

WESTINGHOUSE BUYS WPTZ(TV) FOR RECORD \$8.5 MILLION

Pioneer WPTZ Philadelphia, which began in 1932 as Philco's experimental outlet, is to join the ranks of Westinghouse Radio Stations Inc. Move expands WRS' TV operations to two outlets.

A NEW HIGH price in television station transactions—\$8.5 million—was established last week when Westinghouse Radio Stations Inc. bought the Philco-owned WPTZ (TV) Philadelphia.

The transaction, announced jointly Saturday by E. V. Huggins, president of WRS, and James H. Carmine, executive vice president of Philco, and subject to the usual FCC approval, tops by \$2.5 million the previous \$6 million paid by CBS for the facilities of WBKB (TV) Chicago a fortnight ago following FCC approval of the ABC-United Paramount Theatres Inc. merger [B•T, Feb. 16].

Acquisition of the 20-year-old WPTZ gives Westinghouse its second TV station. It is the licensee of WBZ-TV Boston, which went on the air in 1948.

WPTZ began operating experimentally in 1932. It was the third commercial TV station in the U. S. when it was given an FCC permit in 1941. It is an NBC-TV affiliate and operates on vhf Ch. 3 with 16.2 kw visual power, charging \$1,500 for a one-time Class A hour program and \$300 for a minute spot. It is represented by NBC Spot Sales.

Profit for '52

The TV-only Philco station, it is understood, grossed nearly \$4 million and showed a profit of almost \$2 million in 1952.

WRS has had, for the last five years, a working arrangement with WPTZ that virtually amounted to first refusal rights in the purchase of the Ch. 3 station. Westinghouse's 50 kw clear channel KYW (on 1060 kc) and the Philco TV outlet have cooperated in their operations through the use of similar background identifying announcements.

"This is another step toward the completion of our plan to bring additional service to the millions of people living in areas served by Westinghouse," Mr. Huggins said Saturday. "Since KDKA [Pittsburgh] first went on the air with its first scheduled broadcast Nov. 2, 1920—the Harding-Cox presidential election returns—it has been Westinghouse practice to broadcast a comprehensive schedule of programs in the public interest."

Mr. Carmine said: "Television broadcasting, on an experimental basis, was undertaken 20 years ago in order to augment the company's early research and engineering program on television receiving sets.

"Sale of station WPTZ at this time will enable Philco to concentrate its activities in its principal fields of research development and the production of television receiver sets, radios

and major appliances which are merchandised through its distributors and dealers, and the manufacture of electronic equipment for government and industry."

Contract for the record transaction calls for \$500,000 on agreement and the balance in cash on FCC approval of the sale.

Preliminary negotiations over a period of months were carried on by Joseph E. Baudino,

of WLTV (TV) Atlanta from a group of Atlanta businessmen to Crosley Broadcasting Corp. for \$1.5 million [B•T, Feb. 2], and of WMBR-AM-FM-TV Jacksonville, Fla., to *Washington Post* (55% owner of WTOP-AM-FM-TV) Washington for \$2.47 million [B•T, Feb. 2].

Application for FCC approval of the sale will be made in about a week, it was understood. Upon FCC approval, WPTZ and KYW will move toward integration of their operations, but some months may be entailed, since separate locations are involved. Since 1947 WPTZ has occupied two floors and additional studio space in the KYW building on Walnut St. KYW is affiliated with NBC and is represented by Free & Peters.

All Westinghouse radio and television properties are operated by subsidiary Westinghouse Radio Stations Inc. WRS grossed \$9,280,300 with an operating profit of \$2,107,193 in 1952.



TERMS of arrangement to buy WPTZ (TV) Philadelphia are discussed by Westinghouse Radio

Stations' President E. V. Huggins (l) and Philco Executive Vice President James H. Carmine.

executive vice president of WRS, and Ernest B. Loveman, vice president and general manager of the Television Broadcasting Division of Philco. Mr. Loveman will remain with WPTZ.

Messrs. Baudino and Loveman have assured the WPTZ staff that personnel and operating policies would not be affected by the ownership change.

Other recent TV station sales include the still pending buy of Edward Lamb's WIVN (TV) Columbus by the Taft family (WKRC-AM-FM-TV Cincinnati) for \$1.5 million [B•T, Jan. 29], the pending purchase of John A. Kennedy's KFMB-AM-FM-TV San Diego by Jack D. Wrather Jr. and Helen Marie Alvarez, who own KOTV (TV) Tulsa, for \$3.15 million [B•T, Feb. 2] and the recently approved sales

WRS owns and operates KDKA-AM-FM Pittsburgh; KEX-AM-FM Portland, Ore.; WBZA-AM-FM Springfield, Mass.; WOWO-AM-FM Fort Wayne, Ind.; KYW-AM-FM Philadelphia and WBZ-AM-FM-TV Boston.

Westinghouse is a TV applicant in Pittsburgh, where KDKA is competing with WJAS and WWSW for vhf Ch. 11, and in Portland, Ore., where KEX is competing with North Pacific Television Inc. and Portland Television for vhf Ch. 8.

KYW is an applicant for uhf Ch. 17 in Philadelphia. This will be withdrawn upon FCC approval of the WPTZ purchase.

Earlier application by WOWO for uhf Ch. 21, Fort Wayne, has been withdrawn.