

## KING-FM steps away from stepchild status

How to get mileage out of fm? Give it the full treatment. This is what KING Seattle did beginning early this month when it cut away its fm station from duplication of the am schedule and inaugurated broadly diversified programming.

Beginning July 3, KING-FM began operating eight hours daily (4 p.m. to midnight) with such offerings as BBC's *Third* and *Light*

programs, Broadcasting Foundation of America, NBC and CBC presentations. Other programs are produced locally. Included each week are two-hour dramatic presentations, five nightly newscasts and the more normal half-hour comedy and drama, public affairs and cultural discussion programs. Music, long-hair, jazz and folk, still plays a prominent role in the new schedule.

## Changing hands

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

■ KLEO Wichita, Kan., and KQEO Albuquerque, N. M.: Sold by K. R. Greenwood and associates to George A. Bolas and group for \$665,000, of which \$365,000 is for KLEO and \$300,000 for KQEO. Mr. Bolas, a Chicago advertising executive, is president of the buying company, Swamco Broadcasting Corp., which last May received FCC permission to acquire KIOA Des Moines Iowa, for \$600,000. Gilbert C. Swanson, Omaha, Neb., businessman, is chairman of Swamco; Mr. Bolas is

president. Mr. Greenwood, president of Dandy Broadcasting Corp., will become executive vice president of Swamco, Mr. Bolas announced. KLEO is a fulltime station on 1480 kc with 5 kw daytime and 1 kw nighttime. KQEO is fulltime on 920 kc with 1 kw daytime and 500 w night. Mr. Greenwood and his associates, Lee Vaughn and Merritt Owens, formerly owned KDEO El Cajon, Calif. Broker in the Wichita and Albuquerque transactions was Blackburn & Co.

■ WBNY Buffalo, N. Y.: Sold by Nathan Straus and family to Gordon and Barton McLendon for \$650,000. McLendons own WYSL-AM-FM in Buffalo, and have reached a tentative

agreement to sell the WYSL facilities (1 kw day on 1080 kc) to comply with the FCC's duopoly regulation which forbids a single broadcaster from owning more than one station in a community. McLendon stations also include KLIF-AM-FM Dallas, KILT-AM-FM Houston, KTSA San Antonio, all Texas; KEEL Shreveport, La.; WAKY Louisville, Ky., and KABL San Francisco, Calif. The Straus' bought WBNY in 1959 for a total consideration of \$610,000. WBNY is 250 w fulltime on 1400 kc. It has applied for 1 kw power.

■ KTUL Tulsa, Okla.: Sold by John T. Griffin and associates to Raymond Ruff and Charles A. Sammons for \$450,000. The buyers own KTRN Wichita Falls, Tex. Mr. Sammons is a multiple owner of community antenna systems and headquarters in Dallas. The Griffin group retains KTUL-TV Tulsa, KATV (TV) Little Rock and owns 50% of KWTV (TV) Oklahoma City. KTUL is 5 kw fulltime on 1430 kc. Hamilton-Landis was the broker on the sale.

■ KCKC San Bernardino, Calif.: Sold by C. R. Cheek, trustee for MVW Radio Corp., to Fred H. Gottfurcht, Beverly Hills investment banker, for \$135,000 in bankruptcy sale. KCKC operates on 1300 kc with 500 w fulltime.

**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 72).*

■ KLAK Lakewood, Colo.: Sold by Maurice J. and Julia W. DeVolt and Edythe G. Walker to Edward Smith Scott for \$310,000. Mr. Scott is a radio-tv producer and personality. He was mayor of Englewood, Colo., and is presently a member of the Arapahoe County Board of Commissioners.

■ KSYD Wichita Falls, Tex.: Sold by Sydney A. Grayson to R. E. Lee Glasgow and Bob H. Walker for \$300,000. Mr. Glasgow has interests in WACO-AM-FM Waco, WTAW College Station-Bryan and KAND Corsicana, all Texas. Mr. Walker owns 51% of KWBA Baytown, Tex.

## KBS stations heard in 85% of counties

Affiliated stations of the Keystone Broadcasting System reach listeners in 2,547 (83%) of the nation's 3,069 counties, according to a KBS survey.

Sidney J. Wolf, president of Keystone, commenting on the "grass roots" study, stressed the increasing importance of radio selling aimed at the local level—"the real and pinpointed point of persuasion.

"We reach even deeper than the 83% into those counties which comprise the bulk of the small town and rural areas. These are the so-termed C and D coun-

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