



MR. CHERRY



MISS JUDIS



MR. LOHNES



MR. BUCKLEY

Judis Herbert executive vice president, who is credited with achieving for WNEW its success as the country's outstanding independent, and her husband, Ira M. Herbert, vice president in charge of sales, are disposing of their minority interests. They will remain in charge pending approval by the FCC. Moreover, it is anticipated that they will be associated with the new licensee company in executive capacities.

WNEW Sale

The transaction involves sale of WNEW Inc. to a new company—WNEW Broadcasting Co. Inc. The basic consideration is \$2,100,000, arrived at by a purchase price of \$275 a share for 7,000 shares, with the purchasing company assuming certain tax liabilities, commissions and attorneys' fees. The net quick assets are understood to be in excess of \$500,000.

Mr. Cherry, owner of WPRO Providence, disposes of his 49.5% interest, which with minority holdings of certain of his associates, constitutes control. Mr. Cherry plans to devote his energies to the Cherry & Webb Co. and WPRO, the latter in pursuit of finalization of an FCC decision authorizing WPRO-TV on ch. 12.

Mr. Buckley, who resigned last November as president of John Blair & Co., is well known in broadcasting circles as a quarter-century veteran. Mr. Lohnes, partner in the Washington law firm of Dow, Lohnes & Albertson, in addition to becoming 25% stockholder, will serve as secretary, treasurer and director. Mr. Playford, who has been identified with WNEW ownership since the Cherry group acquired control from Arde Bulova in late 1949 for a gross in excess of \$2 million, will increase his holdings to 16 2/3%. Holding identical amounts are H. W. Holland, St. Petersburg attorney, and Ed C. Wright, broker and banker of St. Petersburg. Mr. Playford becomes a vice president of the new company and he, along with his St. Petersburg colleagues, will serve on the board.

Other officers are Paul A. O'Bryan, partner in the Lohnes firm, assistant secretary and director, and Melvin Stack, WNEW controller, assistant treasurer.

Mr. and Mrs. Herbert transferred their 225 shares of 6,075 shares outstanding in the transaction. Also involved was an option they held to acquire an additional 925 shares.

WHBQ in Closing Stages

The transaction involving WHBQ-AM-TV also has been in negotiation for sometime but last week reportedly was in the hands of General Teleradio Washington attorneys for final draft. Harding College announced several months ago that the properties could be bought. WHBQ, am regional, is a Mutual outlet and was acquired from Hoyt B. Wooten several years ago under the duopoly regulations for approximately \$450,000. WHBQ-TV, which

received the ch. 13 grant without opposition in January 1953, is affiliated on an interim basis with CBS. A remaining commercial vhf channel in Memphis—ch. 3—is in contest between WREC (Wooten), CBS am affiliate, and WMP5 (Plough Inc.) ABC affiliate. Hearings in this proceeding now are in progress. WMC-WMCT (TV)—ch. 5—are NBC affiliated.

The WHBQ acquisition would give General Teleradio its fourth wholly-owned tv property and its eighth am station. General's tv stations are WOR-TV New York, WNAC-TV Boston and KHJ-TV Los Angeles. It holds a construction permit granted last October for uhf ch. 18 at Hartford as General Times Tv Corp., with *Hartford Times* holding option for 45%. The *Times* has deleted WHT Hartford [B•T, March 1]. Am stations in the General-Yankee-Don Lee fold are, in addition to WOR, WNAC and KHJ: WEAN Providence, KFRC San Francisco and KGB San Diego. General Teleradio also owns WGTB Hartford.

Presumably, the acquisition of WHBQ-AM would necessitate the sale by General Teleradio of one of its am outlets since the FCC limitation on both am and fm is seven outlets as against five in tv. [B•T, Nov. 30, 1953].

General Teleradio reportedly is following the same lease formula in its proposed acquisition of the Memphis properties that was used in its acquisition of Don Lee several years ago. General Tire's employee's pension fund figured in that transaction.

KCOK-KVVG (TV) Sale Effected for \$700,000

SALE of KCOK and KVVG (TV) Tulare, Calif., by Sheldon Anderson, for "approximately \$700,000" to Los Angeles Municipal Judge Byron J. Walters and religious film producer Cordell Fray, representing a group identified as Christian Business Men, was announced last Monday, subject to FCC approval.

A new corporation is being formed and application for transfer is expected to be filed with the FCC this week. Mr. Anderson will continue as general manager of both stations under the new ownership, it was said.

Although details were not revealed, the sale transaction covers fixed assets and liabilities. Besides real estate, it includes the am-tv transmitter buildings and equipment, separate structures housing the two stations' studios and executive offices and "all real and personal property."

Mr. Anderson and his mother Mrs. Geneva Anderson last October sold 52% interest in KAFY-AM-TV Bakersfield (now KBAK-AM-TV) to the Chronicle Publishing Co., San Francisco, operators of KRON-TV that city, and two executives of the latter station [B•T, Nov. 2, 1953].

Why Are Commercials Pleasing or Annoying?

It's the taste rather than the length of the announcement, according to experts discussing that question on ABC-TV.

THE taste with which a commercial is presented is more important than its length in pleasing or annoying viewers or listeners.

That was the consensus of the regular panel of experts on ABC-TV's *Answers For Americans* program of Feb. 24—Gen. Frank L. Howley, vice chancellor of New York U.; Devin Garrity, book publisher; Prof. John K. Norton of Columbia U. Teachers College—and their guest, Frederic R. Gamble, president, American Assn. of Advertising Agencies.

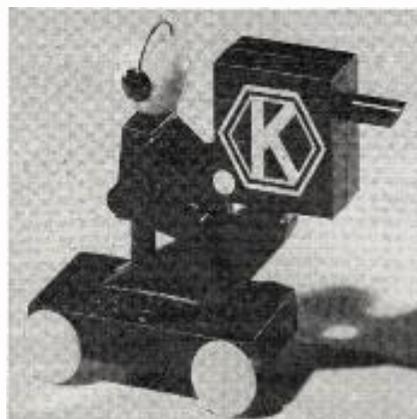
Answering a question on whether the commercial on the average radio or tv program takes up too much time, Mr. Gamble replied that the length of commercials is specified in the NARTB Code "and the code is pretty well lived up to, except perhaps by some of the new stations." Some new stations with large investments but small audiences and few advertisers "are inclined to relax a little bit—relax more than a little bit in some cases," he said. "But in time the older media show us that these things get weeded out. They are not profitable in the long run. People buy good products from good advertising."

Gen. Howley commented on the two distinct

Kraft Promotion

FIVE-inch-high, two-color, plastic model of a tv camera and cameraman—symbol used seven years by Kraft Foods Co.'s *Kraft Tv Theatre* to "sign on"—is being made available to viewers of the show (NBC-TV, Wed., 9-10 p.m. EST and ABC-TV Thurs., 9:30-10:30 p.m. EST) as a premium promotion.

The toy model tv camera—which rolls and swivels—is offered by Kraft in its promotion of Velveeta, Kraft pasteurized cheese food product, with the viewer



sending the end flap from a Velveeta package plus 50 cents.

J. Walter Thompson Co., agency for the account, said the company has received thousands of letters from viewers asking how the model might be bought or constructed. Announcements were made on the Feb. 25 and March 3 *Kraft Tv Theatres* and the company expects a peak in mail orders for the toy around the show's seventh anniversary date May 7. The company said the tv show is the first full-hour tv network show and the oldest tv network dramatic presentation.