

## Daytona Beach, Tulsa Tv Bids Granted

PERMITS for new tv stations on ch. 2 at Daytona Beach, Fla., and Tulsa, Okla., were granted by FCC Thursday in decisions making final earlier initial rulings to approve the bids of Telrad Inc. at Daytona Beach and Central Plains Enterprises Inc. at Tulsa. Latter represents a merger action.

At Tulsa, Central Plains won the grant following dismissal of the competing application of Oil Capital Television Corp. Certain stockholders in Oil Capital received option to purchase 15% interest in Central Plains and Oil Capital was reimbursed \$50,000 for its expenses.

Central Plains is composed of Sen. Robert E. Kerr (D-Okla.) and D. A. McGee, formerly owners of KRMG there, plus KVOO's W. G. Skelly. KRMG was sold to KWHW Altus, Okla., so Messrs. Kerr and McGee could join Mr. Skelly in the ch. 2 venture.

At Daytona Beach, where Telrad is under common ownership with WMFJ, the ch. 2 grant was made possible by dismissal of a competitive bid by WNDB. W. Wright Esch, chief owner of Telrad and operator of WMFJ, hopes to have WMFJ-TV on the air before July 1 of next year [B•T, June 14].

In other actions, FCC dismissed with prejudice the application of Woodward Broadcasting Co., in hearing status with the bid of WJLB Detroit for ch. 50. WJLB's application was retained in hearing status. Woodward, headed by Detroit department and drug store operator Max Osnos, has bought ch. 62 WCIO-TV Detroit for \$100 from UAW-CIO Broadcasting Corp. of Michigan, subject to FCC approval, and has petitioned FCC to allocate ch. 79 at Toledo.

At Woodward's request, FCC has proposed to allocate ch. 79 to Toledo. Woodward proposes to construct a new station on ch. 79. Earlier Woodward wanted Toledo's educational reservation changed from ch. 30 to 79, but since has modified its request [B•T, July 5].

For failure to answer FCC letters, two applications for ch. 34 at Los Angeles were dismissed by the Commission last week. This leaves in the clear the bid of KFWB there.

## FCC Denies Music Bcstg. Protest of Versluis Grant

SUPPORTING the earlier initial ruling of an examiner, FCC last week denied the precedent Sec. 309(c) economic protest of Music Broadcasting Co. against the grant of ch. 35 at Muskegon, Mich., to Versluis Radio & Television Inc. [B•T, Oct. 26, 1953]. Music operates WGRD Grand Rapids.

In the final decision, FCC affirmed the grant of ch. 35 for Versluis' WTVM (TV) originally made in December 1952. This grant was delayed because of the economic protest of the Grand Rapids radio station which won a hearing on its complaint after appealing to the courts.

WGRD charged WTVM in effect would be a Grand Rapids station, a conclusion not found by the Commission to be supported in the hearing record.

The final grant specifies a directional antenna and engineering conditions, to be met prior to the issuance of a program test authority, to correct a defect of the original grant in which the WTVM signal would not be sufficient in one area of Muskegon. The defect was disclosed by WGRD during the hearing.

The final decision noted that "Music has dwelt at some length in its argument on the fact that Versluis was unfeignedly eager to serve other areas as well as Muskegon and that even after deciding to apply for the Muskegon channel he took pains to insure a high grade of service to Grand Rapids. There was no showing, however, that the programs would be predominantly directed towards the Grand Rapids audience nor that the bulk of advertising revenue would come from that city . . . The doubts have been settled by the more calculable factors of compliance with the rules and specific program proposals. Such facts show that ch. 35 will be utilized for a Muskegon station."

## FCC Approves \$270,000 KGHL Sale, 3 Others

AMONG transfers approved last week by the FCC were KGHL Billings, Mont., WIFM-AM-FM Elkin, N. C., WHAP Hopewell, Va., and KBUC Corona, Calif.

KGHL was sold by Northwestern Industries Inc. to Midland Empire Broadcasting Co. for \$270,000. Midland is composed of a group associated in the oil and gas production business.

Consideration for the sale of WIFM-AM-FM to a new corporation, Tri-County Broadcasting Co., was reported as \$35,000. The purchasing group is headed by Henry F. Laffoon, publisher of the *Elkin (N. C.) Tribune*. His associates are Secretary-Treasurer W. P. Erwin, president-general manager and 50.2% owner of WBRM Marion, N. C., and Vice President Ed M. Anderson, president-majority stockholder of WBBO-AM-FM Forest City, WPNF Brevard, vice president-25% stockholder of WBRM, owner of the *Skyland Post*, West Jefferson; *Alleghany News*, Sparta, and *Transylvania Times*, Brevard, all in North Carolina.

WHAP was sold by Hopewell Broadcasting Co. for \$38,000 to Southern Virginia Broadcasting Corp., licensee of WSVS-AM-FM Crewe, Va.

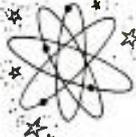
Transfer of KBUC control to Henry Fritzen from Elmer J. Bucknum and nine others also received FCC approval. Mr. Fritzen, president and 70% owner of KALI Pasadena, purchases 70% interest in KBUC for \$12,117.

## FCC Okays WTRI (TV) Move

CHANGE of the main studio location of ch. 35 WTRI (TV) from Schenectady to Albany was approved by FCC last week in action following up the Commission's earlier approval of the station's request that the uhf channel be assigned to the Albany-Schenectady-Troy area as a whole rather than just to Schenectady [B•T, May 17]. Area-wide service is proposed. The studio move drew dissent from Comr. Frieda B. Hennock. Reallocation of the channel was unsuccessfully protested by ch. 41 WROW-TV Albany.

## WHWD Sale Falls Through

WHWD Hollywood, Fla., has advised FCC that sale of the station by Circle Broadcasting Corp. for \$24,500 to Arnold Broadcasting Co., approved by the Commission in May [B•T, May 31], has not been consummated because of default on the part of the buyer. Ray Greene, part owner of WPNX Phenix City, Ala., is chief owner of Circle, which continues as WHWD licensee. Meanwhile, FCC has approved change of call letters of the outlet to WGMA, it was reported last week.



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