

NEW STATION COMBINE FORMED

It's Transcontinent and Wrather-Petry

Combination of station interests that would catapult Transcontinent Television Corp. into top ranks of radio-tv station owners is being negotiated with Marietta Broadcasting, TTC President David C. Moore and Marietta President Jack Wrather disclose in announcement being issued today (Feb. 16).

Deal, described as in process of being completed, would raise TTC's station total to five vhf and one uhf in television and three radio stations. Involved are Marietta's KFMB (540 kc, 5 kw) and KFMB-TV (ch. 8) San Diego and KERO-TV Bakersfield, Calif. (ch. 10), in addition to TTC's WGR (550 kc, 5 kw) and WGR-TV (ch. 2) Buffalo, WROC-TV Rochester, N.Y. (ch. 5), 60% of WNEP-TV Scranton-Wilkes-Barre, Pa. (ch. 16) and 50% of WSVA (550 kc, 5 kw day, 1 kw night) and WSVA-TV (ch. 3) Harrisonburg, Va. Deal subject to FCC approval.

Tv properties involved in deal and their network affiliations are KFMB-TV (CBS-TV), KERO-TV (NBC-TV and ABC-TV), WGR-TV (NBC-TV and ABC-TV), WROC-TV (NBC-TV and ABC-TV), WNEP-TV (ABC-TV) and WSVA-TV (CBS-TV, NBC-TV, ABC-TV).

Authorities professed inability to say how new ownership would break down between TTC and Marietta until final details are completed, but it was understood transaction involved exchange of stock and unofficial estimates were that TTC would own about two-thirds and Marietta one-third. Spokesmen said they similarly were unable to estimate dollar value of transaction. However, based on sales prices when these stations last changed hands (in 1957 and 1958 except WSVA-AM-TV, which was May 1956) and on appreciation since, value of TTC-Marietta interests would be near \$20 million.

Transcontinent owners, in addition to President Moore (0.06%), are J. Fred Schoellkopf IV (9.6%), George F. Goodyear (10%) and others. Marietta is owned by Mr. Wrather (63.64%) and Edward Petry & Co., station representative (36.36%). Spokesmen for Mr. Wrather said none of his other interests are involved. These include part ownership of Independent Television Corp., program production and distribution firm; Muzak Corp.; program series ownerships; Disneyland; cp for ch. 44 in Boston, and extensive petroleum holdings.

4 radio directors re-elected by NAB

Four members of NAB Radio Board re-elected for two-year terms, count of ballots showed Friday. Two members lost out in election. Terms of elected directors will begin during NAB convention week in Chicago (March 15-18).

Results of election follow:

Dist. 1—Daniel W. Kops, WAVZ New Haven, Conn. (incumbent) defeated William B. McGrath, WHDH Boston.

Dist. 3—John S. Booth, WHCA Chambersburg, Pa., defeated Lawrence H. Rogers II, WSAZ Huntington, W. Va.

Dist. 5—Frank Gaither, WSB Atlanta, defeated Charles C. Smith, WDEC Americus, Ga.

Dist. 7—Hugh O. Potter, WOMI Owensboro, Ky., defeated Herbert E. Evans, WGAR Cleveland.

Dist. 9—Mig Figi, WAUX Waukesha, Wis., defeated Ben Laird, WDUZ Green Bay, Wis.

Dist. 11—Odin Ramslund, KDAL Duluth, Minn., defeated Ray Eppel, KORN Mitchell, S. D. (incumbent).

Dist. 13—Boyd Kelley, KTRN Wichita Falls, Tex., defeated James M. Gaines, WOAI San Antonio.

Dist. 15—Joe D. Carroll, KMYC Marysville, Calif., defeated Bob Reichenbach, KWG Stockton, Calif.

Dist. 17—Thomas C. Bostic, KIMA Yakima, Wash., defeated Lee Bishop, KORE Eugene, Ore.

Large Stations—Harold Hough, WBAP Fort Worth, defeated Jay W. Wright, KSL Salt Lake City.

Medium Stations—Rex Howell, KREX Grand Junction, Colo., defeated Cecil B. Hoskins, WWNC Asheville, N. C.

Small Stations—F. Ernest Lackey, WHOP Hopkinsville, Ky., defeated William C. Grove, KFBC Cheyenne, Wyo. (incumbent) and Dave Morris, KNUZ Houston.

Fm Stations—Richard H. Mason, WPTF-FM Raleigh, N. C., defeated Calvin J. Smith, KFAC-FM Los Angeles, and Edward A. Wheeler, WEAW-FM Evanston, Ill.

GUTERMA INFLUENCE SPREADS

Name of Guild Films and Matthew Fox, tv film entrepreneur and principal owner of Skiatron Tv Inc., pay tv advocate, entered tangled financial affairs of MBS president Alexander Guterma (see page 29) at week's end.

Securities & Exchange Commission announced it had ordered suspension of trading in Bon Ami Co. (household cleansers) stock on all markets. Mr. Guterma, whose Fil. Jacobs Co. stock was suspended earlier in week by SEC, was president of Bon Ami and, according to SEC, still has interests in company.

SEC report skeletonized:

In March 1957, Bon Ami advanced \$115,000 to Mr. Fox. Mr. Fox gave Bon Ami promissory note, secured by letter agreement with Guild Films Co. Guild agreed to supply \$350,000 worth of spot time to Bon Ami if Mr. Fox defaulted on note.

On May 2, 1957, Mr. Fox defaulted. At suggestion of Mr. Guterma, Bon Ami sold Fox note to Comfidor Inc. (controlled by Mr. Guterma) for \$117,000. With note went collateral from Guild.

Between May 3 and May 10, 1957, Mr. Fox "without further consideration," caused Guild obligation to be increased from \$350,000 to \$500,000. On May 13, 1957, Bon Ami advanced over \$150,000 to Chatham Corp. (purportedly owned by Mr. Guterma and family).

About June 20, 1957, Chatham Corp. acquired from Guild \$750,000 worth of tv spot time. Chatham paid \$200,000 plus transfer to Guild of rights to foreign tv and theatrical exhibition of certain motion picture films (known as Icthyon package). These pictures were acquired by Chatham from foreign in-

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KTUL to Mutual

KTUL Tulsa has joined Mutual as affiliate, effective Feb. 15, James C. Leake, president of Griffin Broadcast group, said Feb. 13. KTUL disaffiliated from CBS Radio last December (BROADCASTING, Dec. 15) and at that time said it was "dissatisfied" with network programming generally but added it would consider joining "another national organization" providing programming "station feels is needed." KRMG (Meredith station) succeeded KTUL as CBS Radio affiliate in Tulsa (BROADCASTING, Dec. 22).