

for the purposes and the methods of selection involves no rejection of a particular film. Thus, there is no way of ascertaining which specific films were considered for a specific time period, NBC said.

Distributors also solicit purchases from advertisers who contemplate tv time purchases and when the advertiser proposes a particular film for a time period, the station has the opportunity to reject it on its own qualities or availability of more desirable films, NBC added.

NBC Gets Green Light On New Britain Buy

NBC won its seventh television station last week when the FCC approved—a week after it had postponed consideration—the transfer of WKNB-AM-TV New Britain, Conn., to the network.

The action won the approval of all commissioners except Comr. Robert T. Bartley, who dissented. Comr. Rosel H. Hyde issued a concurring statement.

The FCC postponed consideration of the \$600,000 transaction two weeks ago, following the filing of a civil antitrust suit against RCA and NBC. The government charged that RCA-NBC conspired to coerce Westinghouse Broadcasting Co. into swapping its Philadelphia radio and tv stations for NBC's Cleveland am, fm and tv outlets plus \$3 million [B•T, Dec. 10].

In addition to the sale approval, the Commission also granted permission for ch. 30 WKNB-TV to decrease its antenna height from 970 ft. to 750 ft., increase power to 1,000 kw, and change transmitter location to a site 7.2 miles outside the city limits.

The Commission made its grant contingent on the outcome of the pending antitrust suit.

Comr. Hyde favored the sale approval as a step in the encouragement of uhf television. He said that he thought NBC's acquisition of the New Britain uhf station would serve that purpose. Comr. Bartley did not issue a written dissent.

The New Britain properties were bought from Julian Gross and associates. The acquisition marks NBC's second purchase of a uhf outlet. Last year NBC paid \$312,500 for ch. 17 WBUF (TV) Buffalo, N. Y. It also owns WRCA-AM-FM-TV New York, WRC-AM-FM-TV Washington, WMAQ-AM-FM and WNBQ (TV) Chicago, WRCV-AM-TV Philadelphia, KNBC-AM-FM San Francisco and KRCA (TV) Los Angeles.

With the ownership of the New Britain tv station, NBC joins CBS as the licensee of a uhf outlet in the Connecticut area. CBS earlier this year won FCC approval for the \$650,000 purchase of ch. 18 WHCT (TV) Hartford from RKO Teleradio Pictures Inc. CBS also bought ch. 19 WXIX (TV) Milwaukee for \$350,000 in 1954.

The only other major multiple owner who owns two uhf tv outlets is Storer Broadcasting Co. Storer owns ch. 23 WGBS-TV Miami, Fla., and ch. 27 KPTV (TV) Portland, Ore.

Both the NBC and CBS acquisitions were originally protested by other tv outlets in

To NBC— Happy 30th Birthday!



Gen. David Sarnoff



From WFBC-TV
"The Giant of
Southern Skies"

... and from
WFBC-AM & FM

"The Giant of
Southern Skies"

"It's a Great Birthday!

We're proud to have been affiliated with NBC for the past 20 of your 30 years. To you at NBC, and to your guiding genius, General David Sarnoff, we wish for you 'Many Happy Returns'."

NBC NETWORK



WFBC RADIO

(NBC Affiliate)

Represented Nationally by

AVERY-KNODEL

Represented Nationally by
WEED TELEVISION CORP.