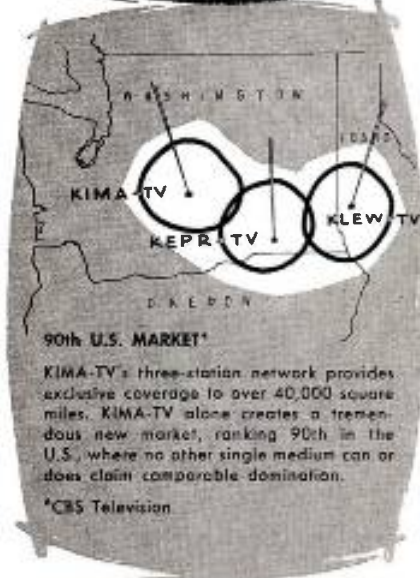


The PACIFIC NORTHWEST'S

# Largest exclusive coverage



### MARKET DATA

POPULATION	511,875
(Urban Population)	261,900
(Rural Population)	249,975
FAMILIES	159,925
EFFECTIVE BUYING INCOME	\$859,218,000
GROSS FARM INCOME	\$334,735,000
RETAIL SALES	\$632,561,000
FOOD SALES	\$135,614,000
GENERAL MERCHANDISE	\$430,890,000
DRUG SALES	\$ 21,335,000
AUTOMOTIVE SALES	\$123,748,000

(Source: 1956 Survey of Buying Power)

Yours exclusively with

# KIMA-TV

Yakima, Washington

and its Satellites

## KEPR-TV and KLEW-TV

Pasco, Wash.      Lewiston, Idaho

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**WEED TELEVISION**  
Pacific Northwest: ART MOORE

## GOVERNMENT

Corvallis. The board proposes to spend \$180,000 for construction, \$100,000 for first year operation. Dr. R. E. Kleinsorg, physician, is president of the board.

### FCC Approves 14 Sales; WLAP Sells for \$346,000

LARGEST of 14 station sales approved by the FCC last week was the transfer of WLAP-AM-FM-TV Lexington, Ky., from Gilmore N. Nunn to Community Bcstg. Co. for \$346,000. Community principals are President Frederick Gregg Jr., Young & Rubicam account executive; Harry Feingold, appliance distributor, and Charles Wright, General Dynamics accounting executive. WLAP operates on 630 kc with 5 kw day and 1 kw night. WLAP-TV holds a cp for ch. 27 but is not yet on the air.

Kanawha Valley Bcstg. Co. was involved in both the purchase and sale of Charleston, W. Va., stations approved by the Commission. Kanawha bought WKNA-AM-FM there from Joe L. Smith Jr. for \$150,000 and in turn sold its WGKV to Jacob A. (McCann-Erickson and former NBC sales executive) and Walter F. Evans for \$90,250. Not involved in the sale was the cp for ch. 49 WKNA-TV, which was on the air for a period of time but is now dark. Kanawha principals, who also own WSAZ-AM-TV Huntington, W. Va., include Lawrence H. Rogers II (20%), vice president-general manager of WSAZ-AM-TV; Leroy E. Kilpatrick (10%), WSAZ-AM-TV vice president-technical director; William D. Birke (25%); E. H. Long (15%), and Walter H. Long, Eugene Katz and A. F. Marshall (all 10%). WKNA operates on 950 kc with 5 kw day and 1 kw night and is ABC-affiliated. NBC affiliate WGKV is on 1490 kc, 250 w.

WHAR Clarksburg, W. Va., was sold by WHAR Inc. (W. A. Patterson and Robert K. Richards) to Harrison Corp. for \$97,453. Harrison principals are William F. Malo Jr., president-50%; George F. Wilson, 35%, and George F. Wilson Jr., 15%. The Wilsons are applicants for ch. 6 New Bedford, Mass. WHAR is an ABC affiliate on 1340 kc with 250 w.

### Complication for WMUR-TV Move

APPLICATION to move ch. 9 WMUR-TV Manchester, N. H., nearer to Boston received what might be another setback last week when the New York Regional Airspace Subcommittee, Air Coordinating Committee, authorized the establishment of a radionavigation facility at Beverly Airport, northeast of Boston. The tower sought by WMUR-TV (and by Storer Broadcasting Co. which is buying the ch. 9 outlet if the move toward Boston is authorized) is near Georgetown, Mass. Last November, the New York committee disapproved the Georgetown site. The Washington Airspace Panel last month deferred action on the WMUR-TV request until it was advised on the radio installation.

### WLOF, WSMB, WJQS Seek FCC Approval of Sales

AMONG station sales filed for FCC approval last week were those involving WLOF Orlando, Fla., WSMB New Orleans, WJQS Jackson, Miss., and the Granite State stations in New Hampshire.

John W. Kluge of Washington, with multiple-station interests, sold his 37% ownership of WLOF to 15% owner Harris H. Thomson for \$130,662. This sale gives Mr. Thomson controlling interest (52%) in WLOF. Mr. Kluge is president and majority stockholder of KXLW Brentwood (St. Louis), Mo.; WGAY Silver Spring, Md.; WILY Pittsburgh, and WNDA Nashville, Tenn.

Radio Hawaii Inc. purchased 50% of WSMB from Paramount Gulf Theatres Inc. (subsidiary of American Broadcasting-Paramount Theatres) for \$90,000. The other 50% is owned by Bankers Securities Corp. Radio Hawaii, subsidiary of Founders Corp., also owns KPOA Honolulu, WTAC Flint, Mich., and 50% of KTVR (TV) Denver.

WJQS was sold by Mississippi Bcstg. Co. (Withers Gavin, president) to Milner Enterprises Inc. for \$75,000. R. Dumas Milner, president of Milner Enterprises, is president, 4.45% owner of the *Jackson State Times* and has real estate interests. Mississippi Bcstg. owns WCOC Meridian, Miss., and now dark WCOC-TV ch. 30 there.

W. J. Barkley, president of WKBR-AM-FM Manchester, WTSL Hanover, WTSN Dover and WTSV Claremont, all N. H., is selling his 30-35% interest in the Granite State stations for a total of \$165,000 (largest sum is \$111,700 for 35.3% interest in the Manchester outlets). The stock is being bought by W. L. Rust and Ralph Gottlieb, present stockholders. After the transactions are approved, Mr. Rust will own between 63% and 72% and Mr. Gottlieb between 23% and 30.5% of the four stations. Balance sheet for the four stations showed surpluses for all (\$92,291 for WKBR).

For other sales, see FOR THE RECORD, page 108.

### FCC Sets Aside WILA Grant, Cites Interference by WPUV

ON ITS own motion, the FCC last week set aside the Dec. 19, 1956, grant of a new am station (WILA) on 1580 kc, 500 w daytime, Danville, Va., to S. L. Goodman [B•T, Dec. 24, 1956] because of a conflict with the FCC's 10% rule.

In his application, Mr. Goodman stated that interference from WPUV Pulaski, Va., would affect only 9.5% of the population of the proposed WILA coverage area. Further engineering study, the Commission said, showed that the WPUV signal actually would penetrate 4 miles into the WILA area, affecting 11.6% of the population the new station planned to serve.

Earlier, on Jan. 7, Danville Bcstg. Co. (applicant for 950 kc with 500 w, Danville) had protested the grant to the FCC under the 10% rule. Mr. Goodman also owns WYSR Franklin, WYTI Rocky Mount and WDDY Gloucester, Virginia.