

women want fewer westerns.

WTMJ-TV notes an "interesting paradox":

"Analysis reveals that apparently certain classes of programs which best meet the viewer's needs are not necessarily the same classes of programs these same viewers would 'like to have more of' in the tv schedules."

For instance, only 4.2% of the men list serious subjects as their first choice of programs but 44.2% would like to have more of such programming. Only 5% wanted less and 50.8% voted "okay as is" and "no opinion." The disparity was even higher among women.

Other questionnaire answers, WTMJ-TV concludes, "indicated that tv viewers do not necessarily look at the programs they claim they want more of on tv."

Changing hands

ANNOUNCED ■ *The following sales of stations interests were reported last week subject to FCC approval:*

■ WERC-AM-FM Erie, Pa.: Sold by Cleveland Broadcasting Co. to Simon Goldman for \$335,000. Mr. Goldman is president of James Broadcasting Co., which owns WJTN-AM-FM Jamestown, WDOE Dunkirk and WGGO Salamanca, all New York. Cleveland Broadcasting Co. owns WLEC-AM-FM Sandusky, Ohio, and WERE-AM-FM Cleveland. Ray T. Miller is president. WERC operates with 5kw fulltime on 1260 kc. WERC-FM operates with 9.7 kw on 99.9 mc. Broker was Hamilton-Landis & Assoc.

■ WGWC Selma, Ala.: Sold by W. E. Farrar to Robert J. Martin, Rome, Ga., for \$55,000. Mr. Martin, a farmer and land developer is also an employe of WROM Rome, Ga. Mr. Farrar, mayor of Reform, Ala., also owns 45% of WRAG Carrollton, Ala. WGWC operates with 250 w fulltime on 1340 kc. Broker was Paul H. Chapman Co.

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 95).*

■ WGIR Manchester, N. H.: Sold by Northeast Broadcasting Corp. to Knight Radio Inc. for \$327,500 and agreement not to compete for a period of eight years within a 50-mile radius. Norman Knight, president, owns WHEB Portsmouth, WTSV-AM-FM Claremont, WTSL Hanover, all New Hampshire, and WEIM Fitchburg, Mass. Commissioner Bartley dissented. WGIR operates with 5 kw day and 1 kw night on 610 kc.

■ KFUR-TV Santa Fe, N. M.: Cp sold by Harrison M. Fuerst to Raymond F. Hayes and Milford Kay, for \$2,700 "out-of-the-pocket" expense. Commis-

sioner Bartley dissented. KFUR-TV construction permit is for ch. 11.

■ KWKY Des Moines, Iowa: Sold by General Broadcasting Services of Iowa Inc. to Tedesco Inc. for \$165,000. Nicholas Tedesco, president, and Victor J. Tedesco have interests in KCUE Red Wing, Minn., KFNF Shenandoah, Iowa, and WIXK New Richmond, Wis. Tedescos also have purchased WMIN Minneapolis (CLOSED CIRCUIT, Feb. 20). KWKY is 1 kw fulltimer on 1150 kc.

NBC-TV switches to KTAL-TV

NBC-TV has signed with KTAL-TV Texarkana-Shreveport (formerly known as KCMC-TV Texarkana, Tex.) to replace KTBS-TV Shreveport as its primary affiliate in that market, probably effective this summer. The station, on ch. 6, has moved its transmitter site to Vivian, La., and thus now covers both the Shreveport and Texarkana areas, NBC authorities reported.

It currently is affiliated with ABC. The KTBS-TV contract with NBC runs until next September but there was speculation that the rearrangement of affiliates in that area, with KTBS-TV presumably moving to ABC-TV, might be effected before the contract expira-

tion date. KTAL-TV is owned by the Camden, Ark., News Publishing Co.; KTBS-TV by the family of George D. Wray Sr.

Keystone's new rate card

The first rate card since 1952 for Keystone Broadcasting System has been mailed to 3,000 advertisers and advertising agencies. Slight increases in rates are reflected across the board. Keystone now has 1,125 affiliates. Under the new card, one hour per week for 13 weeks on 100 stations costs \$28 per station; one minute, \$3. On 1,000 or more stations for 52 weeks, once weekly, the hour rate is \$20.65; minute, \$2.31.

New England fm network forms

The nucleus of an fm network was formed when WCRB-AM-FM Boston extended its programming to WMTW-FM Mt. Washington, N. H. Both are "good music" stations.

WCRB claims its programs can now be heard in all six New England states. The stations' president, Theodore Jones, said plans are "well underway to expand the new network," so that it eventually may serve the entire northeast region.

STATIONS FOR SALE

EAST—\$175,000.00

Beautiful, northeast United States. Major market in that area. Asking between \$160,000.00 to \$175,000.00. 29% down at 5%. Terms negotiable.

WASHINGTON, D. C.
1737 DE SALES STREET, N.W.
EXECUTIVE 3-3456
RAY V. HAMILTON
JOHN D. STEBBINS

SOUTH—\$225,000.00

SUNNY SOUTH FULLTIMER

The only fulltimer in a two station, semi-major market on the Gulf Coast. Rich market, station well in the black, good terms to responsible buyer.

DALLAS
1511 BRYAN STREET
RIVERSIDE 8-1175
DEWITT 'JUDGE' LANDIS
JOE A. OSWALD

MIDWEST—\$100,000.00

Midwest daytimer located ideally for owner-operator. Profitable station, good physical plant, own real estate. Price \$100,000.00 with \$29,000.00 down payment.

CHICAGO
1714 TRIBUNE TOWER
DELAWARE 7-2754
RICHARD A. SHAHEEN

WEST—\$148,000.00

Fulltime northwest radio station with good frequency and power. Heavy fixed assets including land and building go with sale. 1960 cash flow in excess of \$30,000.00. Total price \$148,000.00 with 29% down and long terms on balance.

SAN FRANCISCO
111 SUTTER STREET
EXBROOK 2-5671
JOHN F. HARDESTY
DON SEARLE—Los Angeles

Hamilton-Landis & Associates

NATIONWIDE BROKERS
RADIO & TELEVISION STATIONS • NEWSPAPERS
NEGOTIATIONS • APPRAISALS • FINANCING