

WERH



One will get you 10

WHY OVERSPEND FOR MID-SOUTH COVERAGE WHEN WERH REACHES MORE RADIO HOMES THAN ANY 10 STATIONS IN THE SAME AREA COMBINED.

WERH is the most powerful selling influence in Northwest Alabama and Northeast Mississippi . . . a rich 33 county market where WERH's 5,000 Big Watts at 970 kc dominate nearly 200,000 radio homes. Annual Retail Sales average \$497,000,000 . . . Drugs \$12,800,000 . . . Food \$122,000,000 . . . Automotive Stores \$88,818,000 . . . 1954 Consumer Spendable Income \$917,000,000.

General Summary CONLAN RADIO REPORT, March, 1955 of Listening Habits in Hamilton, Alabama Area including Winfield, Sulligent, Red Bay and Guin (Ala.) and Fulton, Amory, Mississippi. Area Radio Homes—49,160.

SUNDAY THRU SATURDAY

Hours	6 A.M. to 12 Noon	12 Noon to 6 P.M.
Radios in Use	22.3	23.0

Distribution of Listening Homes Among Stations

WERH	76.6	78.3
Station "A"	6.3	7.3
Station "B"	5.6	4.3
Station "C"	3.4	2.7
Other	8.1	7.4

**5000 WATTS
970 KC**

**HAMILTON, ALA.
HUGH J. FITE, President**

WERH

An Affiliate of the
KEYSTONE BROADCASTING SYSTEM

National Representatives

HIL F. BEST CO.

STATIONS

KGW, KTLV (TV) PORTLAND SET MERGER; \$1 MILLION IN COLOR EQUIPMENT ORDERED

Other important transfers last week include WDSU expanding holdings in Baton Rouge; sale of WDGY Minneapolis-St. Paul to Mid-Continent Broadcasting Co.

MERGER of KGW and KTLV (TV) Portland, Ore., was announced last week at the same time that the tv station reported it had signed a \$1 million contract with RCA for the largest RCA color installation among all non-network-owned stations in the country.

At the same time, WDSU Broadcasting Corp. (WDSU-AM-FM-TV New Orleans) announced it was increasing its holdings in WAFB-AM-FM-TV Baton Rouge from its present 19.3% to 57%. WAFB-TV is a uhf station.

And an application for FCC approval of the sale of WDGY Minneapolis-St. Paul by Herman Lange and C. T. Hagman and associates to Mid-Continent Broadcasting Co. (Todd Storz) for \$334,200 was filed.

KGW is now owned 40% by KING-AM-FM-TV Seattle (Mrs. A. Scott Bullitt) and 60% by Portland residents. KTLV, ch. 8 permittee, is owned 60% by KING and 40% by Portland residents. After the merger, which is a stock transaction, the KGW-KTLV property (under the name of North Pacific Tv Inc.), will be owned 63% by Mrs. Bullitt and associates, 11.6% by Henry A. Kuckenberg, 2% by Gordon D. Orput, 5.3% by Paul F. Murphy and .66% by W. Calder McCall. Mr. Orput will continue as president; Mrs. Bullitt as executive vice president; Messrs. Murphy, Kuckenberg and Henry B. Owen, vice presidents; Mr. McCall, treasurer; Prescott W. Cookingham, secretary, and Otto P. Brandt, asst. secretary. James L. Middlebrooks is general manager of the tv station.

In what was announced as the first installation of its kind in the country, the station and RCA reported the sale of a complete RCA 100 kw vhf tv transmitter and high gain superturnstile antenna to radiate maximum 316 kw. The tv station also plans to move its antenna site to West Hills, where it will erect a 46-ft.

antenna atop a 600-ft. tower. Other equipment in the purchase includes a color film camera system, six camera chains for studio and field use and the latest microwave equipment.

The installation is expected to be operating before July 1956.

The WDSU increase in holdings brings its investment to \$225,000 in the WAFB stations.

In announcing the purchase of additional stock, Edger B. Stern Jr., president of WDSU, noted that a number of Baton Rouge stockholders will retain their present interests in the company.

Additionally Mr. Stern said: "Our increased interest in Modern Broadcasting Co. [licensee of the WAFB stations] substantiates our confidence and faith in television in general, and especially in the position of uhf operation in the growing Baton Rouge market. . . ."

WAFB-TV operates on ch. 28 and holds both the CBS and ABC affiliations. WAFB-AM is a Mutual affiliate.

In filing its application for FCC approval of the purchase of WDGY, Mid-Continent Broadcasting Co.—60% owned by Robert Storz and 40% by Todd Storz—included an Oct. 31, 1955, balance sheet which showed current assets of \$452,082, of which \$246,479 was cash; current liabilities of \$366,451 and a surplus of \$487,596.

WDGY's balance sheet as of Sept. 30, 1955, showed total assets of \$360,636, of which \$39,174 were current assets. It also listed current liabilities of \$117,735.

Mid-Continent owns KOWH Omaha, WTIK New Orleans and WHB Kansas City.

Scripps-Howard Radio, Tv Switch to Blair

THE Scripps-Howard radio and television stations will switch their national sales representation to the John Blair radio and television organizations, it was learned last week.

Jack R. Howard, president of Scripps-Howard Radio Inc., confirmed that such a transfer from the Branham Co. was in process for all the Scripps-Howard licensee stations. These include WCPO-AM-TV Cincinnati, WEWS (TV) Cleveland, and WNOX Knoxville.

There was speculation whether WMC-WMCT (TV) Memphis also would eventually follow suit. These stations are licensed to the Memphis Pub. Co. (*Memphis Commercial Appeal and Press Scimitar*), and are separately operated. General Manager Henry W. Slavick said these stations "contemplate no change at present."

Among the others, the switch from Branham to Blair becomes effective Jan. 1 for WEWS, according to Vice President and General Manager James C. Hanrahan; on the same date for WCPO-AM-TV, according to Vice President and General Manager Mortimer C. Watters, and on Feb. 29 for WNOX, according to Vice President and General Manager Richard B. Westergaard.

The radio stations will be handled by John Blair & Co. and the television stations by Blair Tv Inc.

Mr. Howard said the decision to change was made "extremely reluctantly" and that "our personal relations with the Branham Co. have been all you could want" over the years.



BOB KILPATRICK (seated) is welcomed to his new post as sales manager of KTVW (TV) Seattle by General Manager William Veneman. Mr. Kilpatrick formerly was local sales manager of KING-TV Seattle, and before that was sales manager of KXA Seattle.