

at deadline

\$215,000 WMEX Sale Filed For FCC Approval

SALE of WMEX Boston for \$215,000 filed Friday for FCC approval. Maxwell E. Richmond and Robert S. Richmond (brothers) are buying 5 kw independent on 1510 kc from New England Radio Corp. (William S. Pote, president-general manager).

Richmond brothers own Philadelphia advertising agency and WPGC Morningside and WRNC (FM) Oakland, both Md. WMEX balance sheet, dated April 25, listed as current assets \$36,294, total assets \$220,246, current liabilities \$68,716 and capital stock and surplus \$120,447.

WQOK Sold For \$125,000; WMBH Goes For \$110,000

TWO radio station sales announced Friday, both subject to FCC approval:

WQOK Greenville, S. C. (5 kw, 1440 kc, CBS), sold by Albert T. Fisher and Joe Speidel III to James A. Dick and wife for \$125,000. Broker: Blackburn & Co. Mr. Dick also owns WIVK Knoxville, Tenn.; Messrs. Fisher and Speidel own WPAL Charleston and WOIC Columbia, both S. C.

WMBH Joplin, Mo. (250 w on 1450 kc MBS), sold by D. J. Poyner and associates to Herbert Lee and Don O'Brien, owners of WKTY La Crosse, Wis., for \$110,000. Transaction through Allen Kander & Co. WMBH will be owned 70% by Mr. O'Brien, 30% by Mr. Lee. WKTY is owned 70% by Mr. Lee and 30% by Mr. O'Brien.

FCC Approves Two Sales

FCC approved two major station sales Friday: ABC-affiliated ch. 11 WTVD (TV) Durham, N. C., transferred from Durham Broadcasting Enterprises Inc. (WDNC Durham, Harmon L. Duncan and J. Floyd Fletcher) to Durham Television Co. for less than \$1.5 million. New owners (Frank M. Smith, Lowell Thomas, others) own WCDA (TV) Albany, N. Y.; WCDB (TV) Hagaman, N. Y.; WCDC (TV) Pittsfield, Mass. WAPL Appleton, Wis. (1 kw daytime on 1570 kc) assigned from Bartell family to WAPL Radio Inc. (Connie Forster, president) for \$100,000. This leaves Bartells with WMTV (TV) Madison; WOKY Milwaukee; WAKE Atlanta, Ga.; KCBQ San Diego, Calif.; KRUX Phoenix, Ariz.

Stuart Elected Pres.-Board Chmn.

HAROLD C. STUART, executive vice president of KVOO Tulsa, Okla., elected president and chairman of the board of Southwestern Sales Corp., station licensee. Also elected: Gustav Brandborg, as KVOO vice president and general manager, and Joseph Bowman as secretary. C. A. O'Donovan re-elected treasurer.

Selection of Permanent Group To Negotiate Tv Music Starts

FORMATION of permanent organization to direct work of All-Industry Television Music License Committee, representing telecasters in current ASCAP renewal negotiations, was begun Friday by Irving Rosenhaus, WATV (TV) Newark, interim chairman. Former Judge Simon H. Rifkind, New York, has been retained as counsel, and Dwight Martin, WAFB-TV Baton Rouge, La., is vice-chairman. Mr. Rifkind was counsel for the recently expired tv negotiating group.

Executive organization committee includes Clair McCollough, WGAL-TV Lancaster, Pa.; Roger W. Clipp, WFIL-TV Philadelphia, and Elisha Goldfarb, RKO Teleradio attorney.

Procedure for election of full negotiating committee of 15, to succeed present interim committee, was set up at New York organization committee meeting Thursday. Decision to set up negotiating group was reached at all-industry meeting held during NARTB Chicago convention [B•T, April 15].

Broadcaster members may vote to install present interim committee of 15 or may add names of others to mail ballots, returnable May 31. Stations agree to pay highest one-time announcement rate as dues. Present ASCAP tv contracts expire next Dec. 31.

Members of interim committee of 15 include Messrs. McCollough, Clipp, Rosenhaus, Martin, Goldfarb; Charles Britt, WLOS-TV Asheville, N. C.; Sam Cook Digges, WCBS-TV New York; Omar Elder, ABC; F. E. Fitzsimonds, North Dakota Broadcasting Co. stations; Nathan Lord, WAVE-TV Louisville; John E. McCoy, Storer Broadcasting Co.; John T. Murphy, Crosley Broadcasting Co.; Hamilton Shea, WWSA-TV Harrisonburg, Va.; Lloyd E. Yoder, WRCV-TV Philadelphia, and Edward G. Thoms, WKJG-TV Fort Wayne.

Sarnoff, Larmon, Hall Honored

BRIG. GEN. David Sarnoff, RCA board chairman, this noon (Monday) to get special citation from Art Directors Club of New York for "vision and leadership in the development of color television, providing fresh opportunities for the imagination and skills of America's Art Directors." Others to be singled out at 36th annual awards luncheon include Young & Rubicam President Sigurd S. Larmon and Hallmark Cards Inc. President Joyce C. Hall.

UPCOMING

May 28-29: Annual Visual Communications Conference, Waldorf Astoria, New York.
May 29-30: North Carolina Assn. of Broadcasters, Grove Park, Asheville.
For other Upcomings see page 107

PEOPLE

BURTON H. HANFT, director of business affairs, elected vice president in charge of business affairs for Screen Gems Inc., N. Y.

ARTHUR P. FELTON, vice president and director of marketing at Bruce Payne Assoc., N. Y., management consultants, to Cunningham & Walsh, N. Y., in similar capacity.

CHARLES L. HALTEMAN, formerly Chicago sales manager of The Walker Representation Co., and JACK DILL, previously commercial sales manager, WROY Carmi, Ill., to sales staff of RCA Recorded Program Services.

FCC Denies RETMA Plea For Extended Comments Deadline

FCC allocations actions, announced Friday:

- Denied RETMA request to extend deadline for comments on Craven plan notice from June 3 to June 28.

- Finalized assignment of ch. 13 from New Bern, N. C., to Norfolk-Portsmouth-Newport News, Va., area; substituted ch. 12 for ch. 13 at New Bern; substituted ch. 4 for ch. 8 at Hay Springs, Neb., and ch. 9 for ch. 4 at N. Platte, Neb., all effective June 28.

- Invited comments by June 28 on proposal to change ch. 9 Eugene, Ore., from non-commercial, educational to commercial; designate non-commercial ch. 7 Corvallis as Eugene-Corvallis.

- Denied request to delete ch. 9 Charlotte, N. C.; add chs. 20 and 77.

NBC Gets Big 10 Regionals

NBC-TV has received exclusive tv rights to four Big 10 Conference football games on regional basis next fall for second straight season, Kenneth L. (Tug) Wilson, conference commissioner, and Tom S. Gallery, NBC sports director, announced Friday. Regionals will be seen only in NCAA's District 4 (Ohio, Michigan, Indiana, Illinois, Wisconsin and Minnesota) with Iowa viewing telecasts when Iowa team is playing. Telecasts scheduled for Oct. 12, 26, Nov. 9 and 23.

Jerrold Buys Three Systems

JERROLD Electronics Corp., Philadelphia, announced Friday purchase of community television systems in Walla Walla, Wenatchee and Richland, all Washington. Purchase price not disclosed. Properties bought from J. H. Whitney & Co. interests. All three antenna services carry Spokane's three channels, feed them to nearly 10,000 subscribers in combined markets.

KCCC-TV Requests Hiatus

CH. 40 KCCC-TV Sacramento, Calif., Friday asked FCC for authority to go dark May 31 for period of 90 days. Assets of station recently were sold to ch. 13 KOVR (TV) Stockton, Calif., in exchange for stock in Stockton station, subject to FCC and state approval. Prior to merger agreement, KCCC-TV had protested FCC-approved move of KOVR's transmitter and hearings were in progress when protest dropped.