

Herbert, Judis, Biow, Mogul buy 2 stations

Ira Herbert and Bernice Judis, one-time operating chiefs of WNEW New York whose program innovations a decade ago gave them national prominence, are back in broadcasting.

The Herberts (Miss Judis is Mrs. Herbert) and their associates have bought WYDE Birmingham, Ala., and WAKE Atlanta, Ga., from the Bartell Broadcasting Corp. for \$1,025,000.

Associated with the Herberts are Milton Biow, board chairman of the Biow Co. (advertising agency) at the time of its dissolution in 1956, and Emil Mogul, chairman of Mogul, Williams & Saylor advertising agency.

Mr. Herbert will be the principal stockholder in the buying group. The purchase is subject to FCC approval.

The Herberts for many years ran WNEW, considered one of the nation's leading and most successful radio stations. Under the Herbert-Judis management it pioneered in the music-news format which in recent years has become a standard format for radio stations. The Herberts sold their 20% in WNEW when the station was taken over by Richard D. Buckley and associates in 1954. The purchase of WYDE and WAKE marks their return to broadcast-



MISS JUDIS

MR. HERBERT



MR. BIOW

MR. MUGUL

ing after six year absence.

The Bartells bought WYDE in 1957, paying \$335,000 for the 10 kw day, 1 kw night facility (on 850 kc), and WAKE in 1955, paying \$100,000 for the 250 w outlet (on 1340 kc). Both stations are independent.

Edwin Tornberg & Co. was the broker in the transaction.

Changing hands

ANNOUNCED • The following sales of station interests were announced last week, subject to FCC approval:

• KSLA-TV Shreveport, La.: Sold by Shreveport Television Co. to KSLA-TV Inc. for \$3,350,000. New owners will include *Shreveport Journal* (Douglas A. Attaway, president - publisher), 55%; Mrs. Eugenie Booth George, 10%; Mrs. Dolores Martillie George LaVigne, 10%, and the remaining 25% distributed among local stockholders including Winston B. Linam who will remain as station manager. The station is now owned 43% by the estate of the late Don George, with Ben Beckham Jr., 25%; Henry E. Linam, 25% and W. C. Henderson, 7%. KSLA-TV began operating Jan. 1, 1954 under interim ownership of three applicants preceding a comparative hearing for the channel. The ch. 12 outlet is affiliated with CBS. Transaction was handled by Blackburn & Co.

• WYDE Birmingham, Ala., and WAKE Atlanta, Ga.: Sold by Bartell Broadcasting Corp. to group headed by Ira Herbert and including Bernice Judis (Mrs. Herbert), Milton Biow and Emil Mogul, for \$1,025,000. (See adjacent story, covering sale).

• KULA Honolulu, Hawaii: Sold by Jack Burnett to Stuart Investment Co. for \$500,000. Stuart owns KFOR Lincoln and KRGI Grand Island, both Neb.; KMNS Sioux City, Iowa, and KSAL Salina, Kan. Mr. Burnett bought KULA in 1958 for \$200,000. Station is 10 kw on 690 kc. Brokers were Lincoln Dellar & Co. and R. C. Crisler & Co.

• WKAZ-AM-FM Charleston, W.Va.: Sold by Kanawha Valley Broadcasting Co. to Hartley L. Samuels for \$360,000. Mr. Samuels, former NBC and CBS executive and one-time general manager of WABC New York, owns WDLB Marshfield and WWIS Black River, both Wis. He recently sold KODY North Platte, Neb. WKAZ, which has interlocking ownership with WSAZ-AM-TV Huntington, W.Va., (*Huntington Herald-Dispatch* and *Advertiser*), will retain its quarters with WSAZ in Charleston and will continue to be sold in conjunction with WSAZ through The Katz Agency. It was bought by its present owners in 1957 for \$150,000, at which time Kanawha disposed of its WGKV Charleston for \$90,000. Station operates on 950 kc with 5 kw day and 1 kw night. Broker was Blackburn & Co.

• WGTC Greenville, N.C.: Sold by Greenville Radio Co. (H. W. Anderson, president) to Mr. and Mrs. A. W. Lewin

FLORIDA

\$300,000

Powerful daytime in Florida's fastest growing market. Currently profitable with tremendous potential. \$80,000 cash required.

CALIFORNIA

\$275,000

Fulltimer in fastest growing area in the U.S. One of the top fifty market areas. Has highest ratings. Valuable land and assets. \$165,000 cash will handle.

NEW ENGLAND

\$140,000

An all-cash buyer can get this powerful major market top-fifty daytime facility with fulltime possibility. Well-rated and good assets.

MIDWEST

\$135,000

Fulltimer in good three-station radio market. Owner-operator will do well here. \$35,000 cash will handle.

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