

at deadline

WRDW-AM-TV Sold Friday To Newspaper for \$1 Million

SALE of WRDW-AM-TV Augusta, Ga., by Radio Augusta Inc. to Southeastern Newspapers Inc. (*Augusta Chronicle*) for \$1 million announced Friday.

WRDW stations owned equally by Grover C. Maxwell Sr., Harry W. Jernigan Sr., Judge F. Frederick Kennedy, Allen M. Woodall, and W. R. Ringson. WRDW is 5 kw on 1480 kc. WRDW-TV began operating on ch. 12 in February 1954. Both are CBS affiliated and represented by Headley-Reed. William S. Morris is publisher of Southeastern Newspapers.

Other sale announcements:

KXOC Chico, Calif., from Harold T. Gibney by Jack O. Gross for \$150,000. Mr. Gross is former owner of KFMB-AM-TV San Diego. Transaction handled by Blackburn-Hamilton Co.

KABQ Albuquerque, N. M., from Mrs. Helen Prince, Bert Arnold and associates by Mr. and Mrs. E. M. Sleighel for \$110,000. Mr. Sleighel is former commercial manager of WTRY Troy, N. Y. Transaction handled by Blackburn-Hamilton Co.

Purchases are subject to FCC approval.

Meanwhile, application for FCC approval filed Friday for sale of KULA-AM-TV Honolulu from Pacific Frontier Broadcasting Corp. (William B. Dolph, Herbert L. Pettey and others) to Television Corp. of America Ltd. (Richard C. Simonton, Arthur B. Hogan, Albert Zugsmith and Jack A. Burnett) for \$600,825. Buyers own KRKD-AM-FM Los Angeles. Messrs. Hogan and Zugsmith own Albert Zugsmith Corp., media broker. Mr. Burnett is present KULA 10% owner.

Also filed Friday for FCC approval was application in sale of ch. 6 KWFT-TV Wichita Falls, Tex., by Rowley-Brown Broadcasting Co. to KSYD Television Co., for \$750,000, and of KWFT from Rowley-Brown licensee to Kenyon Brown for \$75,000 [CLOSED CIRCUIT, Nov. 7]. New KWFT-TV owners own KSYD Wichita Falls. They are Sidney A. Grayson, 5%; Nat Levine, 20%; Murray and Irving Gold, 12.5% each; Ben, Roy and Leon Aaron, 6.67% each, and Theodore Shanbaum, 25%. Messrs. Grayson and Levine are Wichita Falls businessmen; others are Dallas businessmen.

First Touring Tv Opera To Be Initiated by NBC-TV

TELEVISION'S first touring opera company, to augment tv presentations of *NBC Opera Theatre*, was to be announced yesterday (Sun.) by Brig. Gen. David Sarnoff, chairman of board, NBC-RCA, during telecast of "Madame Butterfly" (1:15-3:30 p.m. EST).

Gen. Sarnoff said NBC Opera Company will make its first tour in fall of 1956, being on road minimum eight weeks, in major cities in U. S. and Eastern Canada.

Four-year contract with Judson, O'Neill & Judd, concert managers, signed jointly by Robert W. Sarnoff, executive vice president, NBC, and William M. Judd, vice president of concert firm. Tv presentations will continue on air (now about once each month) with personnel to be added to NBC Opera Company as part of expansion, Gen. Sarnoff said.

VERY MUCH IN BUSINESS

CBS TELEVISION Film Sales stands to wind up 1955 with billings approximately double 1954's and is getting ready to launch expansion of its properties to raise current 18 series to about 26 by next spring. Despite reports circulated to contrary, firm is not getting out of syndication business. Officials say they'll follow "balanced" policy of looking first—in some cases—for national or regional buyers before undertaking station-by-station sales, but also will still produce at least two series per year for syndication only.

DuMont Loses \$2 Million In First 10 Months of 1955

LOSS of \$2,019,000 for its operations in first 10 months of 1955 reported Friday by Allen B. DuMont Labs. Figure compares with net profit of \$1,215,000 before taxes and \$612,000 after taxes for comparable period of 1954.

Sales during 1955 period were \$51,964,000 as compared with \$67,593,000 for first 10 months of 1954. Included in 1954 sales totals were those of WDTV (TV) Pittsburgh, whereas 1955 sales include that station for only 10 days. DuMont sold WDTV to Westinghouse Broadcasting Co. early this year. Last year's figures also include sales of then-operating, now-defunct, DuMont Tv Network.

DuMont Labs had 2,361,054 shares of common stock outstanding during both 1954 and 1955 periods. Net profit per share, after preferred dividends, was 22 cents in 1954; net loss in 1955, 89 cents.

DuMont Completes Spin-off, Separates Broadcasting, Labs

ISSUE and transfer of stock in DuMont Broadcasting Corp. to common stockholders of Allen B. DuMont Labs now final and completes spin-off of DuMont's broadcasting properties, according to Allen B. DuMont, board chairman. Stockholders two months ago approved plan whereby one share of DuMont broadcasting stock was issued for each 2½ shares held in DuMont Labs, creating new corporation owned at outset by same stockholders as parent company. Its management has signified it will seek additional tv and/or radio stations (B•T, Oct. 17).

Approximately 944,000 shares and scrip of DuMont Broadcasting Corp. were mailed on basis of 1-to-2½ shares common stock in parent company as of record Nov. 14. Spin-off encompasses separation of broadcasting activity from company's electronics research, development and manufacturing operations, to clear way for independent managements and capitalization of each. DuMont Broadcasting owns and operates WABD (TV) New York, WTTG (TV) Washington and DuMont Tele-Centre, New York. Dr. DuMont is board chairman of both corporations. Bernard L. Goodwin (Paramount Pictures) is president.

• BUSINESS BRIEFLY

NU-ENAMEL NAMES K&K • Nu-Enamel Co. (paint products), Chicago, appoints Kuttner & Kuttner Inc., same city, to handle advertising effective Dec. 1. Radio will be used. Long-range plans call for consideration of color tv.

NAME CHANGE • Following surprise resignation of F. Kenneth Beirn as president of Biow-Beirn-Toigo Inc. (story page 39), it is expected that agency's corporate name will be changed after Jan. 6, when resignation becomes effective.

GENERAL FOODS BUYING • General Foods Corp. is buying radio-tv spot campaign in six newly created sales districts in Far West and Midwest to introduce Minute Potatoes (new shredded dehydrated potato product). Campaign, scheduled to start early in January, is handled by Young & Rubicam, N. Y.

NEW AGENCY FOR N. Y. COKE • Coca-Cola Bottling Co. of New York appoints Marschalk & Pratt Div. of McCann-Erickson, N. Y., to handle its advertising, effective Jan. 1. Account will be serviced by Arthur A. Bailey, M-E's executive vice president. William Esty & Co. previously handled Coca-Cola Bottling.

J-B NAMES GREY • Jacoby-Bender Inc. (watch attachments), N. Y., appoints Grey Adv., N. Y., to handle expanding advertising and promotion program, effective Jan. 1. J-B will return to sponsorship of *Stop the Music* on ABC-TV.

PORTABLE CAMPAIGN • Underwood Corp., N. Y., is set to launch extensive, one-week radio-tv spot announcement campaign throughout U. S. and Alaska on Dec. 12, utilizing 55 tv stations and 150 radio stations, to promote sales of its portable typewriters during holiday season. Brooke, Smith, French & Dorrance, N. Y., will supply stations with material for local dealer tie-ins.

TIMEBUYING • Time Inc. buying special, four-day radio promotion campaign for Christmas issue of *Life* magazine Dec. 21-26, in 25 major markets using minimum of 75 stations, through Young & Rubicam, N. Y.

RADIO, TV FOR SANKA • Maxwell House Div. (Instant Sanka), General Foods Corp., White Plains, N. Y., buying two separate radio and tv spot campaigns in major eastern and central markets. Radio spot campaign divided into two 4-day segments, Dec. 7-10 and 14-17 (Wed.-Sat.) using 25 stations. Tv campaign scheduled Dec. 11-25, using approximately 30 stations. Agency: Young & Rubicam, N. Y.

'QUEEN'S' CO-SPONSORS • Procter & Gamble and Boyle-Midway Div. of American Home Products reportedly signed as conditional co-sponsors for *Queen for a Day*, weekday serial which NBC-TV currently plans to place in 4:30-5 p.m. period, moving *Modern Romances* to 4-4:30 p.m. slot, starting tentatively Jan. 3.

WNBQ (TV), NABET Agree

AGREEMENT between NBC's o&o WNBQ (TV) Chicago and NABET in regard to staffing requirements for color tv operation was reached late Friday afternoon, NBC authorities confirmed. Details were not made known immediately. (See early story page 98.)