

tional or product continuity of an established brand or service name for more than half of the duration of each commercial message.

"3. Certain local products will be allowed the local rate if the following conditions prevail: (a) Distribution of the product is limited to the immediate trade area of the city involved. (b) Products in this category are manufactured or processed from only one source within the scope of the trade area involved. (c) That in general, the local product account does not employ an advertising agency, or is represented by a local advertising agency or by a branch of a national agency operating in this instance only as a local agency. (d) That any contract with the station for advertising of products in this category is written and executed at the local level and that billing be rendered to a local address, which address is either that of a recognized local agency or a bona fide fully-operating office of the advertiser. (e) Payment for advertising rendered to accounts in this category shall be made by check drawn solely on banks located within the local market involved.

Attending the Storz meeting besides Messrs. Storz, Young and Barborka were Jack Thayer, general manager of WDGY Minneapolis; Fred Berthelson, vice president-general manager, WTIK New Orleans; G. W. Armstrong, vice president-general manager, WHB Kansas City; Bill Stewart, national program director; Bob Tilton, engineering director; Jack Sand'ler, general manager, WQAM Miami, and Herb Dolgoff, general counsel.

CHANGING HANDS

TRACK RECORD ON STATION SALES, APPROVALS

ANNOUNCED

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

KOME Tulsa, Okla. • Sold by John W. Kluge and Mark Evans to Charles W. Holt and associates for more than \$250,000. Mr. Holt owns WHSY Hattiesburg and WHNY



ON HAND when the sale of KOME Tulsa was concluded last week. (l to r): Clifford B. Marshall, Blackburn & Co., brokers; John W. Kluge, a principal KOME owner; Paul Doblin, Cohn & Marks, Washington law firm, and Charles W. Holt, buyer.

McComb, both Miss.; WHXY Bogalusa, La., and WHHY Montgomery, Ala. Mr. Kluge continues his interests in WEEP Pittsburgh, WGAY Silver Spring (Md.), KNOK Fort Worth, WKDA Nashville, WINE Buffalo and WLOF-TV Orlando, Fla. KOME is 5 kw day, 1 kw night directional on 1300 kc. Broker: Blackburn & Co.

KTXN Austin, Tex. • Sold by Robert Pool and Robert Pinkerton to Jack Schatz and Giles Miller for \$200,000. Mr. Schatz is a Chicago businessman and Mr. Miller is from Dallas. KTXN is 1 kw daytimer on 1370 kc. Broker: Hamilton, Stubblefield, Twining & Assoc.

WFOX Milwaukee, Wis. • Sold to Howard Miller, WBBM Chicago disc jockey, by Joseph A. Clark for \$157,500. Transaction was handled by Allen Kander & Co. WFOX is on 860 kc with 250 w, day.

WMGE Madison, Ga. • Sold to Madison Broadcasting Co. by Howard Gilreath and F. K. Graham for \$36,650. Madison Broadcasting is controlled by Henry A. Lanham, formerly part owner and manager of WYZE Atlanta and others. Transaction was handled by Chapman Co. WMGE is on 1250 kc with 1 kw, day.

APPROVED

The following transfers of station interests were approved by the FCC last week. For other broadcast actions see FOR THE RECORD, page 171.

WDAF-AM-TV Kansas City, Mo. • Sold to National Missouri Tv Inc. by Kansas City Star Co. for \$7.6 million. Sale of WDAF stations was required by 1957 consent judgment in civil antitrust suit. National Missouri is subsidiary of National Theatres Inc., successor to 20th Century-Fox's nationwide motion picture theatre chain. Charles L. Glett, former Don Lee and CBS executive, is head of National Television Investments Inc., another National Theatres subsidiary, and will direct the operation of the two stations. No changes in personnel are planned, it was announced. This marks National Theatres' first "major move in a program of diversification," Elmer C. Rhoden, National Theatre's president, announced. Pioneer WDAF, which began operating in 1922, is 5 kw on 610 kc. WDAF-TV, beginning in 1949, is ch. 4. Both stations are affiliated with NBC.

WLAP-AM-FM Lexington, Ky. • Sold to WLAP Radio Inc. by Frederick Gregg Jr., Charles H. Wright and Harry C. Feingold for \$332,500. WLAP Radio is owned by John B. Poor, RKO Teleradio Pictures Inc. vice president and former MBS president. WLAP is 5 kw day, 1 kw night on 630 kc, and is affiliated with ABC. WLAP-FM is 3.5 kw on 94.5 mc.

"JAXIE" SAYS, IT'S PAAR FOR THE COURSE 'TONIGHT!'"

"PAAR-TICIPATION is the keyword to get your share of the great multi-billion dollar North Florida-South Georgia market—your lowest cost per thousand buy to cover the growing Jacksonville area.

"Jaxie" suggests you give Ralph Nimmons a call in Jacksonville at ELgin 6-3381 or your nearest P.G.W. "Colonel" for availabilities.

BASIC NBC AFFILIATION

Represented by Peters, Griffin, Woodward, Inc.

WFGA-TV Channel 12
Jacksonville, Florida
FLORIDA'S COLORFUL STATION