

PIONEER WNHC-TV, New Haven, Conn. (Ch. 3), New England's first TV station, started early in 1948 as a shoestring venture with a \$90,000 DuMont "acorn" transmitter package purchased on credit and developed into one of the best station properties in the country, was sold this week by its founder-owners for \$5,400,000 cash—one of highest prices ever paid for a single station. Included in deal are radio WNHC (250 watts, 1340 kc) and WNHC-FM (Ch. 256). Sale was handled by broker Howard Stark.

Purchaser is Walter Annenberg's Triangle Publications Inc., publisher of *Philadelphia Inquirer* and other publications and owner of 3 other vhf stations as well as pending purchaser of one uhf. Sellers are founder-gen. mgr. Aldo DeDominicis, 41.67% stockholder; co-founder & pres. Patrick J. Goode, ex-postmaster of New Haven, now owning 7.89%; Vincent DeLaurentis, engineering v.p., 5.55%; Mary Goode Rogan, 11.45%; James P. Goode, 11.22%; v.p. David K. Harris & Eleanor Goode Sanders, 11.11% each.

Aldo DeDominicis, who also is chief owner of radio WHAY, New Britain, Conn. (5-kw D, 910 kc), remains with the New Haven operation under 5-year contract at \$25,000 per year, and Patrick and brother Michael Goode each will receive \$10,000 a year salaries for 10 years. No staff changes are contemplated, according to Roger W. Clipp, who heads the Triangle stations: WFIL-TV, Philadelphia (Ch. 6), founded by Annenberg pre-freeze; WBNF-TV, Binghamton, N. Y. (Ch. 12), purchased last year for about \$3,000,000 (Vol. 11:11); WFBG-TV, Altoona, Pa. (Ch. 10), also purchased last year for \$3,500,000 (Vol. 11:32)—with their AM adjuncts.

In addition, Triangle has purchased off-air uhf WLBR-TV, Lebanon, Pa. (Ch. 15) for \$115,000 cash and \$125,000 obligations, but its transfer and re-start have been held up due to protests by Harrisburg and Reading TV stations (Vol. 11:27, 31, 39, 45). Triangle also owns 50% of radio WHGB, Harrisburg.

WNHC-TV will continue as basic ABC-TV affiliate, and reports that it might be an "optional CBS" outlet are denied by principals. CBS has pending before FCC its acquisition of WGTH-TV, Hartford (Ch. 18) from RKO Teleradio for \$650,000 (Vol. 11:28 & 12:8), approval being held up by protests of WNHC-TV, which has also protested NBC's purchase of WKNB-TV, New Britain (Ch. 30) from Julian Gross interests for \$600,000 (Vol. 11:2, et seq)—the New Haven vhf station objecting to networks' avowed plans to make Conn. River Valley a uhf area. Though set for hearing, with 2 examiners assigned to case (Vol. 12:18), it's presumed Triangle will drop the protests upon acquisition of the ABC-TV outlet.

Sale of WNHC-TV and radio adjuncts is biggest single-station deal of year, surpassing the \$5,000,000 being paid for WHAM-TV (Ch. 5) with radio WHAM to Stromberg-Carlson by Transcontinent TV Corp. (Vol. 12:14), still pending FCC approval. It ranks among biggest single-station deals of all time, being exceeded only by the \$9,750,000 paid by Westinghouse for WDTV, Pittsburgh (Ch. 2), now KDKA-TV (Vol. 10:49); the \$8,500,000 paid by Westinghouse for WPTZ, Philadelphia (Ch. 3), now NBC-TV's WRCV-TV (Vol. 9:8); the \$6,000,000 (\$7,800,000 stock valuation at time of transfer) paid by Westinghouse for KPIX, San Francisco (Ch. 5) (Vol. 10:3, 11, 27); the \$6,000,000 paid by CBS for old WBKB, Chicago (Ch. 2), now WBBM-TV (Vol. 7:21).

[For complete listings of all major sales and transfers of TV stations up to Jan. 15, 1956, see *TV Factbook No. 22*, pp. 256-259.]

Sale of KEYD-TV, Minneapolis (Ch. 9) with KEYD to new United TV Inc. for \$1,140,000 plus assumption of RCA equipment debts totaling \$315,452 (Vol. 12:14, 16) was approved this week. Seller is Morris T. Baker's Minneapolis Tower Co. (Foshay Tower, Baker Bldg., etc.). United TV owners are Pittsburgh Pirates owner Thomas P. Johnson, with 33%, also minority owner of WENS, Pittsburgh (Ch. 16); Flamingo Films' Seymour Weintraub, 24%; local *TV Guide* pres. Wm. F. Adler, 12%; Pittsburgh steel firm owner Donald C. Lott, 12%, also WENS minority owner; Oliver Tyrone Corp., 6%, with minority interest also in WENS and WMTW, Poland Spring, Me.; Branham rep firm v.p. Lewis S. Greenberg, 9.4%; Branham chairman Monroe H. Long, 2.35%; Henry O. Rea, 2.35%, also minority in WABI-TV, Bangor, Me. Also approved was transfer of radio KEYD for \$35,000 from United to equal owners Robert M. Purcell, mgr. of KEYD-TV & KEYD, and Washington attorney James A. McKenna (Vol. 12:16).

Acquisition of 30% of WORA-TV, Mayaguez, P. R. (Ch. 5) by owners of WJMR-TV, New Orleans (Ch. 20) was approved this week by FCC. WORA-TV got permission to change corporate name to Supreme Bestg. Co. Inc. of Puerto Rico, of which WJMR-TV owns 28%; WJMR-TV principals Chester F. Owens and George A. Mayoral, 1% each; radio WORA, controlled by Alfredo R. deArellano, retains 69%; deArellano family holds remaining 1% personally.

Hearing on nomination of T. A. M. Craven to FCC is scheduled for 2 p.m. June 7 by Sen. Pastore's communications subcommittee of Senate Commerce Committee in U. S. Capitol Room F-41 (Appropriations Committee).

Test Conelrad alert for all TV, AM & FM stations has been set by FCC for June 16.

FCC appropriations for fiscal 1957, as proposed this week by Senate Finance Committee, totals \$7,828,000—\$28,000 more than sum approved by House, (Vol. 12:10) but \$22,000 below Budget Bureau request. The additional \$28,000 was earmarked for establishment of monitoring station near Douglas, Ariz. Included in committee-approved bill (independent offices appropriations, HR-9739) is \$141,000 for FCC's network study, headed by Roscoe Barrow. In same bill, Finance Committee urged restoration of \$100,000 cut by house from Federal Trade Commission appropriation, with proviso that "increased effort will be exerted in the field of monitoring radio and TV advertising"—a project pushed diligently by Sen. Magnuson (D-Wash.) as chairman of both Senate Commerce Committee and Finance Committee's independent offices subcommittee (Vol. 12:6).

Knight Newspaper's *Miami Herald* is selling WQAM, Miami (5-kw, 560 kc, ABC) & WQAM-FM for \$850,000 to Mid-Continent Bestg. Co. (Todd Storz), according to application filed this week. Sale was required by virtue of Knight group's stock interest in upcoming WCKT, Miami (Ch. 7), due in July, which will have WIOD as radio adjunct—James M. Cox Jr. (Cox Newspapers), also WCKT stockholder, having filed application this week to transfer it to Biscayne Television Corp. (WCKT). Mid-Continent also owns KOWH, Omaha; WFIX, New Orleans; WHB, Kansas City; WDGY, Minneapolis.

NARTB code review board (G. Richard Shafto, WIS-TV, Columbia, S. C., chairman) meets in Washington June 5-6 to review complaints of code violations by subscriber stations, to act on proposal to extend affiliate subscription to code to film producers (Vol. 12:19), and to consider amendments designed to strengthen and clarify code's advertising sections.