

S. Knight (*Chicago Daily News*), 27.7%; Helen A. Wrigley and family, 26.4%; and John T. Carey, 5.5%.

WIND balance sheet as of Aug. 31, 1956, showed total assets of \$2,024,224, of which \$729,887 were current assets. Total current liabilities were given as \$867,925, and surplus was listed as \$1,111,299.

If FCC approves, Westinghouse will own its limit of seven am stations. It already owns KDKA Pittsburgh, WBZ Boston, KYW Cleveland, WBZA Springfield (Mass.), WOWO Fort Wayne and KEX Portland (Ore.). It also has tv outlets in Pittsburgh, Boston, Cleveland and in San Francisco.

### FCC APPROVES UNIVERSAL'S \$10 MILLION SALE TO WHITNEY

FCC last week approved the \$10 million sale of Universal Broadcasting Co. to a 100% owned subsidiary of J. H. Whitney & Co., New York investment firm. The action was taken by four commissioners; Comr. Rosel H. Hyde abstaining from voting and Comr. Robert T. Bartley dissenting. Chairman George C. McConnaughey was absent.

Involved in the ownership transfer were WISH-AM-TV Indianapolis, WANE Fort Wayne and WINT (TV) Waterloo, Ind. All are CBS affiliates, with WISH-TV operating on ch. 8 and WINT on ch. 15. Universal bought WINT from Tri-State Television Inc. for \$800,000 last June, dropping a permit for ch. 69 in Fort Wayne when the Waterloo transaction was approved.

Comr. Bartley, as he has in similar transfers, objected, asking for hearing on the question of concentration of control. Calling attention to what he termed "possible dangers toward which we are heading in the broadcast field" by permitting increasing concentrations of ownership of broadcast facilities in the major markets, he said, "It appears that the primary purpose of the transferee is to diversify its corporate activities. . . ." This widespread development could have profound effects on the broadcast structure, Comr. Bartley said, "extending to network affiliation, national spot advertising and even local advertising . . . program service . . . public interest."

The fact that Universal bought WINT last summer and "now proposes to sell at a profit" raises questions regarding trafficking in licenses, Comr. Bartley said.

Universal stations are owned primarily by C. Bruce McConnell who holds nearly 55%. Robert B. McConnell remains as general manager of WISH-AM-TV. The two McConnells are also members of the board of Indiana Broadcasting Corp., the Whitney subsidiary. Other board members are C. Wrede Petersmeyer, Walter N. Thayer and Robert F. Bryan, Whitney partners, Howard Brundage, Whitney associate, and former Universal stockholders Stokes Gresham Jr., chief engineer of the stations, and Frank E. McKinney, Democratic Party official in Indiana. The McConnell-owned WHBU Anderson, Ind., was not included in the sale.

Transaction gives the Whitney company its third broadcast property—its third tv outlet, and first two radio stations. Whitney owns 90% of ch. 8 KOTV (TV)

Tulsa, Okla., and 90% of ch. 11 KGUL-TV Galveston, Tex. The Whitney firm bought KOTV in 1954 from Wrather-Alvarez Inc. for \$4 million. It bought the KGUL-TV property last August for \$4.5 million. The Whitney firm also has interests in a number of community tv systems.

Among other sale applications filed with the FCC: KDON Salinas, Calif., sold by Frank Oxarart Inc. to KDON Inc., for \$116,446.16. KDON Inc. principals are Clark E. and Irene H. Fee and Glen M. and Helen N. Stadler, the latter two of whom own KEED Springfield, Ore. KDON is on 1460 kc with 5 kw and was founded in 1935. The station showed a loss of \$19,926.39 for the seven-month period, ending Aug. 31.

WGAT Utica, N. Y., sold by Central Broadcasting Co. to Star Broadcasting Co., for \$85,000. Star Broadcasting operates WBBF Rochester and WGVA Geneva, both N. Y., and is owned by Maurice R. Forman (50%) and E. Menden (33%). WGAT showed a net 1955 loss of \$9,994.97 and net loss for the first seven months of 1956 of \$10,688.44.

KWIE Kennewick-Richland-Pasco, Wash., remaining 60% of KWIE was sold to Cascade Broadcasting Co., 40% owner, for \$79,000 and assumption of obligations. Sellers are Clarence J. McCredie and Harold A. Clark. Cascade owns KIMA-AM-TV Yakima, Wash., satellites KLEW-TV Lewiston, Idaho, KEPR-TV Pasco and KBAS-TV Ephrata, both Wash., and is applicant for ch. 8 in Walla Walla, Wash.

### Seven New Am Facilities Given Grants by FCC

THE FCC approved seven new am stations last week. They were:

Clarksville, Ark.—Peach County Radio, 1360 kc, 500 w, daytime. Pat S. Goolsby, former general manager, KFNA Mena, Ark., and Chester Wilkerson, merchandise interests, are equal partners.

Riverside, Calif.—Ray Lapica, 1570 kc, 1 kw, daytime. Mr. Lapica is sales, news and research director of KBLA Burbank, Calif.

Pocatello, Idaho—J. Ronald Bayton (50% owner-manager of KOFE Pullman, Wash.), 1290 kc, 1 kw, daytime.

Omaha, Neb.—Central Plains Bcstg. Co., 1420 kc, 500 w, daytime. President and 65% owner Harold A. Soderlund is general manager of KFAB Omaha.

Abingdon, Va.—Burley Bcstg. Co., 1230 kc, 250 w, unlimited. Lindy M. Seamon, general manager-chief engineer, WRIC Richlands, Va., and Nelson T. Barker, fuel and automobile interests, are equal partners.

Colorado Springs, Colo.—Taylor Bcstg. Co., 1460 kc, 1 kw, daytime. Principals are President-Treasurer W. C. Taylor (50%), Gene Reischman (20%), Homer Glover (10%) and J. Kenneth Smith (10%).

Manitou Springs, Colo.—Garden of the Gods Bcstg. Co., 1490 kc, 100 w, unlimited. Garden of the Gods operates KCMS-FM Manitou Springs. In latter two grants Commission made final the initial decision announced Sept. 7.

### FTC FORMS UNIT TO MONITOR AIR

T. Harold Scott named to head new investigative branch which will keep eyes and ears open for questionable advertising on radio-tv.

THE Federal Trade Commission last week sketched its plans for stepped-up monitoring of radio and tv advertising and named T. Harold Scott, FTC attorney, to head the new investigative unit.

FTC Chairman John W. Gwynne said Mr. Scott will be legal adviser and assistant for radio-tv to Sherman R. Hill, chief project attorney of the FTC's Bureau of Investigation.

As indicated last August by Alex Akerman Jr., FTC executive director [B•T, Aug. 6], FTC's attorney-investigators in its eight branch offices will assist the new unit by monitoring radio and tv broadcasts on a part-time basis, in addition to their other investigative work. These branches are in New York, Chicago, New Orleans, Cleveland, Kansas City, San Francisco, Seattle and Washington.

Mr. Akerman at the time explained that these field attorney-investigators "cover the whole country during a year" on their regular investigations and will use spare time to monitor local radio-tv broadcasts in each city for fraudulent and misleading ads.

The FTC's present "task force" of four attorneys at Washington headquarters, which examines scripts and continuities furnished by radio and tv stations on a scientific sampling basis, will be merged into the new unit. Mr. Akerman feels that trained legal investigators—actually monitoring broadcasts in person and continuing to check sample scripts furnished by radio-tv stations four times a year on request from the FTC—will increase effectiveness of the FTC checks by use of both methods. Although a few stations have objected to the FTC's requests for sample day scripts four times yearly, they usually have become mollified when FTC tells them that they are not being singled out and that all stations must furnish the scripts, an FTC spokesman said.

Mr. Akerman said that while radio-tv stations have "done a good job of screening out false advertising," FTC's new monitoring unit "undoubtedly will offer even greater protection to the public."

The FTC has been conferring with FCC staff members to work out a system whereby the FCC is notified when an advertiser is using questionable advertising practices on a given broadcast station or network, according to Mr. Hill, and expects to announce a new FTC-FCC liaison formula "shortly."

Discussions for such a formula were un-



MR. SCOTT