

at deadline

WBIR Wins Knoxville Vhf Year After Initial Decision

WBIR Knoxville, Tenn., favored for ch. 10 there year ago in initial decision by FCC Hearing Examiner Herbert Sharfman [B•T, Jan. 17, 1955], last week received Commission approval of grant. FCC supported Mr. Sharfman's findings and denied competing applications of Scripps-Howard Radio Inc. (WNOX Knoxville) and Tennessee Television Inc. Comr. Lee concurred in result, Comr. Mack abstained.

The FCC found WBIR was equal or superior to Scripps-Howard in all areas except previous radio-tv experience. Scripps-Howard's single preference point however, lost significance in light of WBIR's good record of past broadcasting performance, FCC said.

Although Tennessee Tv was found superior to WBIR with respect to local ownership, civic participation and diversification of communications media, Commission held that these advantages were not as recommendable as WBIR's superiority in broadcast experience, program plans and integration of ownership with management.

Tennessee Tv has no radio, tv or newspaper interests. WBIR is 30% owned by Gilmore N. Nunn and 30% by Radio Cincinnati Inc., which is owned by the Taft family (*Cincinnati Times Star*). Besides interest in WBIR, Mr. Nunn has interests in WCMI-AM-FM Ashland, Ky., and WLAP-AM-FM Lexington, Ky. Radio Cincinnati is licensee of WKRC-AM-FM-TV Cincinnati and owns WTVN-AM-TV Columbus, Ohio.

Scripps-Howard, in addition to ownership of WNOX, is licensee of WEWS (TV) Cleveland and WCPO-AM-FM-TV Cincinnati, and, through related groups, holds additional interests in other radio and tv stations.

Another in Line at Elmira

THIRD APPLICATION for drop-in ch. 9 at Elmira, N. Y., filed with FCC Friday. Latest request comes from Veterans Broadcasting Co., Rochester, N. Y. (WVET-TV), which shares time on ch. 10 there with WHEC-TV. Veterans' Elmira application contemplates power of 220 kw visual, 115 kw aural, with cost of station estimated at \$247,749, first year operation \$325,000, and revenue \$400,000. Other interests seeking same channel are ch. 24 WTVE (TV) Elmira and *Elmira Star-Gazette*. WVET-TV and WHEC-TV also have applied for ch. 27 in Rochester with sharetime arrangement planned [B•T, Dec. 5, 1955].

FCC Study Gets No. 11

APPOINTMENT of 11th member to FCC Network Study Committee announced. He is Dr. Charles Harold Sandage, head of U. of Illinois Dept. of Advertising & Marketing, who was named advertising-marketing consultant to committee.

Dr. Sandage, 54, is State U. of Iowa graduate (A.B., M.A., Ph.D.). He formerly headed marketing department at Miami U., Oxford, Ohio, and held professorial posts at U. of Pennsylvania, U. of California and Harvard. He is author of *Advertising Theory & Practice*, *Radio Advertising for Retailers* and other publications.

TRADING POSTS

INAUGURATION of American Airlines' Chicago-to-San Francisco flight Jan. 13-14 involved switch of hosts for company's *Music 'til Dawn* on WBBM Chicago and KCBS San Francisco. WBBM's Jay Adres and KCBS' Dave MacElhatten traded for two nights, returned to their home bases via new non-stop service Sunday.

WHIZ-TV Asks Extension On Allocations Comments

REQUEST that FCC extend to Feb. 19 deadline for reply comments in its allocations proceeding was filed Friday by WHIZ-TV Youngstown, Ohio. Petition declared comments were based on theoretical predictions for future solutions, whereas what is needed is "solid and realistic" study of present pattern of tv.

Comments, petition pointed out, in most part assume basic assumptions of 1952 Sixth Report and Order. First things first, WHIZ-TV said: "Proposals based upon hypothetical additions of new vhf channels, reduced separations, protected contours and other theoretical futurities must await analysis of what's wrong with the system right now." WHIZ-TV said it was willing to make such analysis, but needed more time than Jan. 20 deadline would permit.

WHIZ-TV attorney is Robert F. Jones, former Congressman and FCC Commissioner, and in 1954 Republican counsel on television to Senate Commerce Committee. Original deadline for reply comments in allocations proceeding was Jan. 6, but FCC postponed effective date late last year.

KLUK Sold for \$25,000

SALE of KLUK Evanston, Wyo., by Edwin L. Bullis to BHB Enterprises, for \$25,000, announced Friday. Transaction, negotiated by radio-tv station broker Blackburn-Hamilton Co., is subject to FCC approval. KLUK, 250 w Mutual affiliate, operates on 1240 kc. Station commenced operation in 1952. Mr. Bullis is licensee of KPTL (1400 kc, 250 w) Carson City, Nev.

UPCOMING

Jan. 16: National Appliance & Radio-Tv Dealers Assn. convention, Chicago.

Jan. 16: NBC radio-tv station managers meeting, Plaza Hotel, N. Y.

Jan. 17: Senate Interstate & Foreign Commerce Committee opens hearings in investigation of tv networks and uhf-vhf problems, 10 a.m., Rm. G-16, U. S. Capitol.

Jan. 19-21: S. C. Broadcasters Assn. annual convention, Clemson House, Clemson.

For other Upcomings, see page 103.

PEOPLE

WILL ROGERS JR. signed to exclusive CBS-TV contract calling for actor-businessman to appear in new network series scheduled to replace current *Morning Show* (Mon.-Fri., 7-8 p.m. EST), J. L. Van Volkenburg, CBS-TV president, announced Friday. Format and starting date will be announced later.

DONAVAN H. TYSON, formerly associated with Botany Mills Inc., Passaic, N. J., named Friday as controller of Allen B. DuMont Labs, succeeding BERT L. GRAHAM, who becomes special assistant to labs' president, David T. Schultz. Mr. Tyson at one time was controller with Sylvania Electric Products.

BARRY LEE COHEN, associate general counsel, Guild Films Co., N. Y., has resigned to join Greenbaum, Wolff & Ernst, New York law firm.

CONGER REYNOLDS, public relations director, Standard Oil Co. (Indiana) for past 26 years resigns Feb. 1 to head U. S. Information Agency's Office of Private Cooperation. DON CAMPBELL, assistant director, succeeds Mr. Reynolds. Other appointments: JOHN CANNING, assistant director, to director of information services; JAMES M. PATTERSON, assistant director, to field services director, and ROBERT SIEBERT, copy chief, to editorial director.

JOSEPH F. EFFINGER, sales manager for color tv receivers, General Electric Co. television receiver department, Syracuse, N. Y., named manager of television sales for department.

WGN-TV Goes to Maximum

WGN-TV Chicago yesterday (Sun.) was scheduled to increase power from 120 kw to maximum 316 kw, with operation of new RCA 50 kw transmitting plant, Frank P. Schreiber, vice president and general manager of WGN Inc. (WGN-AM-TV), reported in announcement Saturday. *Chicago Tribune* station has 73-ft. antenna (914 ft. above ground level) supported by 311-ft. steel tower on 39th floor of new Prudential Bldg. Structure claimed to be highest in Chicago and station reports good reception now will be extended to viewers in northern Indiana, western Michigan and southern Wisconsin.

Drug Companies to Merge

WARNER-LAMBERT Pharmaceutical Co., New York, and Emerson Drug Co., Baltimore, will merge subject to stockholder approval in March, according to decision reached by firms' boards of directors. Warner-Lambert, formed by another merger last year of Warner-Hudnut Inc., New York, and Lambert Co., Jersey City, plans Emerson Drug as division. Sales last year of Emerson Drug topped \$15 million with earnings more than \$1 million; sales of Warner-Lambert reported at \$103 million last year with earnings of nearly \$7 million. Warner-Lambert bought 29% of Emerson Drug's voting stock last October.

Burnett Leases New Offices

LEO BURNETT Co., Chicago, with more than 600 employes and annual billings of \$70 million, Friday signed 20-year lease to occupy five floors with total area of 156,779 sq. ft. in new Prudential Bldg., consolidating all of agency's departments, now scattered in several downtown Chicago buildings. Agency will move on or about Nov. 1.