

at deadline

Closed-Circuit Tv Stations Planned in 15 Western Areas

PLANS to establish commercial closed-circuit tv "stations" in some 15 communities in western states disclosed to B•T Friday by Irving Kahn, secretary of Trans-Community Television Network Inc., headquartered in Beverly Hills, Calif.

Network affiliation agreements already signed with NBC and DuMont, Mr. Kahn said, and negotiations in progress with ABC and CBS.

"Stations" in each town would originate film and local live shows, sell local spots in addition to national accounts, it was explained. Programs would be fed to subscribers over wire lines, similar to community tv systems, it was said. Plan is similar to project inaugurated by Potomac Valley Television Co. in Cumberland, Md. (see story, page 94).

Installations underway in Douglas, Ariz., and Bishop, Calif., Mr. Kahn said, and company hopes to have six communities wired and operating in two months. Equipment will be RCA, he said. Demonstrations for city councils have been underway using mobile unit.

Firm plans full network rates and local rates, Mr. Kahn said. Home installation charge will vary, but would be about \$100 for installation and \$3 to \$5 monthly for service, he predicted.

Lloyd C. Strite, Los Angeles businessman, is chairman; Jerome L. Doff, attorney, president; Alan Lane, advertising agency, vice president. Mr. Kahn is associated with Mr. Lane.

Several Station Sales Go Up for FCC Approval

APPLICATIONS for FCC approval of sales involving more than \$500,000 filed with Commission Friday, including WUSN Charleston, S. C. (see below).

Largest sale involved that of WBLK-AM-TV Clarksburg and WPAR-AM-FM Parkersburg, both W. Va., by News Publishing Co. (Ohio Valley Broadcasting Co.) to WSTV Inc. for \$370,000 [B•T, Aug. 8]. Principals of WSTV Inc. (WSTV-AM-FM-TV Steubenville, Ohio) are Jack N. Berkman and John J. Laux.

News Publishing owns 30% of WTRF-TV Wheeling and publishes *Wheeling Intelligencer* and *News-Register* and other papers.

Aaron B. Robinson, who has interests in seven ams and one tv, is selling WDXL Lexington, Tenn., for \$58,850 to nine principals who each will own 11.1%. Among buyers are Neal B. Bunn, secretary-treasurer, who has been WDXL general manager, and Ben Enochs, chief engineer. Mr. Robinson also owns WCMA Corinth, Miss.; WDXE Lawrenceburg, Tenn.; WDXN Clarksville, Tenn. (sole owner); WENK Union City, Tenn., and WTPR Paris, Tenn.

In Humboldt, Tenn., 50% of WIRJ is being sold for \$30,000 by Miss Marion Warmath to J. Frank Warmath, who now will be sole owner. Miss Warmath and Mr. Warmath are distant cousins.

WUSN Charleston, S.C., Sold

WUSN Charleston, S. C., sold to Sol Panitz, advertising agency executive in Washington, D. C., and Barry Winton, a former New York City orchestra leader, tv film representative

WGN-TV MOVES UP

NEW 73-ft. antenna for WGN-TV Chicago welded into place Friday atop city's new Prudential Bldg., looking toward improved reception and greater power from new \$300,000 50 kw transmitter, to be installed in October. Antenna is 304 ft. higher than present one atop Tribune Tower, extending 914 feet above ground level. Structure built to withstand gales up to 135 miles an hour according to Carl Meyers, director of engineering of WGN Inc. Transmitter expected to be in operation on 40th floor by Thanksgiving Day.

with headquarters in Richmond, Va. Transaction handled through Blackburn-Hamilton Co. Sale price was \$110,000.

Buyers are trading as Low Country Broadcasting Co. Management of the station will be under the supervision of Mr. Panitz. J. Drayton Hastie, president-general manager of WUSN, said his organization will continue to operate WUSN-TV. Messrs. Hastie and Grange S. Cuthbert are members of board of purchasing group.

WUSN is a 250-watt MBS affiliate, on 1450 kc.

WXEX-TV Petersburg Denies Misrepresenting Location

WXEX-TV Petersburg, Va., Friday denied charges it is misrepresenting itself as Richmond station as alleged by WTVR (TV) Richmond [B•T, Aug. 15]. WXEX-TV told FCC that throughout comparative hearing it represented that it would serve not only Petersburg, but northern sector of service area including Richmond. The Petersburg station said WTVR's petition is "in reality a plea . . . to perpetuate and sustain WTVR monopoly in Richmond."

In reply to other charges, WXEX-TV said Irving Abeloff, vice president and general manager, has resided in Petersburg since September 1953, and not in Richmond. Further, WXEX-TV said, it maintains business-sales staff in Richmond, headquartered at WLEE—which owns 43% of WXEX-TV. For this reason, phone is answered, "WLEE, WXEX-TV," station said.

WXEX-TV (ch. 8) began commercial programming affiliated with NBC Aug. 15. WTVR (ch. 6) is affiliated with CBS and ABC.

UPCOMING

Aug. 23: Assn. for Education in Journalism national convention, Boulder, Colo.

Aug. 24-26: West Coast Electronics Mfrs. Assn. and Los Angeles and San Francisco IRE sections show and convention, San Francisco.

Aug. 25: NARTB Fm Committee, Palmer House, Chicago.

Aug. 27: New Mexico Broadcasters Assn., Alvarado Hotel, Albuquerque.

For other Upcomings see page 102

PEOPLE

JERRY MOLFESE, head timebuyer for Ex-Lax Inc. and Tangee Co. at Warwick & Legler, N. Y., has resigned to join H-R Television as account executive. DON HELLER, assistant timebuyer at W&L, will succeed Mr. Molfese as timebuyer.

JOHN A. PIEPER, WILY Pittsburgh account executive, appointed sales manager by Ernie Tannen, vice president - general manager. ERNEST E. BERGER, recently of KQV Pittsburgh, joins WILY sales staff.

CHARLES F. GOETLING appointed national sales manager for cheese products, Kraft Foods Co., succeeding CHESTER GREEN, who becomes general sales manager of company.

Columbia Cuts Color Price; Raytheon Offers New Models

CBS-COLUMBIA is announcing today (Mon.) slash in retail price of nearly 28% on its console color tv set using CBS-Hytron "205" picture tube, which with its 205 sq. in. viewing area is equivalent to monochrome 21-in. tube. Tv and radio receiver division of CBS says move is to "help stimulate interest in color television and to assist in building audience for the ambitious color programming schedule projected for this fall." Color console, model 205C2, formerly retailed at \$1,100. New price will be \$795.

Raytheon Mfg. Co. introduced color tv 21-inch model that will retail from \$795 to \$895, designed for mass production. Raytheon also displayed portable radio, priced at \$89.95, using small "A" pack battery for about 2,500 hours of playing time. Portable was seen by Henry F. Argento, vice president and general manager, as new concept in radio which will "obsolete plug-in radio as we have known it for 28 years." CBS-Columbia also revealed full line of new black-and-white receivers, featuring 21-inch and 24-inch models and with suggested list prices covering \$169.95 to \$299.95 range.

NBC Leases N. Y. Theatre

LEASING of Ziegfeld Theatre in New York from Billy Rose for use as color and black-and-white tv studio to be announced shortly by NBC-TV. Network expects to start remodeling in October and have theatre ready for color originations starting fall 1956.

Seattle Tv Permit Deleted

PERMIT for ch. 20 KCTL (TV) Seattle deleted Friday by FCC. Station, licensed to Seattle Construction Co., was dropped for lack of prosecution and is second tv in week deleted (story, page 82). Grant was first made April 7, 1954, and expired last June 7. Number of tv deletions now 149, 119 uhf.

Cobb Heads Am Committee

MEMBERSHIP of new NARTB Am Radio Committee announced Friday by President Harold E. Fellows. Grover C. Cobb, KVGB Great Bend, Kan., named chairman. Other members are:

George Cory, KUBC Montrose, Colo.; William Doerr Jr., WEBR Buffalo; Benedict Gimbel Jr., WIP Philadelphia; Lester L. Gould, WJNC Jacksonville, N. C.; Cecil B. Hoskins, WWNC Asheville, N. C.; James L. Howe, WIRA Fort Pierce, Fla.; Richard O. Lewis, KTAR Phoenix; Lester W. Lindow, WFDF Flint, Mich.; Todd Storz, KOWH Omaha; Owen F. Uridge, WQAM Miami; Jack S. Younts, WEEB Southern Pines, N. C.

Network representatives: Charles T. Ayres, ABC; Charles R. Denny, NBC; Arthur Hull Hayes, CBS; Earl M. Johnson, MBS.