

supervisor, and agency timebuyers from Leo Burnett Co.

An \$11 million broadcast advertiser in 1957, Kellogg spent nearly \$8 million in network tv last year. It recently bought into Arthur Godfrey's daytime (tv only) stanza for 52 weeks and dropped *The Big Record* in favor of *What's My Line?* It also has sponsored *Wild Bill Hickok* on CBS-TV, *Circus Boy* on ABC-TV, *Art Linkletter's House Party* on CBS-TV and *Name That Tune* on CBS-TV. Kellogg also is in select major markets with tv spot schedules.

The cereal firm reportedly has toyed for years with the idea of placing film properties on a strip basis in select markets but never could make much headway. In this instance, according to one report, Burnett buyers personally contacted several stations in major markets on the feasibility of such a plan, before contacting Chicago sales representatives.

KING Finds 'Most Russians' Prefer Classics Over Presley

Will Elvis Presley create a national controversy in Russia? How do the Russians feel about rock and roll? What is the reaction to the U.S. State Department announcement that broadcast programs by Presley would be included in those which will be exchanged across the Iron Curtain? KING Seattle, in an exclusive telephone interview with Constantine Orlov of Radio Moscow, learned that individual taste is the criterion there as in the U. S.

KING d.j. Ray Briem was told by Mr. Orlov that rock and roll is played a great deal, but "our young people don't go crazy over it. Most people would prefer to hear American classical music."

Told of the success of Russian groups touring the U.S., such as the Moiseyev Folk Dancers, Mr. Orlov said that these are only the initial steps which will be followed by greater exchange in practically all fields of cultural exchange. In answer to the question of Presley becoming controversial Mr. Orlov said, "He is not known well enough to be a focal point of any controversy."

Peoria Council Opens Meetings

The Peoria, Ill., city council has abandoned its "executive session" policy following refusal of WIRL Peoria to agree to a gag rule procedure. Executive meetings of the council were started six months ago during the long search for a city manager. When the council agreed to admit news media to sessions provided they would not divulge what happened, George Barrette, WIRL newsman, refused to accept censorship. He was backed up by Robert Frudeger, WIRL president, who said Illinois law forbids secret hiring of city employees.

Eastman Firm in SRA Fold

Robert E. Eastman & Co., New York, new station representation firm headed by the former ABC Radio president, has joined the Station Representatives Assn., it was announced last week by Lawrence Webb, managing director of SRA. The Eastman firm becomes SRA's 22d member company.

CHANGING HANDS

TRACK RECORD ON STATION SALES, APPROVAL

ANNOUNCED *The following sales of station interests were announced last week. All are subject to FCC approval.*

WALT TAMPA, FLA. • Sold by E. J. Arnold, Robert Wasdon and associates to Clearwater, Fla., businessman Bruce Taylor and associates for approximately \$500,000. WALT is on 1110 kc with 1 kw day. The Arnold-Wasdon group also owns WINN Louisville, Ky.; Mr. Arnold owns 100% WIIN Atlanta and 50% WFMJ Daytona Beach.

KVII-TV AMARILLO, TEX. • Sold to Television Properties Inc. by Southwest States Inc. for around \$425,000 including obligations for close to 80% of the station with an option to buy the other 20%. Jack C. Vaughn of Dallas is president of Television Properties; with him are G. H. Vaughn Jr. and Cecil L. Trigg. Mr. Trigg is the general manager of another Television Properties station, ch. 7 KOSA-TV Odessa, Tex. KVII-TV operates on ch. 7 and is an ABC affiliate.

KZEA SHREVEPORT, LA. • Sold to John M. McLendon and Assoc. by Edward E. McLemore for \$100,000. The McLendon Negro-programmed stations include KOKY Little Rock, Ark., WOKJ Jackson, Miss., and WBCO Birmingham, Ala. (See below for sale of KOKA Shreveport.) KEZA operates on 980 kc with 5 kw.

KOKA SHREVEPORT, LA. • Sold to Southwest Broadcasters by John M. McLendon and Assoc. for \$85,000. KOKA operates on 1050 kc with 250 w.

KGEN TULARE, CALIF. • Sold to Robert O. McMahan and George T. McMahan by Robert T. McVey and Gene V. Mitchell for \$75,000. The McMahan's own KMAK Fresno. The sale was handled by Allen Kander & Co. KGEN operates on 1370 kc with 1 kw, day.

WRSA SARATOGA SPRINGS, N. Y. • 35% sold to Jack Oranch by Richard O'Connor for approximately \$10,000. Mr. Oranch, who will take over as manager of WRSA, has been associated with WMBA Ambridge, WPAM Pottsville and WLSH Lansford, all Pennsylvania. The sale was handled by Haskell Bloomberg. WRSA operates on 1280 kc with 1 kw, day.

APPROVED *The following transfer of station interests were approved by the FCC last week. For other broadcast actions see FOR THE RECORD, page 94.*

KULA-TV HONOLULU, HAWAII • Sold to Kaiser Hawaiian Village Television Inc. by Television Corp. of America for \$685,000, conditioned that the assignee dispose of his interest in ch. 13 KHVH-TV Honolulu, prior to the acquisition of KULA-



TRANSFER of WDAF-AM-TV Kansas City, Mo., from the Kansas City Star Co. to National Missouri Tv Inc., subsidiary of National Theatres Inc., for \$7.6 million [CHANGING HANDS, April 28] was simulcast in special ceremonies over the two stations. Shown at the simulcast are (seated, l to r) Harry Bannister, vice president of NBC; Elmer C. Rhoden, president of National Theatres Inc., and Roy A. Roberts, president of *The Kansas City Star*.

Standing (l to r) are H. Dean Fitzer, who is retiring after 33 years as managing director of the *Star's* broadcasting operations; Charles L. Glett, president of National Film Investment Inc., also a subsidiary of National Theatres, and president of the new National Missouri Tv, and William A. Bates, who will be general manager for the new owners. The *Star* had operated WDAF since its founding in 1922 and ch. 4 WDAF-TV since its inception in 1949. WDAF operates on 610 kc with 5 kw; both stations are affiliated with NBC.