

Sale of WCAU to 'Bulletin' Approved; WPEN to Sun Ray

PHILADELPHIA *Bulletin's* acquisition of 50-kw WCAU Philadelphia and sale of its own 5-kw WPEN, involving stripped prices totaling about \$3,700,000, were approved by FCC last week on a 4-to-2 vote.

The transactions will become effective between Dec. 16 and 21.

WCAU and its associated WCAU-FM were part of a radio-newspaper transaction in which J. David Stern, forced by a three-month strike by the Newspaper Guild, sold the *Philadelphia Record* and the *Camden Post and Courier*, as well as WCAU and WCAU-FM, to the *Bulletin* late last January [BROADCASTING, Feb. 3]. Stripped price for the clear-channel station

and its FM affiliate was about \$2,900,000.

The accompanying radio transaction involved the *Bulletin's* sale of WPEN to Sun Ray Drug Co. for \$800,000 [BROADCASTING, June 16]. Auxiliary transfers, designed to keep all *Bulletin* radio properties at the same location, involved the exchange of WCAU - FM for WPEN-FM and WPEN-TV, and corresponding exchanges in call letters so that the *Bulletin* outlets will all use the WCAU basic call.

Comrs. Clifford J. Durr and Robert F. Jones voted for hearing on the transactions but were overruled by Acting Chairman Paul A. Walker and Comrs. E. K. Jett, Rosel H. Hyde and E. M. Webster.

Purchase of WCAU was at vir-

tually the same price Mr. Stern paid Dr. Leon Levy and his brother, Isaac D., and their associates when he acquired the station about a year ago.

Management of WCAU is expected to continue under the direction of Dr. Levy, co-founder of the station. G. Bennett Larson, WPEN manager, is expected to remain with the *Bulletin* organization but in the immediate future probably will devote himself primarily to development of the television properties.

Drug Co. Operations

Sun Ray Drug, new owner of WPEN and WPEN-FM (presently WCAU-FM), operates some 150 stores throughout the Eastern Seaboard. The company is headed by Harry Sylk, with William H. and Albert J. Sylk as executive vice presidents.

WCAU, a CBS affiliate, operates on 1210 kc with 50 kw. WPEN,

No Flies on Lester

NBC, with straight face, last week issued a correction to a press release of Oct. 23:

"In an NBC television press release of Oct. 23, 1947, it was incorrectly stated that the high-speed pictures of drone flies in flight shown over WNBT, Oct. 26, were taken by Dr. C. H. Curran, curator of the department of insects and spiders of the American Museum of Natural History. The pictures were taken by Henry M. Lester, with his own equipment and in his own laboratory, with Dr. Curran supervising handling of the flies."

an independent, is on 950 kc with 5 kw.

Meanwhile, FCC also approved the sale of KSMA Santa Maria, Calif. (1450 kc, 250 w) for \$32,500 and a 25% interest in KHON Honolulu (1380 kc, 5 kw) for \$2,500. Assignment of license of WQQW and WQQW-FM Washington by Metropolitan Broadcasting Corp., a District of Columbia corporation, to WQQW Inc., a Delaware corporation, with no change in ownership, also was approved.

In the KSMA transfer, Hugh G., Charles A. and Mareby Cardella Shurtliff and Cleo Agnes Center sold the station to Santa Maria Broadcasting Co. The new firm is owned by R. H. Hardenbergh, former FCC radio inspector and more recently a design engineer with Eitel-McCollough, San Bruno, Calif., and W. J. Davidson, formerly with KSTP St. Paul and a large number of California stations as actor, announcer, and program executive. Mr. Hardenbergh will have at least 61.5%, and Mr. Davidson at least 24.6%, with the remainder held by one or both of them and/or a third stockholder.

In the KHON transaction, Ralph M. Fitkin, president, who with his wife owns 50% of the voting stock, gave up negative control through the sale of 25% interest to Louis Roy Turner, vice president. J. C. Hardy retains the remaining 50% of voting stock.

KHON is an MBS and Don Lee affiliate. KSMA is an independent.

Pro Playoff Sponsors

FULL ABC network will broadcast National Professional Football League championship game Dec. 21 for fifth consecutive year under joint sponsorship of General Mills Inc., Minneapolis, and Wilson Sporting Goods Co., Chicago. Originating from Chicago, broadcast will be announced by Harry Wismer and Red Grange. In the event of a tie in either division of league, which would necessitate a playoff, broadcast will be postponed until Dec. 28. Agencies are Knox Reeves, Minneapolis, and Ewell and Thurber Associates, Chicago, respectively.

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