

Movie Shoe on TV's Foot? TV is running into same troubles that have beset movie industry since advent of rival entertainment medium—mounting production costs, shortage of sure-fire personalities, public's increasing selectivity of shows—Paramount Pictures pres. Barney Balaban told stockholders this week at annual meeting in N. Y.

TV's problems as "brash newcomer" in entertainment industry have been "temporarily alleviated" by release of 5000-odd pre-1948 features to home screens, but they'll be played out in 2-3 years, said Balaban—and what then? He said he knew of no major studio likely to sell out its post-1948 feature products, so:

"With production costs of live programming rising constantly, TV would seem to be facing some serious problems. What happens to TV is bound to affect the motion picture industry—favorably or unfavorably—as it has in the past." Balaban intimated that any decline in TV's popularity would be reflected in boxoffice upturn.

Paramount will continue to stress theatrical film production, Balaban said—but at same time it's not neglecting TV business. On top of big \$50,000,000 deal with Music Corp. of America for pre-1948 feature package (Vol. 14:6, 17), he reported company has cleaned out library of shorts & cartoons—including post-1948 stock—in \$1,700,000 sale to TV following earlier deals totaling \$4,500,000. Buyer is Harvey Publications, publisher of comic books.

And Balaban assured stockholders that Paramount's International Telemeter is moving quickly into pay-TV operating void left by suspension of Bartlesville cable-theatre experiment (Vol. 14:22). He said Telemeter has right cable-theatre formula—meters giving living room spectators their choice of movies, sports, other programming. Present plans are to go into 3 of 6 markets now being considered for closed-circuit pay system—"those easiest to go into," said spokesman, who declined to reveal cities.

No "presiding officer" has been selected yet to conduct FCC's hearing on Miami Ch. 10 (Vol. 14:22), due to start June 23. Commission is still thinking of getting someone outside FCC, possibly a judge or retired judge. FCC general counsel Warren Baker is expected to handle burden of Commission's presentation, though FCC's broadcast bureau will also be represented. One party, L. B. Wilson Inc., has shifted counsel from Leo Resnick to Paul Segal. Justice Dept., announcing it will participate in hearing, said it would strive to be fair, avoid overlap with its proceedings before grand jury which has been hearing witnesses in same case.

Experimental Ch. 6 grant, sought by WITV, Ft. Lauderdale, Fla. (Ch. 17), was missed by just one vote this week on station's petition for reconsideration. Comrs. Doerfer, Bartley & Craven would have given WITV go-ahead on simultaneous use of Ch. 17 and Ch. 6. Majority reiterated belief WITV's program wouldn't make "substantial contribution to the TV art," would produce "merely cumulative" data. WJMR-TV, New Orleans (Ch. 20) has been conducting simultaneous telecasts on Ch. 12.

Final decision on 770-kc clear channel was foreshadowed this week when FCC announced it has instructed staff to draft document affirming examiner's recommendations: Change classification from 1-A to 1-B, authorize both KOB, Albuquerque & WABC, N. Y. to operate with 50-kw, unlimited time, with directionals at night to protect each other. KOB has been operating with 50-kw day, 25-kw night; WABC has been 50-kw day & night.

Gimbel's radio WIP, Philadelphia (5-kw, 610-kc), founded in 1922 by big dept. store family and managed by Benedict Gimbel, is subject of current sale negotiations—but no deal has been made yet, according to Mr. Gimbel. Asking price for pioneer independent with its FM is said to be \$2,500,000 and among prospective purchasers is Todd Storz group. Rumors of sale apparently began with Gimbel's recent gall bladder operation, but he says he has no intention of relinquishing management. Station once held CP for TV Ch. 3, which it dropped, reapplying before freeze for Ch. 12, losing out post-freeze when that channel was assigned to Wilmington. Note: Following discussions this week, Todd Storz left for Miami, planned to be in Ciudad Trujillo, Dominican Republic, week of June 9.

Radio WFTL, Ft. Lauderdale, Fla. (1400 kc, 250-U), formerly affiliated with off-air WFTL-TV (Ch. 23), has been sold for \$300,000 by *Ft. Lauderdale News* to company in which 25% of stock is held by Joseph C. Amaturro, 20% owner & gen. mgr. of radio WESO, Southbridge, Mass.; 25% by Walter B. Dunn, account executive with H-R Representatives Inc., N. Y.; 50% by 19 other stockholders, including Henry A. Loeb, Thomas L. Kempner & Armand Erpf, of Carl M. Loeb, Rhoades & Co., investment bankers identified with Metropolitan Broadcasting Co. (formerly DuMont). [For other radio station transfer applications and grants, see *AM-FM Addenda W.*]

Hugh Halff Jr. will control WOAI-TV, San Antonio (Ch. 4) and WOAI, according to application filed with FCC. Station asks permission to buy 360 shares (24%) of stock from the National Jewish Hospital at Denver for \$1,145,000 and retire it to treasury, which will boost Mr. Halff's holdings (600 shares) from 40% to 52.6%. Holdings of Hugh A. L. Halff estate, Catherine H. Halff executor (180 shares), will go from 12% to 15.7%; those of G. A. C. Halff Foundation (360 shares) from 24% to 31.57%. Pres. & gen. mgr. of Southland Industries Inc., licensee of the Halff stations, is James M. Gaines, ex-NBC v.p.

CBS executives Frank W. Nesbitt and Howard W. Cann have purchased WLAK, Lakeland, Fla. (5-kw, 1430-kc) for \$300,000. Nesbitt is director of CBS network sales development, Cann an account executive, and they will retire from CBS to operate station when sale is consummated. Seller S. O. Ward retains his interest in WHUB, Cookeville, Tenn. Broker: Allen Kander & Co. [For week's other radio station sales and transfers, see *AM-FM Addenda W.*]

Site-change CP of WTVD, Durham, N. C. (Ch. 11) was reinstated this week after protest was dropped by WFLB-TV, Fayetteville (Ch. 18) [Vol. 14:22]. WTVD is moving from 9 mi. north of Durham and 20 mi. north of Raleigh to 32 mi. southwest of Durham and 10 mi. southeast of Raleigh.

Salesmen Howard E. Kalmenson of WABC-TV, N. Y. and Richard N. Jacobson, WABC radio, are buying 50% of KMOP, Tucson, Ariz. (500 watts D, 1330 kc) for \$60,000. Present owners Ray Odum & A. V. Bamford retain 50%. Broker: Allen Kander & Co.

Two applications for new TV stations filed this week were for Ch. 10, Terre Haute, Ind. by owners of WLBB, Mattoon, Ill. and for Ch. 39, Bakersfield, Cal. by auto and truck dealer D. S. Stricklen. This brings total pending to 119 (30 uhf). [For details, see *TV Addenda 26-S.*]

One CP granted by FCC this week—Ch. 3, Sterling, Colo., to Bi-States Co., owners of KHOL-TV, Kearney, Neb. (Ch. 13) and KHPL-TV, Hayes Center, Neb. (Ch. 6).