



“E” is an Egghead  
On an intellectual plane.  
The programs he likes  
Are in a serious vein.

Of course, not all serious-minded people are *eggheads*. Most of them are simply looking for good, thought-provoking radio entertainment.

For more than 36 years KHJ has programmed with these “near-eggheads” in mind (as well as all the other types which make up the Los Angeles population) because we believe they comprise a much larger audience segment than most stations nowadays seem to realize.

Without becoming stuffy, KHJ's **FOREGROUND SOUND** offers them the kind of stimulating radio fare that will hold their attention throughout the program (including the commercial). To completely penetrate any market, you must first penetrate the individual minds within it.

Never underestimate the variety of tastes that make up the Greater Los Angeles area. Here is a medium programmed to satisfy them all.

**KHJ**  
**RADIO**  
LOS ANGELES  
1313 North Vine Street  
Hollywood 28, California  
Represented nationally by  
H-R Representatives, Inc.



## GOVERNMENT CONTINUED

### St. Louis Amusement Appeals To High Court in Ch. 11 Case

As its latest move in the long-fought St. Louis ch. 11 case, the St. Louis Amusement Co. last week asked the U. S. Supreme Court to review an adverse Court of Appeals decision upholding the FCC in refusing to consider a St. Louis Amusement protest against the transfer of ch. 11 to 220 Television Inc. [GOVERNMENT, Sept. 1]. St. Louis Amusement had been an applicant for ch. 11 but had dropped out prior to the completion of the comparative hearing.

Coinciding with its new court move, St. Louis Amusement also petitioned the FCC again last week. It claimed that information unearthed by the House Legislative Oversight Subcommittee shows *ex parte* contacts between three commissioners and “an agent of CBS” [GOVERNMENT, June 9]. CBS had originally won ch. 11, but after purchasing ch. 4 KWK-TV (now KMOX-TV) St. Louis for \$4 million, had turned over ch. 11 to 220 Television, one of the losing applicants. 220 Television agreed to pay each of the other two losing applicants for ch. 11, St. Louis Telecast and Broadcast House, \$200,000 each.

### AFTRA Asks FCC to Rehear NBC's WMAQ, WNBQ Licenses

The Chicago local of American Federation of Tv & Radio Artists last week asked the FCC to review and hold a “rehearing” on the licenses of NBC's WMAQ and WNBQ (TV) Chicago to determine if recent personnel and “program” cutbacks are in the public interest.

The petition, mailed to the FCC Tuesday, said firings of “hundreds” and cancellations of programs in Chicago by NBC and the other networks calls for “true emergency action.”

AFTRA said it also has asked the Senate and House Interstate & Foreign Commerce Committees to probe network cutbacks in “local - sponsored, Chicago - originated programs” and alleged discrimination against talent.

The AFTRA local asked the FCC for a “hearing without delay” to give the union an opportunity to substantiate its charges that the alleged cutback of radio and tv programs has degraded community culture and entertainment; that NBC refuses to consider any criterion except the “greatest dollar profit” and that this philosophy is responsible for wholesale discharges of performers, technicians and “other creative and administrative personnel”; that advertisers are thus denied opportunity to and choice of programs; that NBC has “extracted” exorbitant profits amounting to millions of dollars from the Chicago market and has announced what amounts to a “public-behanged” policy; that the effect will be to “stifle” cultural benefits from the “miracles” of radio-tv.

The union called on the FCC to order discontinuance of the practices alleged by the AFTRA chapter.

The AFTRA action, regarded as highly

precedential in trade circles, was taken by the Chicago chapter board without sanction of the national AFTRA organization or consultation of its membership.

All three network o&o properties in Chicago have been realigning their program schedules and personnel in recent months in line with network commitments and in gearing locally for the 1958-59 season. Some program changes involve network shows and others the insertion of film properties for live programs.

### Rollins Inc. Opposes Petition For Etv Use of Wilmington Ch. 12

Rollins Broadcasting Inc., which has applied for ch. 12 in Wilmington, Del. [GOVERNMENT, Sept. 15], last week asked denial of a petition by the Joint Council for Educational Tv which asks that ch. 12 be reserved for educational non-commercial tv [AT DEADLINE, Sept. 15]. Rollins, licensee of WAMS Wilmington and other stations, said Delaware has only three commercial channels of which only ch. 12 is a vhf and that Wilmington and Delaware deserve local service—Wilmington being the 73rd largest market, with 268,387 people. An educational tv station would duplicate educational WHYY-TV Philadelphia in some measure, the Rollins opposition said.

Storer Broadcasting Co. shut down WVUE (TV) Wilmington Sept. 13 but has not surrendered its permit for the ch. 12 facility.

### KOMA, Being Sold to Storz, Lost \$17,509 in Fiscal 1958

KOMA Oklahoma City, whose sale to Storz Broadcasting Co. was filed with the FCC Sept. 25, had a net loss of \$17,509 for the fiscal year ending July 31, its balance sheet reveals. KOMA showed total assets of \$320,147. Its liabilities included a mortgage of \$117,500 and loans of \$119,971 from partners in the station.

A profit-loss statement for the year showed gross income of \$195,642 and total expenses of \$181,652 before depreciation (\$31,500).

The balance sheet for Storz covering the same period showed current assets of \$1,937,395 and total assets of \$3,995,175; liabilities total was \$998,110 and surplus was \$2,795,433.

The sale of the station to Storz by partners Burton Levine, Arnold Lerner, Myer Feldman, Bessie Von Zamft, Raymond K. Ruff and Harold Thurman for \$600,000 was announced in August [CHANGING HANDS, Aug. 25].

### FCC Extends Comments Date

At the request of the Federal Communications Bar Assn., the FCC last week extended from Sept. 30 to Oct. 30 the date for filing comments on proposed rulemaking which would curb intermediate appeals to the FCC or rulings on motions before final consideration of the main proceeding by that body. Reply comments date was extended from Oct. 10 to Nov. 10.