

Radio Station Sales Reports: KOWH, Omaha, by Todd Storz group for \$822,500 to bi-monthly magazine *National Review* (Wm. F. Buckley Jr., publisher) . . . KFAB, Omaha, 48.86% by Sidles Co. (Harry B. Sidles, pres.) for \$372,000 to May Bestg. Co., operator of KMTV, Omaha (Ch. 3); Journal Star Printing Co. retains 48.86% of KFAB, 2 employes other 2.28% . . . KODY, North Platte, Neb. by John Alexander, George B. Dent Jr. & Townsend E. Dent for \$210,000 to Hartley Samuels, ex-ABC exec. . . KUDU, Ventura, Cal. by Voice of Ventura Co. (Wm. H. Haupt, pres.) for \$162,500 to group headed by Wm. Rea Jr., ex-owner of CKNW, New Westminster, B. C. . . . WJAT, Swainsboro, Ga. by Mr. & Mrs. Jack A. Thompson for \$125,000 to co-equal owners James R. Denny, ex-mgr. of Grand Ole Opry, and Webb Pierce, Decca country music artist . . . KATZ, St. Louis, by Mrs. Cora L. Garrett & Bernice Schwartz for \$110,000 to Wayne Rollins, who with family owns WPTZ, Plattsburgh, N. Y. (Ch. 5) and 6 radio stations . . . WBOW, Terre Haute, by Banks of the Wabash Inc. (Alvin Eades, pres.) for \$108,000 to Radio WBOW, Inc., controlled by Jerome W. O'Connor, owner of WPFA, Pensacola and 50% of KLEE, Ottumwa, Ia . . . WLAY, Muscle Shoals, Ala. by Michael R. Freeland for \$69,000 to Robert G. Watson & John M. Latham, employees of WKTM, Mayfield, Ky. . . . WFBF, Fernandina Beach, Fla. by Marshall W. Roland for about \$64,000 to Edward W. Murray, Storer TV programming consultant . . . WJVB, Jacksonville Beach, Fla. by J. Lyle Williams Jr. & associates for \$60,000 to Andrew B. Letson, also owner of AMs in Ocala & Quincy, Fla. . . . KSTV, Stephenville, Tex. by Oscar H. Halvorson & Olaf Folkvord for \$55,000 to Dixie Bcstrs. (Cyril W. Reddock, 66%), interlocking with KREH, Oakdale, and KDLA, De Ridder, both La. . . . WALD, Walterboro, S. C. by group headed by R. M. Jefferies for \$45,000 to co-owners Robert S. Taylor (also 1/3 of WONN, Lakeland, Fla.) and Paul Gilmore . . . WSTN, St. Augustine, by James D. Sinyard for \$44,000 to new firm controlled by Carmen (Jim) Macri, also owner of WQIK, Jacksonville, Fla., holding CP for Ch. 30 . . . WPFDF, Darlington, S. C. by Robert R. Hilker (also owns

WCGC, Belmont, N. C.) for \$41,500 to Ralph W. Hoffman . . . KONG, Visalia, Cal. by radio KYNO, Fresno (L. E. Chenault, pres.) for \$35,000 to Harry C. Layman, ex-owner of WJOC, Jamestown, N. Y. . . . KSUB, Cedar City, Utah, 93% by KSL-TV, Salt Lake City (Ch. 5), for \$33,778 to following local residents who have held minority interest—Arthur Jones, Dorham Morris, Lenell N. Lunt & Lorin C. Miles . . . Brokers: KOWH & KONG, Hamilton, Stubblefield, Twining & Assoc.; KODY & KATZ, Allen Kander & Co.; WLAY & WJVB, Paul H. Chapman Co.; WFBF & WPFDF, Blackburn & Co.

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Radio station sales approved by FCC: KXYZ, Houston, with CP for KXYZ-TV (Ch. 29) by Glenn H. McCarthy to Milton R. Underwood & family for \$600,000—investment banking firm of Underwood, Neuhaus & Co. having agreed to dispose of 3.75% interest in Houston radio KTHH (Vol. 13:9). KLBS, Houston, by Howard Bestg. Corp. (Howard W. Davis, pres.) to McLendon Investment Corp. for \$525,000 (Vol. 13:9). KIOA, Des Moines, by Town & Farm Co. Inc. (Don Searle, pres.) to KAKC, Tulsa (Lester Kamlin, owner) for \$185,000 (Vol. 13:9). WCTC, New Brunswick, N. J. by Chanticleer Bestg. Co. (James L. Howe, pres.) to group headed by Joseph L. Rosenmiller Jr. & Peter A. Bordes (including Louis J. Appell Jr. of WSBA-TV, York, Pa.) for \$215,000 (Vol. 13:9). KRGI, Grand Island, Neb. by group headed by Robert L. Lester to James Stuart, owner of KFOR, Lincoln, Neb. for \$145,000 (Vol. 13:8). KUMA, Pendleton, Ore. by Mr. & Mrs. C. H. Fisher to new Pendleton Bestg. Co. (principals are 3 Fisher children) for \$60,000 (Vol. 13:8). KBMY, Billings, Mont. 50% by Don C. & John W. Foote to Billings Bestg. Co. (Horace S. Davis & Rockwood Brown Jr., principals) for \$59,000 (Vol. 13:8). WTOK, Meridian, Miss. by owners of WTOK-TV to New South Bestg. Corp. (J. W. Carson, pres.) for \$56,200 (Vol. 13:8). KMLW, Marlin, Tex. by KMLW Inc. (Charles E. Reagan, pres.) to M-L Radio Inc. (Louis F. Leurig, pres.) for \$47,500 (Vol. 13:9). WLDL, LaCrosse, Wis. by Lyons Bestg. Co. (Lyle D. Lyons, pres.) to LaCrosse Radio Inc. (Joseph H. Rohrer, ex-KRDO-TV, Colorado Springs, pres.) for \$35,000 (Vol. 13:10).

Quoteworthy quotes: "In 1949, the average evening [radio] network show reached 5,500,000 families; today, less than 1,000,000; daytime audiences in the same period have declined from 3,000,000 to 1,500,000. Does this mean that radio has lost its punch? Not at all. It simply means that no one network or individual station can deliver a king-size audience—but the right use of radio can amass tremendous audiences for an advertiser's commercials. Timid use won't do it; 5 or 10 spots a week won't do it, but for the advertiser who goes in aggressively with adequate frequency, radio can crowd plenty of the right people into his tent. Radio is a natural addition to an advertising program in other media—an addition capable of doing a perpetual, personal sort of selling job, leaving the bombast and the blockbusting to the others."—Arthur Porter, v.p. & media director of J. Walter Thompson, to Canadian Assn. of Radio & TV Broadcasters meeting in Quebec.

Hearings on complaints of daytime radio stations will be held April 29-30 in Washington, Chairman Morse (D-Ore.) of Senate Small Business subcommittee on daytime radio broadcasting announced this week. Referring to complaints by small daytimers that FCC "has failed to act on their request for extended hours of operation" (Vol. 13:12), Morse stated: "Changes in the functions performed by radio and in technology during the 30 years since the writing of FCC rules on radio frequency allocation may well warrant revision and modernization of those regulations."

Fellowship grants for study & training in fields related to broadcasting are among 53, totaling nearly \$250,000, which will be announced April 1 by Fund for Adult Education. Recipients in Ford Foundation-financed 1957-1958 leadership training awards program include (assignments in parentheses): Graydon L. Ausmus, U of Alabama, to NYU (educational broadcasting); Norman De Marco, U of Ark., to CBS-TV, N. Y., and WGBH-TV, Boston (TV research); Robert W. Clyde, WREX-TV, Rockford, Ill., to Rockford College (social studies); Milton W. Metz, WHAS-TV & WHAS, Louisville, to N. Y. (United Nations); Sister M. Annella, College of St. Scholastica, Duluth, to Cal. (TV training); Wm. T. Pettit, Continental Films & WCCO-TV, Minneapolis, to Ia. State U (communications & humanities); Clarence E. Flick, U of Neb., to U of Cal. at Los Angeles (writing & productions, NBC & CBS internship); Roswell C. Williams, Creighton U, to U of So. Cal. (movies, TV); Ben L. Yablonky, NYU, to unselected school (TV journalism); Nazaret Cherkezian, NYU, to Boston, Philadelphia, Washington (public service TV); Shelby Gordon, CBS-TV, to U of So. Cal. (movies); Gerald H. Elliott, WCBT, Weldon, N. C., to U of N. C. (press agencies & WPTF, Raleigh).

Madras, Ore. translator K74AB began Jan. 29, repeating KOIN-TV, Portland, with Louis Kinkade in charge. Mohave County Board of Supervisors' 3 Kingman, Ariz. units began Dec. 15, with Ernest Scott in charge. K70AC repeats KLRJ-TV, Henderson-Las Vegas; K74AA, KTVK, Phoenix; K82AA, KOOL-TV, Phoenix.