

## WESTINGHOUSE PAYS RECORD TO BUY DUMONT'S WDTV (TV)

DuMont sells its Pittsburgh prize for \$9,750,000, prepares to curtail live networking. Meanwhile, there's more wheeling-dealing to change patterns of station ownership and network affiliation. Protests hit recent CBS-TV maneuvers.

ALL-TIME record in broadcast station sales was set Friday as Westinghouse Broadcasting Co. bought WDTV (TV), ch. 2 DuMont-owned Pittsburgh station, for \$9,750,000. The transfer is subject to FCC approval.

The sale is another step in a series of industry developments that is changing the whole face of the television station and network structure, with DuMont Tv Network likely to become a limited live hookup as Guild Films Co. negotiates lease of its production facilities.

Involved are network affiliations in a number of cities and a reshaping of the tv situation in Pittsburgh, for many years a one-station city and now tied up in a complicated hearing process.

Scanning developments last week as well as recent weeks, these situations are outstanding:

- Storer Broadcasting Co.'s WXEL (TV) is expected to become the CBS-TV network outlet in Cleveland, supplanting WEWS (TV), Scripps-Howard station, which has been notified its affiliation would not be renewed.

- Westinghouse, having bought WDTV Pittsburgh, apparently has sewed up the NBC-TV affiliation there and may arrange other affiliations as NBC-TV seeks outlets to be owned by it or Westinghouse in 14 top markets.

- Mergers among applicants for chs. 4 and 11 in Pittsburgh may develop.

- DuMont Tv Network will still own WABD (TV) New York and WTTG (TV) Washington but may cut back its networking to a basic sports, special-events hookup. It may acquire other tv outlets.

- DuMont is cozy about saying anything but it's known the company is hoping to use a new fast-recording process, possibly magnetic tv film.

- WJAS Pittsburgh, a tv applicant, is trying to block transfer of WSTV-TV Steubenville, Ohio, to CBS-TV for \$3 million [B•T, Nov. 22] on the ground the network is trying to "leapfrog" the station out of Steubenville-Wheeling into the Pittsburgh area.

- WTRI (TV) Albany, N. Y., ch. 35 CBS-TV affiliate, charges that CBS is rewarding a member of its own organization in acquisition by Lowell Thomas and associates of WROW-AM-TV Albany. WROW-TV is a ch. 41 outlet.

In a petition filed Friday with the FCC, WTRI alleged there was a secret agreement to give WROW-TV a CBS-TV affiliation, with a shift of WROW-TV to vhf ch. 10 having been asked last Nov. 4, the day after the WROW sale had been approved. The FCC is asked to void the Nov. 3 FCC approval on the ground the network in effect will have control of the WROW properties.

- WTRI also asked FCC to defer acting on CBS purchases of WSTV-TV Steubenville and WOKY-TV Milwaukee, contending that decisions on those before action on the Albany petition might prejudice that case in view of multiple-ownership and anti-trust angles along with alleged failure of CBS to disclose certain information.

As the week-by-week evolution of the still

young television industry proceeds in meteoric manner, with only three major live networks likely to be operating in the near future, it became apparent that the place of tv film production will become increasingly important.

DuMont's cutback on live programming and its development of fast film-tape recording are expected to pave the way for expanded Guild-Vitapix activity [B•T, Nov. 22]. Guild would lease the DuMont production facilities and DuMont's two remaining stations, WABD and WTTG, would become Vitapix members.

If Westinghouse and NBC-TV agree on a WDTV Pittsburgh affiliation, it is believed the action would lead to other negotiations by which the network would have affiliations in 14 major markets via NBC-owned or Westinghouse-owned outlets.

Westinghouse owns the pioneer radio station, KDKA Pittsburgh, which has had an NBC Radio affiliation since the network began.

With Westinghouse out of the ch. 11 picture in Pittsburgh, WWSW and WJAS will find the situation ripe for a merger and FCC approval is believed likely. This might speed a ch. 4 merger among the five applicants, or some form of coalition that would hasten settlement of the longtime Pittsburgh confusion. One uhf station, WENS (TV) on ch. 16, is operating in Pittsburgh with WKJF-TV, ch. 53, having suspended.

The contracts covering the WDTV sale to Westinghouse were signed at a meeting in New

### THE GOING PRICE IS GOING UP

THE vigorous growth of television broadcasting was clearly demonstrated in the \$9,750,000 price paid for WDTV (TV) Pittsburgh by Westinghouse Broadcasting Co. last week. It is indeed a far cry from the \$375,000 price paid for what was then KRSC-TV Seattle in mid-1949, the first tv transaction in U. S. television history.

Some sales figures of the past five years:  
July 1949: KRSC-TV Seattle (now KING-TV), sold by P. K. Leberman to Mrs. A. Scott Bullitt and associates for \$375,000.

July 1950: WOIC (TV) Washington (now WTOP-TV), sold by Bamberger Broadcasting Co. to WTOP Inc. (55% owned by *Washington Post* and 45% owned by CBS) for \$1.4 million.

December 1950: KTSN (TV) Los Angeles (now KNXT [TV]), sold by Thomas S. Lee Enterprise Inc. (General Tire & Rubber Co.) to CBS for \$3.6 million.

August 1951: KFI-TV Los Angeles (now KHJ-TV), sold by Earle C. Anthony Inc. to General Teleradio Inc. for \$2.5 million.

September 1951: WOW-TV Omaha, sold by Francis B. Matthews and associates to Meredith Publishing Co. for \$2.5 million (with WOW).

January 1952: WOR-TV New York, sold by Bamberger Broadcasting Co. to General Teleradio Inc. for \$4.5 million, plus \$315,000 annual lease and 10% interest in purchasing company, by R. H. Macy Co., majority stockholder of Bamberger (including WOR-AM-FM).

February 1953: WBKB (TV) Chicago (now WBBM-TV), sold by Balaban & Katz Inc. (now part of American Broadcasting-Paramount Theatres Inc.) to CBS for \$6 million.

May 1953: WPTZ (TV) Philadelphia, sold by Philco Corp. to Westinghouse Broadcasting Co. for \$8.5 million.

June 1954: KLZ-TV Denver, sold by Aladdin Radio & Television Inc. to Time Inc. for \$3.5 million (including KLZ-AM-FM).

July 1954: KPIX (TV) San Francisco, sold by Wesley I. Dumm and associates to Westinghouse Broadcasting Co. for \$7.5 million.

December 1954: WDTV (TV) Pittsburgh, sold by DuMont to Westinghouse Broadcasting Co. for \$9,750,000.

The three largest sales in tv history all featured Westinghouse as buyer. The total: \$25,750,000.