at present whether International Silver will sponsor any show should Mr. Nelson stick to his five-year guns.

CBS, which recently wooed the program away from NBC to fill the valuable half-hour period preceding the Jack Benny show, said that another sponsor for the program is expected to be found very shortly.

selective or spot radio, programming, and business sessions on submissions to the Parliamentary Radio Committee and the Royal Commission on Radio and Television.

This will be the first convention of the CAB to be held in the Atlantic Coast provinces of Canada.

In Milwaukee it's

WMLO

One of America's Great Independents