

Radio Station Sales Reports: WIL, St. Louis, Mo. & WWIL, Ft. Lauderdale, Fla. by Missouri Bestg. Corp. (Lester A. Benson, pres.) for \$650,000 to Harry & Elmer Balaban, whose H. & E. Balaban Corp. owns 50% of WTVO, Rockford (Ch. 39) and WICS, Springfield (Ch. 20), both in Ill. KJAY, Topeka, by KJAY Inc. (Robert Rohrs, pres.) for \$150,000 to following from Kansas City: Ed Schulz (ex-KMBC, to be gen. mgr.), Dale S. Helmers (ex-KMBC), J. W. McCoskrie (contractor), D. Wm. Overton (attorney). WKXV, Knoxville, by H. Scott Killgore's Tele-Bestrs. Inc. for \$100,000 to local co-equal owners attorney Henry T. Ogle and accountant Bill L. Boring. WOOO, DeLand, Fla. by DeLand Bestrs. Inc. (Wm. Martin & B. F. J. Timm, principals) for \$71,000 to Trio Bestg. Co. Inc., owned by Wally King (program director of WATR, Waterbury) and Herbert A. Saxe & Oscar Silverman, also from Conn. Timm owns stations in Chattanooga, Tallahassee & Douglas, Ga. WNTM, Vero Beach, Fla. by Mrs. Naomi Murrell (also owns WKIS, Orlando) for \$55,000 to Frank Spires, Atlanta. Brokers: KJAY, Allen Kander & Co.; WKXV & WOOO, Blackburn & Co.; WNTM, Hamilton, Stubblefield, Twining & Assoc. Note: Application to sell WKTL, Kendallville, Ind. to Ted Nelson, ex-gen. mgr. of WFIE, Evansville (Vol. 13:13) has been withdrawn at request of attorney.

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Radio station sales and transfers approved by FCC: KOWH, Omaha, by Todd Storz group to Wm. F. Buckley Jr.'s *National Review*, for \$822,500 (Vol. 13:13). WLAY, Muscle Shoals, Ala. by Michael R. Freeland to Fred L. Thomas, owner of WKTM, Mayfield, Ky. (50%) and WKTM employees Robert G. Watson & John M. Latham (25% each), for \$69,000 (Vol. 13:13). WDBF, Delray Beach, Fla. by Delray Bestg. Corp. to non-profit Boca Raton Bible Conference Grounds Inc. (Ira L. Eshleman, pres.) for \$56,000 (Vol. 13:16). KSTB, Breckenridge, Tex. by Coy Perry and C. M. Hatch (owners of KCLW, Hamilton, Tex.) to Hugh M. McBeath, chief engineer of KXOL, Ft. Worth, for \$50,000 (Vol. 13:17). KTRC, Santa Fe, N. M. by J. Gibbs Spring to Garfield C. Packard, ex-mgr. of KICA-TV, Clovis, N. M. for \$50,000 (Vol. 13:14). KCLN, Clinton, Ia. by W. H. Murray, K. W. Evans & H. R. Petersen to Valley TV & Radio Inc. (John R. Livingston, pres.), for \$35,000. KSUB, Cedar City, Utah, 93% by KSL-TV, Salt Lake City (Ch. 5) to former minority owners Arthur Jones, Durham Morris, Lanell N. Lunt & Lorin C. Miles, for \$33,778 (Vol. 13:13).

Warm endorsement of Armed Forces TV stations was expressed by Brig. Gen. Carson A. Roberts, director of Armed Forces Information & Education Office, in testimony before House Appropriations subcommittee last month, according to report released this week. He listed these benefits: (1) Cut AWOL rates. (2) Increase enlistments. (3) Keep children amused. (4) Please service wives at isolated bases. (5) Give commandants frequent personal contact with men.

Armed Forces TV Service's first 3 uhf transmitters—one at Ramey Air Force Base, Puerto Rico and 2 at air bases in Germany (Vol. 13:18)—were manufactured by Continental Electronics Mfg. Co., Dallas, and sold to Signal Corps through Dage TV div., Thompson Products, which made cameras and studio equipment.

Public affairs scoop for CBS-TV—announced not by network but by Secy. of State Dulles and Sen. Bridges (R-N. H.)—will be interview of Russian Communist boss Nikita Krushchev on *Face the Nation*, date undisclosed. Dulles made the disclosure this week during closed luncheon meeting of Senate Republican Policy Committee as example of Russia's expanded peace offensive.

Network Accounts: Ronson to sponsor *NBC News* with Chet Huntley & David Brinkley on NBC-TV starting Sept. 23, Mon. & Thu. 6:45-7:15 p.m., and buys additional 32 newscasts in 52-week contract, thru Norman, Craig & Kummel . . . American Tobacco & Ralston-Purina to be alt. sponsors of new filmed *Manhunt* series on NBC-TV in fall, Fri. 9-10 p.m., former thru Sullivan, Stauffer, Colwell & Bayles, latter thru Gardner . . . Mogen David Wine sponsors new *Key Club Playhouse* on ABC-TV starting May 31, Fri. 9-9:30 p.m., thru Edward H. Weiss, Chicago, and buys alt. sponsorship of unannounced show (possibly *Masquerade Party*) on NBC-TV in fall, Mon. 7:30-8 p.m. . . . Armour expected to be alt. sponsor (with Kellogg, Pillsbury, Oldsmobile) of *The Big Record* on CBS-TV in fall, Wed. 8-9 p.m. . . . Purex & Speidel to be alt. sponsors of reruns of *Loretta Young Show* on NBC-TV starting July 2, Tue. 8-8:30 p.m., former thru Edward H. Weiss, latter thru Norman, Craig & Kummel . . . Goodyear & Alcoa to sponsor Four Star Films series, yet untitled, on NBC-TV in fall, Mon. 9:30-10:30 p.m. . . . Standard Brands, Brown & Williamson, Miles Labs & Dixie Cup expected to sponsor *Bride & Groom* on NBC-TV starting July 1, Mon. 2:30-3 p.m., replacing *Tennessee Ernie Ford Show* . . . Bristol-Myers to sponsor *The Arthur Murray Party* on NBC-TV starting July 1, Mon. 9:30-10 p.m., thru Young & Rubicam . . . Zenith to sponsor one-fourth of NCAA football games on NBC-TV in fall . . . General Foods to sponsor *Danny Thomas Show* on CBS-TV next season, Mon. 9-9:30 p.m., taking time period being vacated by *I Love Lucy* at end of June . . . American Home Products buys alt. sponsorship of *The People's Choice* on NBC-TV Thu. 9-9:30 p.m., thru Young & Rubicam . . . Pontiac to be partic. sponsor of *Annie Get Your Gun* spectacular on NBC-TV in fall . . . Associated Products (5-Day Deodorant Pads) to be alt. sponsor of *Broken Arrow* on ABC-TV starting June 4, Tue. 9-9:30 p.m., thru Grey Adv. . . Revlon buys *The Walter Winchell File* on ABC-TV starting Oct. 2, Wed. 9:30-10 p.m., thru BBDO . . . Procter & Gamble to sponsor *The Web*, filmed mystery series on NBC-TV for 13-week summer run starting July 7, thru Benton & Bowles . . . Royal McBee (typewriters) buys alt. sponsorship of *Sally* on NBC-TV starting Sept. 29, Sun. 7:30-8 p.m., thru Young & Rubicam.

ADVERTISING AGENCIES: Sherwood Dodge, ex-Foote, Cone & Belding, joins Fletcher D. Richards Inc. as exec. v.p., director . . . Christopher A. Sante named senior v.p. of Lennen & Newell, N. Y. . . Stanley D. Canter, ex-McCann-Erickson, joins Ogilvy, Benson & Mather as research director . . . George W. Davidson, ex-J. Walter Thompson, joins Compton as v.p. & account supervisor.

Rate increases: KOIN-TV, Portland, Ore., has added Class AA hour (7:29-10:01 p.m. Mon.-Sat., 6:29-10:01 p.m. Sun.) at \$900. KOAM-TV, Pittsburg, Kan.-Joplin, Mo. has increased base hour from \$300 to \$360, min. \$60 to \$80.

Complete TV station for Poland, most powerful in that country, has been ordered from British Marconi at cost of about \$560,000. Transmitting equipment will include two 7½-kw transmitters, to be fed in parallel into 16-stack high-gain quadrant antenna, producing about 200-kw ERP. Station will be located in Katowice, in densely populated southern Poland mining area. Marconi also announced it has supplied equipment for 3-camera studio in Warsaw.

NBC fall color plans, says RCA pres. John Burns, are "to convert practically all of its national night-time attractions to color with heavy concentration on the weekends." He told Chicago news conference this concentration "will stimulate even greater interest in color."

Kansas City color set sales were 68 in March, bringing total to date to 1945, according to city's Electric Assn.