

and cultural growth of the large community it serves," WNDT also will present selected foreign programs. The first of these, a one hour French program titled *A la Recherche D'Albert Camus (A Search for the Real Albert Camus)*—will be seen Sept. 17. Mr. Camus, who died in 1960, was a Nobel Prize winner in literature. Arrangements have been made with WRVR (FM) New York to broadcast a simultaneous English translation of the program.

Dr. Gould also stated that a major objective of WNDT at first will be to determine what best interests its viewing audience. He said programming will be on a trial and error basis as there is no etv programming standard to draw upon that would be applicable to a market the size of New York City. But he noted that "we are interested in selective viewers and we don't have to hold them through several programs because we're not selling them anything."

NAB's Goldberg urges time, taste studies

Studies of leisure time, tastes and other sociological and educational values related to mass communications were advocated Aug. 30 by Melvin A.

Goldberg, NAB vice president-research director. Addressing the American Sociological Convention in Washington, Mr. Goldberg pointed to the need for systemized thought in areas of social sciences.

Among topics needing exploration, he said, are the role of mass media in the process of change of taste; attitudes

toward leisure time; use of tv and radio in education; effect of tv and other media on children; the role of communications in politics and entertainment and the effect of mass media on moral values.

Faulk appearing on network tv

John Henry Faulk, who recently won a \$3.5 million libel award against Aware Inc. and two other defendants (BROADCASTING, July 2), made his first appearance on television in more than five years last week when he served as a guest panelist for five days on CBS-TV's *To Tell the Truth* (Mon.-Fri., 3:30-4 p.m.). Mr. Faulk is scheduled to appear today (Sept. 10) on NBC-TV's *Leave It to the Girls* (1-1:30 p.m.). Mr. Faulk had claimed in his libel suit that published charges linking him to pro-communist groups were false and had been used to blacklist him from radio-tv employment.

Changing hands

ANNOUNCED ■ *The following sale of station interests was reported last week subject to FCC approval:*

■ **WSAM-AM-FM** Saginaw, Mich.: Sold by Mrs. Fred Knorr and associates to Kenneth Hugh MacDonald for \$300,000. Mr. MacDonald is with WPAG Ann Arbor, Mich. The Knorr stations are, in addition to WSAM, WKMH-AM-FM Detroit - Dearborn, WKMF Flint, WKHM Jackson and WELL Battle Creek, all Michigan. WSAM operates full time on 1400 kc with 250 w. WSAM-FM is on 98.1 mc with 1.7 kw. Blackburn & Co. handled the sale.

APPROVED ■ *The following transfer of station interests was among those*

Source of funds for acquisition of WNDT(TV)

(Through April 30, 1962)

CONTRIBUTIONS:

American Broadcasting Co.—Paramount Theatres Inc.	\$ 250,000	
Avalon Foundation	125,000*	
The George F. Baker Trust	25,000	
Carnegie Corporation of New York	200,000	
Columbia Broadcasting System Inc.	250,000	
The Ford Foundation	2,000,000	
James Foundation of New York Inc.	100,000	
Metropolitan Broadcasting Co. (WNEW)	250,000	
National Broadcasting Co. Inc.	250,000	
New York Foundation	100,000	
RKO General, Inc. (WOR)	250,000	
Rockefeller Brothers Fund	500,000	
Alfred P. Sloan Foundation	200,000	\$4,500,000
LOAN FROM FIRST NATIONAL BANK		1,825,000
TOTAL SOURCE OF FUNDS:		\$6,325,000

*Does not include additional \$125,000 grant receivable due from Avalon Foundation designated for acquisition fund.

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