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, disposing of his 49.5% interest, 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 & Alberson, 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%.

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%. 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 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 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 WMPS (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 KJH-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 WTHT Hartford [B&T, March 1]. Am stations in the General-Yankee-Don Lee fold are, in addition to WOR, WNAC and KJH: WEAN Providence, KFRC San Francisco and KGB San Diego. General Teleradio also owns WGTH 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 Effective 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 32% interest in KAFY-AM-TV Bakersfield (now KBKAM-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].