

death, is to be administered by the university's Graduate School of Journalism, and will finance a continuing series of lectures dealing with significant aspects of the mass communications field. The talks will also be taped and filmed for broadcast.

**Commercial-free Sundays** ■ KADO Marshall, Tex., has adopted a total "good music" policy, banned rock 'n' roll from its schedule and henceforth will accept no commercial announcements on Sundays. General Manager Bill Wells says he feels the public is entitled to one day a week with nothing but music, news and special broadcasts uninterrupted by commercials.

**Change of quarters** ■ Forjoe & Co., station representatives, New York, has moved from 580 Fifth Ave. to new offices at 230 Park Ave., zone 17. New phone: Oregon 9-6820.

**Posthumous honor** ■ William Golden, creative director of sales promotion and advertising for the CBS-TV network until his death last October, was honored posthumously May 13 with the 13th annual award of the National Society of Art Directors, at a dinner given by the Philadelphia Art Directors Club. In the principal address, John Cowden, network vice president in charge of in-

formation services, praised Mr. Golden as one who "was willing to sacrifice anything—including his own advancement [he once turned down a network vice presidency]—if he felt it stood in the way of better design and better advertising." The CBS "eye" is one of Mr. Golden's creations.

**RPI signees** ■ WAKR Akron, Ohio, and CFPL London, Ont., are new subscribers of Radio Press International, voice news service.

## Seven stations win Sloan safety awards

Seven radio and tv stations and six broadcast advertising sponsors are winners of the 1959 Alfred P. Sloan radio-tv awards for highway safety. Recipients were honored last Tuesday (May 24) at the 12th annual awards dinner in New York, at which Mr. Sloan, former head of General Motors Corp., urged the broadcasting industry to use its resources to create greater public understanding of the need for better and safer highways.

Mr. Sloan presented the plaque awards to the following: WICC Bridgeport, Conn. (1 kw or less sustaining category); KNUZ Houston (special

award in the 1kw or less sustaining category); WGN Chicago (over 1 kw); KLON-FM Long Beach, Calif., (non-commercial educational radio); KDKA-TV Pittsburgh (tv sustaining category); WJRT (TV) Flint, Mich. (special award in tv sustaining category); WMVS-TV Milwaukee, (non-commercial educational tv); Schneider Oil Co., Salem, Va. (under 1 kw radio station commercial category, WBLU Salem, Va.); Allis-Chalmers Mfg. Co., Milwaukee (1 kw or over radio commercial category, WTMJ Milwaukee); Standard Oil Co. (Indiana), Chicago regional radio, network commercial category, 23 stations in 14 states); Esso Standard Div., Humble Oil & Refining Co. (national radio network commercial category); H.H. Meyer Packing Co., Cincinnati (tv station commercial category, WLWT (TV) Cincinnati); and R.J. Reynolds Tobacco Co., Winston-Salem, N.C. (tv network commercial category).

No awards were conferred in the sustaining categories of regional or national radio and tv networks. The awards are sponsored by the Alfred P. Sloan Foundation and administered by the National Safety Council.

## Changing hands

**APPROVED** ■ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 78).*

■ KSLA-TV Shreveport, La.: Sold by group headed by Henry E. Linam to KSLA Inc. for \$3,396,916. Purchasers are the Journal Publishing Co. (a group headed by Douglas F. Attaway, president), 61.37%, and others. The Journal Publishing Co. publishes the *Shreveport Journal*.

■ KSJO-AM-FM San Jose, Calif.: Sold by Santa Clara Broadcasting Co. to a group headed by Riley Gibson for \$350,000. Patrick H. Peabody, chairman of Santa Clara Broadcasting, will retain 25% interest in KSJO and continue as chairman of the new company. Others in the purchasing group are Douglas Anderson and George McConnell, partners in the Los Angeles advertising agency, Anderson-McConnell, and Howard J. Haman, general manager of KXOA-AM-FM Sacramento. Purchasers also own KXOA-AM-FM as well as KAGO Klamath Falls, Ore.

■ KAFP Petaluma, Calif.: Sold by Broadcast Assoc. Inc. (a group headed by William Oliver, president) to Lloyd Burlingham for \$115,000. Mr. Burlingham is owner of KCVR-AM-FM Lodi, Calif., and majority stockholder in KNOG Nogales, Ariz.

### MIDWEST AM-TV

**\$600,000**

Interesting package of two network television and two radio stations. \$100,000 cash and balance over ten years.

### CALIFORNIA

**\$250,000**

Growing industrial coastal market. Good cash flow that permits payout from earnings. Fulltime facility, 29% down and reasonable terms.

### IOWA

**\$150,000**

Profitable fulltime facility in good market. Ideal for owner-operator. \$43,500 cash down payment.

NEGOTIATIONS • FINANCING • APPRAISALS

## Blackburn & Company

Incorporated

### RADIO - TV - NEWSPAPER BROKERS

WASHINGTON, D. C.  
James W. Blackburn  
Jack V. Harvey  
Joseph M. Strick  
Washington Building  
Sterling 3-4341

MIDWEST  
H. W. Cassill  
William B. Ryan  
333 N. Michigan Ave.  
Chicago, Illinois  
Financial 6-6460

ATLANTA  
Clifford B. Marshall  
Stanley Whitaker  
Robert M. Baird  
Healey Building  
Jackson 5-1576

WEST COAST  
Colin M. Selph  
Calif. Bank Bldg.  
9441 Wilshire Blvd.  
Beverly Hills, Calif.  
CResview 4-2770