

STORZ GROUP HIGH BIDDER FOR WQAM, PAYS RECORD \$850,000 FOR REGIONAL

SALE of WQAM, Miami regional, by *Miami Herald* (Knight newspaper and radio interests) to Mid-Continent Broadcasting Co., headed by Todd Storz, for what is believed to be record price for regional of \$850,000 cash, was consummated last Friday, subject to FCC approval. Mid-Continent was selected from among score of bidders who several weeks ago were invited to submit proposals.

ABC-affiliated WQAM had to be sold under FCC duopoly rule because Knight interests and James M. Cox interests, owners of WIOD Miami and *Miami Daily News*, are joint stockholders in new Biscayne Television Corp., permittee for ch. 7 WCKT-TV, scheduled to begin operation July 1. WIOD becomes radio affiliate of Biscayne under new organization, and changes call to WCKR.

Acquisition of WQAM gives Mid-Continent its fifth radio outlet, others being KOWH

Omaha, WTIH New Orleans, WHB Kansas City and WDGW Minneapolis-St. Paul, latter acquired last January for \$334,420. Transaction, it is understood, covers acquisition of physical plant and tower on Biscayne Bay causeway but not real estate. Net quick assets and receivables would reduce \$850,000 figure somewhat but price is modern record for ABC-affiliated station in other than top 10 markets.

WQAM, established in 1921, is one of oldest stations in south and operates on 560 kc, with 5 kw day, 1 kw night. In addition to Mid-Continent, other bidders for property understood to have included Plough Broadcasting Co. (WMPS Memphis, WJJD Chicago, WCOP Boston, WCAO Baltimore); William M. O'Neil, former owner of WJW Cleveland; Ralph L. Atlas, WIND Chicago, and Sun Ray Drug Co., whose principal owners, Sylk brothers, own WPEN Philadelphia.

McConnell Pays \$800,000 For Uhf WINT (TV) Waterloo

SALE of ch. 15 WINT (TV) Fort Wayne-Waterloo, Ind., by R. Morris Pierce and associates to Universal Broadcasting Co. (C. Bruce McConnell) for \$800,000, announced Friday subject to usual FCC approval. WINT, operating since fall of 1954, affiliated with CBS and ABC. Universal owns WISH-AM-TV Indianapolis, WANE and cp for ch. 69 WANE-TV Fort Wayne, and WHBU Anderson, all Indiana. If WINT transfer granted, Universal will surrender ch. 69 grant.

Priest Bill Would Give Free Time to Candidates

PROPOSED AMENDMENT to Communications Act—requiring that radio-tv stations and networks give 7-8 hours of free time to each of major party nominees for election to presidency—was introduced Thursday by Rep. J. Percy Priest (D-Tenn.), chairman of House Commerce Committee.

Bill (HR 11,150) in addition incorporates same provisions as earlier bill (HR 10,529) introduced by Rep. Priest [B•T, April 23].

New provisions would require stations and networks to give major party presidential candidates half-hour of time weekly during September, one hour weekly during October and one hour in November preceding election day.

Candidate would have to notify broadcaster of period desired 15 days in advance and segments could not be less than quarter-hour. No regularly-scheduled half-hour program could be pre-empted by candidate requesting less than half-hour and no regular one-hour program could be bumped by candidate asking for less than full hour.

Stations would be obliged to clear time for period requested on network by candidate, but if station had two or more network affiliations and time requested on network by candidate would exceed station's obligations under bill's provisions for any one week, candidate would be required to decide which network would carry time made available by station.

IAAB to Back Canadians In Bid for Less Regulation

INTER-AMERICAN Assn. of Broadcasters will make presentation to Canadian Royal Commission, which currently is reappraising Canadian government broadcasting policies, in support of Canadian Assn. of Broadcasters' bid for lifting of restrictions on private networking and licensing (see page 109).

Move was voted by IAAB board at three-day annual meeting last week in New York, officials reported Friday. CAB position is that CBC should be divested of authority over private stations, that private enterprise should be permitted to establish networks and that new authority akin to FCC should be set up to regulate both state and privately owned broadcasting. Royal Commission is now conducting hearings, hopes to complete its study and make report by next spring.

Board also voted to re-admit Argentina, expelled in 1948 after Peron took over radio facilities, to IAAB membership since new Argentine regime has restored radio to free status. Argentine recognition of free broadcasting resulted largely from IAAB efforts, officials said.

Gilmore N. Nunn of WLAP Lexington, Ky., U. S. representative on IAAB board, reported

EMPTY MIKE

COWBOY singing star Gene Autry was to put aside his saddle as star of radio program, *Gene Autry Show*, on CBS with last broadcast yesterday (Sun.), CBS Radio President Arthur Hull Hayes reported Friday. Mr. Autry's decision to end radio career, which began in January 1940, came as surprise because to network and to sponsor (since 1940), William Wrigley Jr. Co. (Doublemint gum). Wrigley expected to retain time (Sundays, 6:05-6:30 p.m. EDT), although firm may take two-week hiatus. Firm also sponsors Mr. Autry on tv (CBS-TV, Saturdays, 7-7:30 p.m. EDT), which is not affected.

• BUSINESS BRIEFLY

EARLY BIRD • DuPont's Zerone-Zerex (anti-freeze products), Wilmington, Del., beginning to place fall schedule, starting Sept. 20, in about 156 markets for 10 weeks, for quarter-hour tv sports show. BBDO, N. Y., is agency.

RADIO OPENS SEASON • Hazel-Atlas Glass Co. (Mason jars and closers), Wheeling, W. Va., opening canning season with eight-week radio spot campaign starting June 18 in three Pennsylvania and Virginia markets. Agency: Abbott Kimball Co., N. Y.

TEN FOR TEA • Lipton's iced tea, through Young & Rubicam, N. Y., preparing radio spot announcement in scattered southwest markets, starting June 4 for 10 weeks.

PICKING • Armstrong Rubber Co. (tires), West Haven, Conn., handled by The Biow Co., N. Y., currently deciding which of three agencies it will appoint. Being considered are Dancer-Fitzgerald-Sample, Lennen & Newell and Norman Craig & Kummel.

CAESAR SOLD OUT • Four advertisers have signed for Sid Caesar show, to be scheduled by NBC-TV in fall on Saturdays. Contracts make it complete sellout. Accounts are Reynolds Tobacco Co., through William Esty Co.; Esquire shoe polish, through Emil Mogul; B. T. Babbit Co., through Dancer-Fitzgerald-Sample, and Sunbeam, through Perrin Paus.

HACKETT FOR CURTIS • Helene Curtis, Chicago, through Earle Ludgin, Chicago, understood about to sign as co-sponsor with American Cigar & Cigarette Co., N. Y., for *Buddy Hackett Show* on NBC-TV, Mondays, 8:30-9 p.m. EDT.

IAAB has succeeded in removing censorship and re-establishing free speech in radio-tv in approximately score of instances in Americas during 10 years of activity and has prevented censorship in as many other cases.

IAAB board is headed by Ricardo Vivado of Chile, who was present at Friday news conference along with Mr. Nunn and most of 13 other board members who attended meetings.

KAKC Tulsa Sold for \$115,000

ACQUISITION of KAKC Tulsa, Okla. (970 kc), by Lester Kamin (advertising agency-radio-tv interests) for \$115,000, revealed in application filed Friday for FCC approval of sale. Mr. Kamin owns Houston, Tex., agency bearing his name, also has interests in KCIJ Shreveport, WMRY New Orleans and WCKG (TV) same city, ch. 26 grantee not yet on air.

FTC Firm on Rule No. 9

FEDERAL TRADE COMMISSION last week denied petition by Radio-Electronics-Tv Mfrs. Assn. and set manufacturers seeking change or repeal of commission trade practice rule No. 9, which requires that dimensions of picture tubes be calculated by using number of viewable inches rather than actual size of tube where the two differ.