

Hearst Southwest Stations Near Sale

KOMA, KTSA, WACO and KNOW Sought for \$750,000

SALE of the four Southwest stations of Hearst Radio Inc. for a total of \$750,000 was nearing consummation, subject to FCC approval, as BROADCASTING went to press Aug. 12.

Disposal of the stations as part of the Hearst Radio liquidation plan required only the signing of formal contracts, it was learned, with Hearst representatives present in Texas to handle arrangements. The lineup was understood to be as follows:

KOMA, Oklahoma City—To be sold to a syndicate of independent oil operators in Oklahoma City for \$350,000 cash. KOMA cost Hearst about \$220,000 when purchased three years ago.

KTSA, San Antonio—In negotiation, to be sold to Gene Howe and O. L. (Ted) Taylor for a reported figure of \$300,000. Mr. Howe is publisher of a group of newspapers in Texas and with Mr. Taylor operates KGNC, Amarillo; KFYO, Lubbock, and KRGV, Weslaco. KTSA was purchased by Hearst for approximately \$200,000 from the old Southwest Broadcasting System.

WACO, Waco, and KNOW, Austin—To be sold to S. W. Richardson and Charles F. Roeser, wealthy Fort Worth oil operators, for \$50,000 each. These men, it is understood, are backing the new Texas State Network headed by Elliott Roosevelt, president of Hearst Radio Inc., and Neal Barrett, Hearst Radio vice-president.

It appears a certainty that upon acquisition of WACO and KNOW by the Richardson-Roeser group, Mr. Roosevelt will operate them in conjunction with KFJZ, his Fort Worth station. Mr. Barrett is joining Mr. Roosevelt in the Texas Network project, and will resign from Hearst Radio.

The identity of the syndicate of oil men negotiating for KOMA could not be ascertained, but it is understood they are independent operators, and published reports that Jesse Jones is interested are discounted. The Phillips oil interests were active in the bidding several weeks ago, but they are said to have dropped out.

Active bidding is in progress, it is learned, for three of the four remaining Hearst stations—WBAL, Baltimore; WISN, Milwaukee, and KYA, San Francisco, but the identity of the bidders is not disclosed. Emile Gough, former general manager of Hearst Radio, sought last month to buy WBAL and WISN, together with WCAE, Pittsburgh, in a block for \$2,100,000 on behalf of unnamed backers, but the deal could not be negotiated due to the fact that WCAE is not for sale.

WCAE, most successful of the Hearst stations, is owned by Hearst Consolidated Newspapers

and is the only Hearst station not part of the liquidation project.

An offer of \$150,000 has been entered for KYA by a prominent former broadcaster, whose name was withheld, but no action of this was in immediate sight as BROADCASTING went to press.

Only Hearst station under definite sales contract to date is KEHE, Los Angeles, sold to Earl Anthony for \$400,000, subject to WCC approval. A deal has been made with Col. Arthur O'Brien, Seattle and Washington (D. C.) attorney, for the purchase of WINS, New York, for \$250,000, but contracts have not yet been signed.

PENICK & FORD, will broadcast on a CBS network this fall instead of using a disc series as stated in an item on page 36.

FCC Authorizes Daytime Stations

Aurora, Ill., Anniston, Ala., Fayetteville, N. C., Grants

THREE new local daytime outlets were authorized for construction by the FCC in decisions dated Aug. 2 and 3, bringing to 37 the total number of construction permits for new stations issued so far this year. They will be located in Aurora, Ill., Fayette, N. C., and Anniston, Ala.

The grant of the new Aurora station comes shortly after the Commission on June 28 denied a similar application by Jules J. Ruben, theatre man, who sought 250 watts daytime on 1040 kc. Its operator will be Martin R. O'Brien, public administrator of Kane County, Ill., and a member of the county board of supervisors. It will operate with 250 watts daytime on 1250 kc. In making the grant, the Commission sustained Examiner Irwin, and it was scheduled to become effective Aug. 12.

Carolina Station

In a recent decision [BROADCASTING, Aug. 1] the Commission denied an application by G. Frank Walker and Waldo W. Primm, seeking 1,000 watts daytime on 1340 kc. in Fayetteville. On Aug. 2, however, it decided in favor of the application of W. C. Ewing, wholesale fertilizer merchant, and Harry Layman, chief engineer of WFNC, Kinston, N. C., partners, asking for 250 watts daytime on 1340 kc. in that community. The station will be known as WFNC. Examiner Seward's recommendation was sustained in making the grant, dated to become effective Aug. 12.

In Anniston the new station (WHNA) will be constructed and operated by Harry M. Ayers, publisher of the *Anniston Star*. It will operate with 100 watts daytime on 1420 kc. The Commission sustained Examiner Hill in making the grant, effective Aug. 13.

SACHS QUALITY FURNITURE Co., New York, will bring back to the air Billy Jones and Ernie Hare, veteran "Happiness Boys" radio team, for two weekly programs on WMCA, New York, placed direct.



ELLIOTT ROOSEVELT

Goodyear Tire Acquires Farm and Home Segment

GOODYEAR TIRE & Rubber Co., Akron, O., has signed for the final quarter-hour period of *NBC Farm & Home Hour*, five days weekly, starting Sept. 26 [BROADCASTING, Aug. 1]. Militantly sustaining since its inception ten years ago this fall, *Farm & Home Hour* will have its final quarter-hour revamped into a regional news service, with local experts giving weather, shipping, market prices and crop conditions. The program will be called *Goodyear Farm Service*.

Five regional offices, set up to clear this information, will be established in the East, Midwest, South and Far West. Of these, Goodyear's sponsorship will cover 20 Blue stations out of Chicago; 14 out of New York, and 13 out of Kansas City. The remaining two divisions will be handled by NBC. Agency for Goodyear is Arthur Kudner, New York.

Chevrolet Stops Discs

CHEVROLET MOTOR Co., Detroit, will not renew its *Musical Moments* transcription programs after the expiration of the present series on Aug. 31. Recorded by World, the programs have been broadcast two or three times weekly on from 200 to 400 stations, the list varying with the season, for the past several years. Chevrolet agency is Campbell-Ewald Co., Detroit.

KDAL Transfer Sought

TRANSFER of the license of KDAL, Duluth, to Dalton A. LeMasurier, manager of the University of North Dakota's station KFJM at Grand Forks, and his father, Charles LeMasurier, is sought in an application disclosed by the FCC Aug. 10. The station was purchased from Earl C. Reineke, operator of WDAY, Fargo, and the publishers of the *Fargo Forum*, who still hold control in 1934 while it was operating at Moorhead, Minn. The purchase price was approximately \$30,000.

Roosevelt Forms Network in Texas With 23 Stations

Barrett, Hutchinson Named; To Link With Mutual

FORMATION of Texas State Network Inc., to comprise 23 stations and to be headed by Elliott Roosevelt, second son of the President, was disclosed Aug. 10 coincident with the issuance of a charter of incorporation at Austin, Tex. In addition to Mr. Roosevelt, the incorporators are Harry A. Hutchinson, manager of KFJZ, Fort Worth, owned by Mrs. Roosevelt, and Raymond E. Buck, Fort Worth attorney who owns KTAT.

The stations constituting the network are expected to be tied into the Mutual Broadcasting System whose general manager, Fred Weber, was due in Fort Worth in mid-August for conferences.

Key stations will be WRR, Dallas, and KGKO or KTAT in Fort Worth. Dallas civic authorities on Aug. 10 approved a one-year contract whereby WRR, which is municipally owned but commercially operated, would affiliate. Under present plans stations in Weslaco, Corpus Christi, San Antonio, Austin, Houston, Galveston, Beaumont, Temple, Waco, Amarillo, Corsicana, Tyler, Longview, Paris, Sherman Abilene, San Angelo, Big Spring, Midland and Lubbock would join. The new station authorized in Wichita Falls [BROADCASTING, Aug. 1] also may be added.



Mr. Barrett

Neal Barrett V-P.

Neal Barrett, Hearst Radio vice-president and general manager of KOMA, Oklahoma City, will become executive vice-president of the new network, according to Mr. Roosevelt, and will headquarter at Fort Worth, temporarily managing KOMA from that city. He is expected to leave the Hearst organization, however.

Mr. Hutchinson, manager of KFJZ, will become the general manager of the network, which is scheduled to begin operations Sept. 15. Mr. Roosevelt said the chain will furnish 17 hours per day of live talent, over Class A AT&T lines, with the arrangement similar to standard network contracts. There will be a cash sustaining program charge as well as free commercial time, varying with each station and market. Sales offices will be maintained in Fort Worth headquarters with national business branches in New York, Chicago and Detroit.

By Sept. 1 the network will occupy its own quarters in Fort Worth. There will be seven studios and 18 offices in the building.

Other staff men already retained include Steve Wilhelm, formerly in advertising agency work in San Antonio, as Texas sales manager; Benton Ferguson, Fort Worth newspaperman, and R. E. Dennison, Houston newspaper and advertising man, on the sales staff; Pruitt Kimsey, chief engineer; Roy Duffy, formerly of KVOO, Tulsa, production manager.