

sales increase attributable to the strike was approximately 20%.

General Manager Harold Grams of KSD-AM-TV reported that there was a "considerable volume" of new business including the city's major department stores. Both stations, Mr. Grams said, experienced an influx of additional business in many categories including auto manufacturers and dealers, national and local retail food chains, home developers and individual food products. KSD Radio also added new business from banks and savings-loan.

WEW carried a heavy schedule of announcements for department stores, said Bruce Barrington, general manager. One furniture store reported to WEW that it had increased sales at its suburban branches with no loss downtown. One side light: a woman called in to say that she had not listened to radio for two years and thanked WEW for her rediscovery of "a wonderful medium" and promised to spread the word of its "delightful entertainment and unique service."

A twice daily obituary over KXOK resulted in many favorable calls and letters. KXOK doubled its news output, increased its stock market reports.

KWK expanded its news coverage to include 5-minute news summaries every half-hour with news headlines on the quarter and three-quarter hour marks 24 hours a day. W.L. Jones, general manager, said all "major and secondary retailers utilized our facilities on the basis of strike sales and radio specials."

Local business "boomed" on KTVI (TV), according to Don B. Curran, promotion manager. The station geared its traffic and continuity department to provide sales service to those advertisers not "ordinarily acquainted with the broadcast medium—especially department stores and food chains," he said.

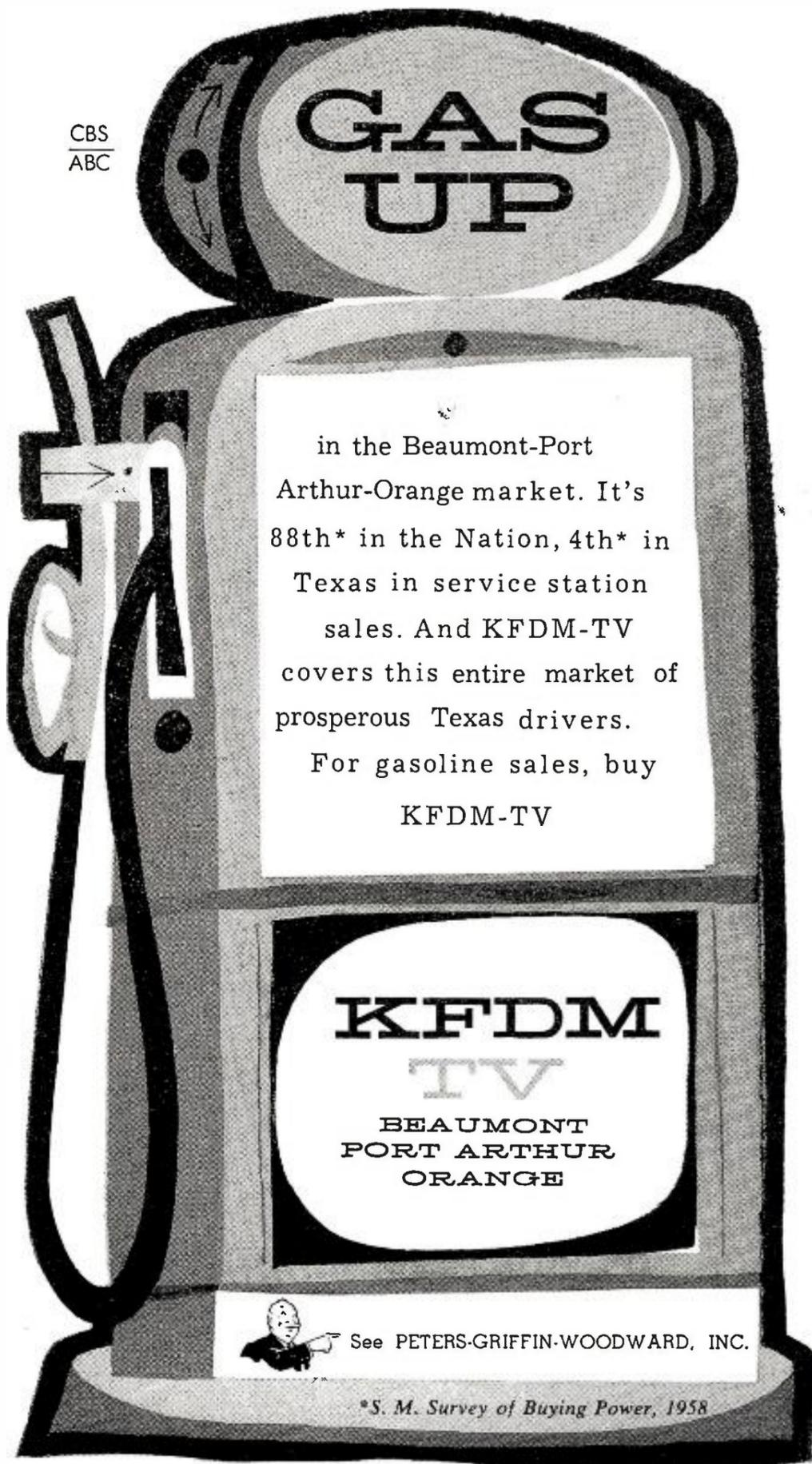
NBC sells WNBC (TV) to Scheftel group

NBC sold its remaining uhf tv outlet, WNBC (TV) New Britain, Conn., last week to a group composed of owners of six other uhf stations. At the same time, in another top Connecticut sale, 1922-founded WDRC Hartford was sold by its original owners.

WNBC (TV) and radio affiliate WKNB were sold to Connecticut Television Inc., (Herbert Scheftel, president) for \$1.04 million. Connecticut Television is two-thirds owned by ch. 20 WICS (TV) Springfield, Ill., and one-third by ch. 22 WWLP (TV) Springfield, Mass. NBC gave up its other uhf station, ch. 17 WBUF (TV) Buffalo, N.Y., last fall and the facility is now

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