

THE EASY WAY to get TV stations—by purchase rather than the slow, costly and usually arduous process of competitive hearings—won FCC approvals in several more big-deal cases this week. Also approved were a few distress sales to enterprisers willing to take on station projects that haven't fared too well. Week's transfer approvals:

WHAM-TV, Rochester (Ch. 5) with radio WHAM to Transcontinent Television Corp. (Paul A. Schoellkopf, Buffalo investment banker, chairman) from Stromberg-Carlson div. of General Dynamics Corp. Buyer is controlled by General Railway Signal Co., price was slightly over \$5,000,000 (Vol. 12:14, 24). Also approved was Transcontinent's transfer of radio WHAM to attorney John S. Riggs and adman F. Robert Greene for \$500,000 (Vol. 12:25).

WTVT, Tampa (Ch. 13) to WKY Radiophone Co. (*Oklahoma Daily Oklahoman*) from group headed by ex-Gov. Doyle E. Carlton and W. Walter Tyson (Vol. 12:26). Purchase price was \$3,500,000 plus assumption of \$491,490 obligations.

WMBV-TV, Marinette-Green Bay, Wis. (Ch. 11) with radio WMAM to Guild Films Inc. (Reuben E. Kaufman, pres.) from group headed by Wm. E. Walker, 50% stockholder (Vol. 12:23). Price: \$287,000 plus assumption of about \$350,000 obligations. FCC turned down petition for hearing filed by competitor WFRV-TV, Green Bay (Ch. 5).

WFIE, Evansville, Ind. (Ch. 62) to WAVE Inc., Louisville (George W. Norton, pres.) from Jesse D. Fine theatre family (Vol. 12:25-26). Price: \$586,937, including assumption of obligations.

FCC's BUSIEST WEEK in many months saw it grind out 4 uncontested TV grants, adopt several allocations changes, propose many others and tie up a number of loose ends—in its last meeting until Aug. 29. In meantime, "board of commissioners" (Doerfer, Lee, Craven) was designated to function for FCC.

The CPs: Williston, N. D., Ch. 8, to Meyer Broadcasting Co., owner of KFYR-TV (Ch. 5) & KFYR, Bismarck and grantee of KMOT, Minot (Ch. 10); Kalispell, Mont., Ch. 8, to KGEZ (Frank Reardon, pres.); Baton Rouge, La., Ch. 40, to Bayou Broadcasting Co., owned by telecasters Henry G. Clay, Gilmore Nunn and Frank M. Smith; Oxford, O., educational Ch. 14, to Miami U.

Initial decision by examiner H. Gifford Irion favored KOOS (Sheldon F. Sackett) for Ch. 16 in Coos Bay, Ore., after opponent Pacific TV Inc. (owners of KVAL-TV, Eugene, Ore.) dropped application.

* * * *

Sanctity of reserved educational vhf channels was violated for first time this week when FCC shifted the educational reservation in College Station, Tex., from Ch. 3 to Ch. 48, opening up Ch. 3 for commercial use. Decision pointed out "there was no evidence that this channel would be utilized by educational interests in the foreseeable future" but commercial interests were anxious to apply for it. In another case, a bare 4-3 vote prevented Des Moines' educational Ch. 11 from being released for commercial telecasting. Comrs. Bartley, Doerfer & Lee voted for the change, the others voting to deny it.

Commission reiterated its determination to leave no stone unturned to help uhf, and not to let anything interfere with its deintermixture proceeding. It granted blanket extension of uhf CPs to Oct. 16, 1956 "where the

WACH-TV, Newport News, Va. (Ch. 33) with WACH to United Broadcasting Co. (Richard Eaton), operator of 6 independent AM stations—for \$54,000 in bankruptcy sale. Eaton has indicated he plans to put row off-air stations back in operation shortly (Vol. 12:27). He also holds CPs for uhfs in Washington & Baltimore.

CP for KBTM-TV, Jonesboro, Ark. (Ch. 8) to owners of KATV, Pine Bluff-Little Rock (John T. Griffin, James C. Leake, Bryan Mathes) from Harold E. King and wife (Vol. 12:19). Price: \$6500 out-of-pocket expenses incurred in getting grant. Plan is to use KBTM-TV as repeater of KATV programs, with some local originations.

* * * *

Radio station sales and transfers approved by FCC this week: WIOD, Miami (changing to WCKR) by *Miami News* (Cox) to owners of new WCKT (Ch. 7) for \$404,128—contingent on \$850,000 sale of WQAM by *Miami Herald* (Knight) to Todd Storz, held up while FCC determines whether Storz policy of "cash giveaways" is in public interest (Vol. 12:28). KSFO, San Francisco, by Wesley I. Dumm to Gene Autry and Robert O. Reynolds (KMPC, Hollywood) for \$1,000,000 (Vol. 12:24). KLAC, Los Angeles, by Dorothy Schiff Sonneborn to her son Mortimer W. Hall, station mgr., for \$850,000 (Vol. 12:23). WGMS, Washington, by M. Robert Rogers group to RKO Tele-radio Pictures (Tom O'Neil-Mutual) for approximately \$400,000 (Vol. 12:14). WDXB, Chattanooga, by Joseph Bloom group (Forjoe Inc.) for \$100,000 to French Inc., 90% owned by Carlin French, ex-Chicago v.p. of H-R Television, 10% by his son Stephen, who becomes pres.-gen. mgr. (Vol. 12:24). WERI, Westerly, R. I. by Wm. Malo group for \$69,000 to Ted Estabrook, TV-radio director, Product Services Inc., N. Y. agency (Vol. 12:27).

permittees of these stations indicate that construction or operation is being put off because of economic uncertainties facing uhf TV stations." FCC said it's granting extension to allow uhf grantees "an opportunity to re-evaluate their plans" in light of allocations proposals.

It also denied big batch of petitions for vhf drop-ins, either because they would compromise minimum mileage separations, or—as in the case of request to put Ch. 2 in Fairfield, N. Y.—because "this area is one which specially conduces to the growth of uhf service and the addition of a second vhf station in the area at this time would tend to inhibit such growth."

At same time, it finalized its rule to permit mileage measurements from transmitter to transmitter (Vol. 12:21), going even beyond its original proposal by eliminating requirement that current assignment spacings can be cut only 5 mi. "While this relaxation of the rule will provide no cure-all for TV's problems," Commission said, "it will provide needed flexibility in making channel assignments which will permit additional service and more effective competition among stations in some communities." Stations still must show that they meet all transmitter mileage spacing requirements. Comr. Doerfer dissented.

* * * *

Commission denied these vhf drop-in petitions: (1) Add Ch. 2 to Fairfield, N. Y. (2) Add Ch. 12 to Wenatchee, Wash.; (3) Substitute Ch. 8 for 55 at Mt. Airy, N. C.; (4) Add Ch. 8 to Winston-Salem, N. C. It dismissed deintermixture petitions for Peoria, Springfield, Ill. and Fresno, Cal. since the proposed changes are already covered in its deintermixture rule-making proceeding. It also denied petition by WSIL-TV, Harrisburg, Ill. (Ch. 22) to move Ch. 13 to Harrisburg from Bowling Green, inasmuch as 2 applications have been filed for the Bowling Green channel since petition was submitted.

It turned down proposals to move Ch. 8 to Moses