

**NOW TOPS**  
**82 MAJOR**  
**TV MARKETS**  
**WITH**  
**30.4**  
**SETS-IN-USE**  
**SCORE!**

Illinois' No. 1 market, outside Chicago, is prosperous Peoria area—where your TV commercials have greater impact than in New York, Los Angeles, Philadelphia, St. Louis or 78 other big TV market areas! Sets-in-use actually average 30.4% — sign-on to sign-off—one of the nation's most phenomenal ratings! (ARB Jan., Feb., Mar., '57)

And in this No. 1 market, there's a No. 1 station—with the top programs, the top power (500,000 watts), the top tower (660 feet) and the top ratings:

	AVERAGE RATINGS		QUARTER-HOUR DOMINATION	
	WTVH	Station B	WTVH	Station B
Morning	9.1	7.2	71	38
Afternoon	12.1	11.2	87	75
Evening	30.1	21.5	133	33

(ARB 3/57)



**WTVH**  
**CHANNEL 19**  
**PEORIA, ILLINOIS**  
affiliated with PEORIA JOURNAL STAR  
EDW. PETRY & CO  
NATIONAL REPS

**STATIONS CONTINUED**

## CHANGING HANDS

**ANNOUNCED** *The following sales of station interests were announced last week. All are subject to FCC approval.*

**KPLC-AM-TV LAKE CHARLES, LA.** • Sold to T. B. Lanford, currently 33⅓% owner of stations, by R. M. Dean and the Viola Dean trust for \$322,000. Mr. Lanford will own 66⅔% of station; Louis M. Sepaugh will retain 33⅓% interest. Mr. Lanford owns KRMD-AM-FM Shreveport and KALB-AM-FM Alexandria, both Louisiana; 98% of KRRV Sherman, Tex.; 50% of KALB-TV, and both he and Mr. Sepaugh each own 13.8% of WSLI-WJTV (TV) Jackson, Miss. KPLC, affiliated with NBC, operates on 1470 kc with 5 kw day, 1 kw night; KPLC-TV is on ch. 7 and affiliated with both ABC and NBC.

**KDON SALINAS, CALIF.** • Sold to Richard Bott, assistant manager of KSAN-AM-TV San Francisco, by Clark Fee and Glenn Stadler (KDON Inc.) for \$260,000. KDON operates on 1460 kc with 5 kw. The transaction was handled by Hamilton, Stubblefield, Twining & Assoc.

**KPLA (FM) LOS ANGELES, CALIF.** • Seventy-five percent interest sold to John H. Poole, president of KBIG Avalon, Calif., by Don Martin for \$100,000. KPLA operates on 104.3 mc with 7.1 kw.

**KEAR (FM) SAN FRANCISCO, CALIF.** • Sold to Harry H. Nasburg, publisher of *The Argonaut*, for \$100,000 by Stephen A. Cisler and S. A. Shuman (Fidelity Radio Inc.). KEAR operates on 97.3 mc with 10 kw.

**KFDA-AM-TV AMARILLO, TEX.** • Relinquishment of 25% interest in both stations by Charles B. Jordan for sole ownership of KFDA by Mr. Jordan and of KFDA-TV by Amarillo Broadcasting Co. (Texas State Network). KFDA operates on 1440 kc with 5 kw day and 1 kw night, is an ABC affiliate. KFDA-TV in on ch. 10 and has CBS and ABC affiliation.

**APPROVED** *The following transfers of station interests were approved by the FCC last week. For other broadcast actions see FOR THE RECORD, page 107.*

**KCOP (TV) LOS ANGELES, CALIF.** • Sold to KCOP Television Inc. (Harry L. [Bing] Crosby Jr., Kenyon Brown, George L. Coleman and Joseph A. Thomas, each 25%) by The Copley Press Inc. for \$4 million. Mr. Crosby owns 6.12% interest in KGLC Miami, Oklahoma, and is vice president and 25% owner of KFEQ-AM-TV St. Joseph, Mo. Kenyon Brown is 49.99% owner of KANS Wichita, Kansas, president and 25% owner of KFEQ-AM-TV, licensee of KLYN Amarillo, Texas, vice president and 22.15% owner of KGLC, licensee of KWFT Wichita Falls, Texas. Mr. Coleman is vice president and 25% owner of KFEQ-AM-TV, has interest in KGLC. Mr. Thomas

**TRACK RECORD ON STATION SALES, APPROVALS**



MR. BROWN



MR. CROSBY

has 25% interest in KFEQ-AM-TV. KCOP (TV) is on ch. 13. The transaction was handled by Hamilton, Stubblefield, Twining & Assoc. Following a protest by the National Assn. for Better Radio and Tv, the FCC received from KCOP Tv Inc. amendments to its proposed program schedule [GOVERNMENT, Dec. 2].

**WDIA MEMPHIS, TENN.** • Sold to WDIA Inc. (Egmont Sonderling, 25%, Richard Goodman, 55%, and Mason Loundy, 20%) by John R. Pepper and E. R. Ferguson for \$1 million. The new owners control WOPA-AM-FM Oak Park, Ill., and KXEL Waterloo, Iowa. WDIA operates on 1070 kc with 50 kw day and 5 kw night.

**KGEO-TV ENID, OKLA.** • Sold to Louis E. Caster and Ashley L. Robison by P. R. Banta and associates for \$957,440 plus assumption of \$503,885 in liabilities. Mr. Robison is 75% owner of KOVO Provo, Utah, 15% stockholder in group which recently purchased WREX-TV Rockford, Ill., and 9% owner of KBYE Oklahoma City, Okla. Mr. Caster is 50% partner in application for tv station in Duluth, Minn. KGEO-TV is on ch. 5 and affiliated with ABC.

**WOBS JACKSONVILLE, FLA.** • Sold to Mel-Lin Inc. (Simpson R. Walker Jr., president, interest in WSTN St. Augustine, Fla.) by Rounsaville of Charlotte Inc. for \$500,000. WOBS operates on 1360 kc with 5 kw day. (See approval of WMRV New Orleans, La., below.)

**WMRY NEW ORLEANS, LA.** • Sold to Rounsaville of New Orleans by Southland Broadcasting Co. for \$250,000, on the condition that the assignment not be consummated until the assignment of license of WOBS Jacksonville, Fla. (see above), from Rounsaville of Charlotte Inc. to Mel-Lin Inc. has been consummated. Sole owner is Robert W. Rounsaville, who also owns WQXI Atlanta, Ga., WCIN Cincinnati, Ohio, WIOK Tampa, Fla., WMBM Miami Beach, WLOU Louisville, Ky., WSOK Nashville, Tenn., WATL-TV Atlanta, WQXL-TV Louisville and WQXN-TV Cincinnati. WMRY operates on 600 kc with 1 kw.

**KITO SAN BERNARDINO, CALIF.** • Sold to Radio Assoc. Inc. (Marshall S. Neal, president) by Frank Oxarart and others for \$200,000, conditioned that the assignment of license not be consummated until such time