

## REED AND WOLF BUY CBS SHARE OF KQV

Pay network \$236,250 for 45% interest in Pittsburgh regional, agree to finance tv.

FIRST move by CBS to unload its minority station holdings [CLOSED CIRCUIT, Aug. 16]—in order to come within the FCC's seven-station limitation on am ownership—took place last week when principals of KQV Pittsburgh bought back the network's 45% interest for \$236,250. This is exactly what CBS paid for the minority interest in 1952.

Messrs. Earl F. Reed and Irwin D. Wolf, who with associates were 55% owners of the 5 kw, CBS affiliate (on 1410 kc), bought out the network's interest. Each, together with their wives, bought half of CBS's 1,350 shares. They also agreed to assume two CBS obligations: To lend up to \$150,000 to the station if it wins its Pittsburgh ch. 4 bid and to pick up an additional 1,350 shares to which CBS had subscribed.

### KQV Seeks Tv

KQV is one of five applicants for ch. 4 in the Pittsburgh area. Hearings began earlier last month with exchange of testimony and information. Other applicants are WCAE Pittsburgh; WLOA Braddock, Pa.; Wespen Tv Inc. and Irwin Community Tv Co.

KQV ownership is split into two trust funds. First had CBS owning 1,350 shares, with Messrs. Reed and Wolf owning 10 shares each. Second, consisting of 1,630 shares, was owned by 21 individuals, including the Messrs. Reed and Wolf. Both Mr. Reed and Mr. Wolf are the voting trustees for both trusts.

CBS now owns six am stations and has minority interests in two more. These are WCBS New York, KCBS San Francisco, KMOX St. Louis, KNX Los Angeles, WBBM Chicago and WEEL Boston, all CBS owned, and 47% of WCCO Minneapolis and 45% of WTOP Washington. The stations in New York, Los Angeles, Chicago, Minneapolis and Washington have tv adjuncts.

The FCC regulation limiting to seven the number of am or fm stations which one com-

pany may own was issued last fall [B•T, Nov. 30, 1953]. At that time, CBS was ordered to bring its ownership within the rule. It was given three years to do so.

The only other person owning more than the maximum seven am stations when the rule was promulgated was J. Elroy McCaw. Mr. McCaw disposed of his interests in KPOA Honolulu, KILA Hilo, both Hawaii, and in KLZ Denver. The FCC quashed the show cause order last month.

## Football Plans Announced By 25 More Stations

FURTHER announcements of football coverage and sponsorships [B•T, Sept. 20] reported are:

KCOW Alliance, Neb.—U. of Nebraska full schedule plus local high school games.

KPHO Phoenix, Ariz.—Selected games from the Pacific Coast Conference plus U. of Arizona full schedule; Tide Water Associated Oil Co. and Tide Water Associated Dealers of Phoenix.

KSO Des Moines, Iowa—U. of Iowa full schedule; participating sponsors.

KVOO Tulsa and WKY Oklahoma City, both Oklahoma—Oklahoma U. full schedule; Texaco.

KQV Pittsburgh—Weekly hour-long city, county and district high school roundup.

KTVQ (TV) Oklahoma City—Nine Oklahoma City high school games.

KVTV (TV) Sioux City, Iowa—Selected National Football League professional team games plus highlights of Big Ten game of the week and Iowa football highlights; Phillips Petroleum Co. sponsors Big Ten highlights.

WABD (TV) New York—Wednesday night film of highlights of previous Saturday's National Football League professional games.

WCBS New York—Ivy League Game of the Week; New York Ford Dealer's Assn.

WGAR-AM-FM Cleveland, and WRFD Worthington, Ohio—Ohio State U. full schedule; Farm Bureau Insurance Companies.

WHBC-AM-FM Canton, Ohio—Most Ohio State U. games plus 19-game schedule of high school games.

WHIM Providence, R. I.—Brown U. full schedule; Citizens Savings Bank and Westinghouse.

WJR Detroit—Ten selected games in which Michigan, Michigan State or Notre Dame will be playing; Plymouth Dealer's Assn. of Greater Detroit through Powell-Gayek Inc.

WKBZ Muskegon, Mich.—Notre Dame full schedule, plus 16 local high school games; participating sponsors.

WMAL Washington U. of Maryland full schedule; Canada Dry Ginger Ale through J. M. Mathes, New York, and Hare Bros. Auto and Marine Parts Co., Washington.

WMCA New York—Notre Dame full schedule; Metropolitan Ford Dealer's Assn. [Editor's note: Labatt's India Pale Ale and Pilsener Beer, sponsor of pre and post-game programs, was erroneously reported in the last roundup as being the sponsor of the games.]

WMTW (TV) Portland, Me.—Hour-long film on

## Suds Sorority

KSEO Durant, Okla., is bubbling over with enthusiasm these days, and the "Sisters of the Suds" convention is the reason for it. Leroy W. Moses, KSEO manager, started the idea of a "Sisters of the Suds" organization, comprised of radio-listening housewives, and now there are over 3,000 card carrying members. The convention, billed as the "first convention of radio listeners," recently attracted more than 1,300 members for a full day's entertainment.

The mayor of Durant proclaimed convention day as "Sisters of the Suds" day and local merchants offered "specials" in honor of the group, who become "Sisters" by writing requests to the "Chief Sudser," a KSEO disc m.c.

Monday night of previous Saturday's Dartmouth College games full schedule.

WNBK (TV) Cleveland—Selected Cleveland high school games highlights on film.

WPEN Philadelphia—Notre Dame full schedule; Cassidy-Richlar Co. (direct mail adv.) through Fien and Schwerin Agency, Philadelphia.

WTNJ Trenton, N. J.—U. of Pennsylvania full schedule; Voltz Oil Co. and Calso.

WVNJ Newark, N. J.—Several home games of Princeton U.

WVOM Boston, Mass.—Nine high school games plus several local college games.

WWDC Washington—Saturday afternoon twice hourly score roundup.

## WBC General Managers Hold Fall Meet in N. Y.

ANNUAL fall meeting of the general managers of Westinghouse Broadcasting Co. owned-and-operated stations was held in New York last Monday and Tuesday. Chris J. Witting, president of WBC, presided.

The group heard a talk by Richard Pack, newly-appointed national program manager for the company, who expressed satisfaction with the work that performers, directors and writers have done in the eight weeks he has been on the job to give radio "the new sound it needs." Mr. Pack, summarized the activities of his visits to KDKA Pittsburgh and KBZ-WBZA Boston-Springfield.

Other speakers were Joseph E. Baudino, executive vice president; Eldon Campbell, national sales manager; I. C. Ruby, auditor; John W. Steen, attorney; David E. Partridge, sales promotion-advertising manager; John F. Hardesty, eastern sales manager, and George D. Tons, midwestern sales manager.

Station managers in attendance were W. C. Swartley, WBZ-TV Boston; Paul E. Mills, WBZ-WBZA; Rolland V. Tooke, WPTZ (TV) Philadelphia; Franklin A. Tooke, KYW Philadelphia; L. R. Rawlings, KDKA; Carl Vandagriff, WOWO Fort Wayne, and J. B. Conley, KEX Portland, Ore.

## WSAZ-TV To Open Studio In Charleston, W. Va.

OPENING of new, modern tv studios in Charleston, W. Va., by WSAZ-TV Huntington, W. Va., was announced last week by Charles W. Dinkins, WSAZ-TV promotion manager.

WSAZ-TV, which has been originating programs from Charleston for nearly two months, expects construction to be completed on the Charleston studios early this month.

Work is also under way on the station's 1,100-foot tower, described as the highest structure in West Virginia with its top to be 2,409 feet above sea level and more than 1,500 feet above downtown Huntington. Made by Ideco Div. of Dresser-Stacey Co., the tower is being erected by John F. Beasley Construction Co. of Muskogee, Okla. Its completion is expected by the end of the month.



ACQUISITION of KPIX (TV) San Francisco by Westinghouse Broadcasting Co. was publicly announced during KPIX-Westinghouse Week, which featured appearances at the station by (l to r) Dave Partridge, WBC advertising sales promotion manager; Philip G. Lasky, KPIX general manager; Chris J. Witting, WBC president; Bill Allison, Ketchum, MacLeod & Grove, and Carl Albracht, San Francisco manager, public relations, Westinghouse. Event was in late September [B•T Sept. 27].