

## CHANGING HANDS

TRACK RECORD ON STATION SALES, APPROVALS

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

**WWEZ NEW ORLEANS, LA.** • Sold to Mid-Continent Broadcasting Co. (Todd Storz, president) by WWEZ Radio Inc. for \$490,000. This sale is part of the deal whereby Mid-Continent donates its old New Orleans facilities on WTIK to the local school board (see story, page 86). Mid-Continent will retain its WTIK call letters on the WWEZ frequency. WWEZ operates on 690 kc with 5 kw. Other Storz stations are WHB Kansas City, WDGY Minneapolis-St. Paul, and WQAM Miami.

### Labunski Joins Crowell-Collier To Head Radio Operations

Stephen B. Labunski, former programming vice president at American Broadcasting Network, last week joined Crowell-Collier Pub. Co. as director of radio operations, a new post. According to C-C President Sumner Blossom, Mr. Labunski will take charge of KFVB Broadcasting Co., wholly-owned subsidiary of Crowell-Collier. Robert Purcell remains as president and general manager of KFVB Los Angeles, which Crowell-Collier purchased in October 1956.

Mr. Labunski will operate out of New York. Before joining ABN last year, he was vice president and general manager of WDGY Minneapolis-St. Paul. He also has served with KCMO, KUDL and WHB, all Kansas City.

### Non-Commercial City Orders KPEN (FM) to Get Out of Town

Things have gone well for KPEN (FM) Atherton, Calif., for its first three months in business. The only trouble is that it's licensed to a community that doesn't like businesses.

The City Council of Atherton—located in the San Francisco Bay Area—has served a cease and desist order on owner John Wickett, forbidding the station to broadcast its business address as 330 El Camino Real, Atherton. This leaves KPEN in the middle, caught between the FCC, which granted the facility as an Atherton station and wants it so identified, and the city fathers, who want no taint of commerce in residential Atherton.

Actually, Mr. Wickett left the city proper before KPEN ever went on the air. He transported a historic adobe building from nearby Menlo Park to use for the new station, but it failed to meet Atherton building standards. So Mr. Wickett hauled his building 2,400 feet up Kings Mountain and set up broadcasting on the mountain top. But he still has to use the Atherton address for mail, because the postal service falls short of the KPEN studio.

Occupying the Camino Real address used by KPEN is Mr. Wickett's real estate busi-

**KMGM-TV MINNEAPOLIS-ST. PAUL, MINN.** • Sold remaining 25% interest to National Telefilm Assoc., New York, which now owns 100%, by Loew's Inc. for \$130,000 (see story, this page). KMGM-TV is on ch. 9.

**KXLK GREAT FALLS, MONT.** • Sold to Pat M. Goodover, president and general manager of KXLL Missoula, Mont., by Z-Bar-Net for \$60,000. Seller is negotiating purchase of part of the stock of KFBB-AM-TV Great Falls; present sale is thus required under FCC duopoly rules. Other Z-Net stations: KXLK Butte, KXLJ Helena, KXLQ Bozeman and KXLL Missoula, all in Montana.

ness. Evidently, he got to the site before the city fathers because his realty office is one of two commercial lots in the city (the other is the site of a gas station). When the town incorporated and passed the no-business ordinance, it was agreed commerce in Atherton would be limited to the pioneer concerns.

Now KPEN is threatened with legal action if it doesn't change its ID.

### H-R Booklet Reveals There's Gold in Those Daytime Spots

Nearly seven million women (6,902,751) watch television in the average daytime quarter hour, it was revealed last week in a brochure "Dollars in Daytime" released by H-R Television Inc. This is more than the total circulation of any weekly magazine or any woman-appeal publication, the station representative firm claimed.

The 20-page booklet published by H-R to promote the sale of daytime spot tv on an industry-wide basis discovered several other research findings: "Daytime television schedules deliver a sales message with 67% greater cost efficiency—since daytime is priced (on a ten-plan basis) at about one fifth of prime time, and sets-in-use are estimated at one-third." Another fact the brochure shows is that "American housewife . . . influences or makes 85% of all store purchases." It also points out how advertisers have increased their sales by switching to daytime spot tv and that daytime commercials have the same high impact on women as those presented in the evening.

"We have watched the value of daytime tv advertising mount steadily . . . so we thought we could make a constructive contribution to the tv industry and to advertising in general if we published this booklet." Frank E. Pellegrin, vice president and partner of H-R Television, said.

### Fetzer Heads League Radio-Tv Unit

John E. Fetzer, president of Fetzer stations (WKZO-AM-TV Kalamazoo; KOLN-TV Lincoln; WJEF-AM-FM Grand Rapids and 33½% of WMBD-AM-FM-TV Peoria) and chairman of the Detroit Tigers, American League club, has been named

chairman of the tv-radio committee of the league. The principal problem of the committee has to do with broadcasts of major league games, notably on weekends, and the vigorous protest to Congress made by minor league clubs on invasion of their territory.

### WNBF-TV Increases Schedule To 24-Hour, 7-Day Service

Tv service, 24 hours a day, seven days a week, was begun by ch. 12 WNBF-TV Binghamton, N. Y., this morning (Monday).

The Triangle Publications station will run 168 hours weekly in telecasting to the 2 million people in the upstate New York area (500,000 families) because, according to John D. Scheur Jr., director of public relations and programming, most of the major industry companies in the area are running three shifts. The all-day and all-night programming, he pointed out, will permit late shift workers to see prime-time programs.

Among the "blue-ribbon" industries located in the Binghamton station's market are, Mr. Scheur noted: L. C. Smith Co. (typewriters), Crucible Steel, International Business Machines, Corning Glass, Endicott-Johnson (shoes), Ansco (photographic supplies), and plants of General Electric and Bendix Aviation.

WNBF-TV is affiliated with CBS, ABC and NBC, and operates with 166 kw from a 1,200-foot antenna above average terrain (785 feet above ground). The ch. 12 outlet began operating in 1949. It was bought, with its sister am and fm stations, in 1955 by Triangle Publications for \$3 million from the Clark Advertising Co. interests. Triangle also owns stations in Philadelphia (WFIL-AM-FM-TV) and in New Haven, Conn., and Altoona and Lebanon, both Pennsylvania.

Some years ago, KDKA-TV Pittsburgh instituted a 24-hour-a-day operation, which was continued for some months.

### NTA Becomes Owner of KMGM-TV After 25% Purchase From Loew's

National Telefilm Assoc., New York, has bought the 25% stock interest held by Loew's Inc. in KMGM-TV Minneapolis-St. Paul for \$130,000, thereby acquiring 100% interest in the station, according to an announcement today (Monday) by Oliver Unger, NTA president.

Included in the transaction was cancellation of the station's contract for the MGM film library, entered into 14 months ago at \$1,650,000. (NTA distributes a substantial portion of the 20th Century-Fox feature library.) The transaction does not require FCC approval since control is not involved.

NTA bought 75% interest in KMGM-TV last November for \$650,000 [GOVERNMENT, Nov. 25, 1957] from United Television Inc. Loew's Inc. obtained 25% interest in the station in 1956 in exchange for making its MGM library of feature films available for telecasting.

Mr. Unger said an application has been filed with the Commission for a change in the station's call letters to KMSP-TV. These call letters, according to Mr. Unger, "will dramatize the station's community broad-