

The Champ Is Still Champ!

4 OF 5 TOP NIGHT-TIME SHOWS

You say that's not enough? Then how about 20 out of 35 top night-time shows? (Nov. '56, A. R. B.)

CHAMP IN THE DAY-TIME, TOO!

16 of top 25 week-day strips . . . including Buckskin Bill, whose top rating is a full 7 points above the No. 2 day-time show. If you want a breakdown. . . .

8 OF 10 TOP MORNING SHOWS

and 8 out of the top 15 afternoon shows, for a clean-sweep victory, morning and afternoon.

6 WINNERS IN 6 NATIONAL CONTESTS

WAFB-TV is tops in merchandising, too. Four firsts, one second, and one "top four" in these shows; 1956-57 "Frank Leahy Show" . . . "The Millionaire" . . . "Screen Gems Programs" . . . "Lucy Show" . . . 1956 Billboard Promotion . . . 1955-56 "Frank Leahy Show" . . . six more reasons for you to sell more in Baton Rouge on WAFB-TV.

WAFB-TV

CBS ABC

Reps: Blair Television Associates

First in TV in Baton Rouge

GOVERNMENT

burgh-Altoona-York-Lancaster-Philadelphia line; on the west inside the Erie-Pittsburgh axis, and on the east, just inside the Albany-New York-Philadelphia line.

It includes authorized stations in (from east to west) Binghamton, Wilkes-Barre, Scranton, Hazelton, Allentown-Bethlehem-Easton, Reading, Lebanon, Harrisburg, Sunbury, Williamsport, Elmira and Ithaca.

Mid-Continent Questions Sale Of 50% of WSMB to Radio Hawaii

MID-CONTINENT Broadcasting Co., operator of WTIX in New Orleans and other stations, has raised questions with the FCC about the \$90,000 sale of 50% of WSMB New Orleans to Radio Hawaii Inc., now awaiting Commission approval [B•T, Jan. 21]. In a letter Mid-Continent describes an apparently new program of give-away promotions at WSMB, questioning whether such a "pattern of operation" would be in the public interest and whether an unauthorized assumption of operational control has taken place. Presence at WSMB of the national program director of Founders Corp., parent firm of Radio Hawaii, confirms this, Mid-Continent says.

Todd Storz, Mid-Continent president, discontinued give-away promotions on his stations after the Commission questioned their propriety at the time of Mid-Continent's purchase of WQAM-AM-FM Miami, Fla. [B•T, Aug. 6, 1956]. Other Mid-Continent stations are WDGY Minneapolis, KOWH Omaha and WHB Kansas City, Founders Corp., owns KPOA Honolulu; WTAC Flint, Mich.; WFBL Syracuse, and 50% of KTVR (TV) Denver.

Storer's Boston Plans Clear Airspace Hurdle

STORER Broadcasting Co.'s purchase of ch. 9 WMUR-TV Manchester, N. H.—and the move of that station nearer Boston—were one step closer to final FCC consideration last week when the Washington Airspace Panel of the Air Coordinating Committee approved a 1,049 ft. above ground antenna near Georgetown, Mass.

The station had asked for permission to put up a 1,135 ft. high tower-antenna at the Massachusetts site (16 miles north of Boston and 32 miles southeast of Manchester,) but because of the establishment of a new radio beacon facility at Beverly Airport, nearby, the ACC panel recommended the tower be reduced 86 ft.

The amended application, with the ACC approval, was discussed at the FCC last Thursday and on Friday Storer and WMUR-TV received an inquiry from the Commission asking for further details regarding shadow areas between the prospective transmitter site and the city of Manchester. It is believed that the Commission will resume its consideration of this application early this week upon receipt of an answer.

Last week, the Committee for New Hampshire Television filed a petition with the FCC asking that the Commission not act on the WMUR-TV sale because the local group was planning to either make an offer to buy