

GEORGE VAUGHAN, formerly with MCA-TV, joins Official Films this week as senior account executive in New York headquarters as contact on key agencies.

PAUL A. RYAN, formerly vice president of Product Presentation Inc., Cincinnati, appointed sales planning manager, Capehart-Farnsworth Co., Fort Wayne, Ind.

RICHARD W. BOWMAN, who recently joined Norman, Craig & Kummel in tv copy supervisory capacity, named a vice president.

General Teleradio Contract Portends Selznick in Tv

SIGNING of David O. Selznick by General Teleradio's RKO Radio Pictures to produce unspecified number of major films may also mark introduction of Hollywood producer into tv, it was speculated Friday. Published reports that Mr. Selznick plans to produce tv film series could not be confirmed by RKO Radio Friday, but Mr. Selznick was quoted as saying that "television will be an integral part of the Selznick Co.'s operations."

Mr. Selznick was further quoted as not having "formally committed" tv shows to General Tele-radio but that "we do recognize a mutuality of interests." Also reported were scheduling of meeting this week between Mr. Selznick and Charles L. Glett, executive vice president of RKO Radio, to talk about adapting tv film principles to movies, and gentlemen's understanding between RKO and Selznick that latter would enter overall operation of GT's tv and theatrical projects after RKO Radio is back in full film production.

Under terms of long-term contract between Mr. Selznick and RKO, latter will finance Selznick studio film operations with product set for RKO exclusive distribution. Thomas F. O'Neil, MBS and General Teleradio president, and Daniel T. O'Shea, president of RKO Radio, and A. Morgan Maree Jr., also RKO Radio executive, took part in negotiations with Mr. Selznick. Also agreed upon was re-issuance of previous Selznick features to be launched with saturation tv and other media campaigns.

Autopsy Ordered by Police In Death of Phillip Loeb

AUTOPSY ordered Friday by New York City police in death of veteran actor-producer Phillip Loeb, 61, caused by apparent overdose of sleeping pills. He was found dead Thursday night in his room at Hotel Tait.

Mr. Loeb was "Jake Goldberg" of tv series—*The Goldbergs*, then on NBC-TV—until few years ago when his name was included in *Red Channels*, privately-published anti-Communist booklet dealing with entertainment industry. At time, Actors Equity had branded listing as "unfair" and Mr. Loeb was supported by Mrs. Gertrude Berg ("Molly"), creator of *The Goldbergs*. She had noted that Mr. Loeb "stated categorically that he is not and never has been a Communist. . . . No evidence has been presented to the contrary."

KNTV (TV) Starts Next Week

FIRST tv station in San Jose, Calif., KNTV, scheduled to debut Sept. 12, according to General Manager Douglas D. Kahle. Outlet will operate on ch. 11. Vernon Adv. Agency, San Francisco, named to handle station advertising, public relations and sales promotion, with Bill Vernon as account executive.

at deadline

NEW SCREEN TEST

HOLLYWOOD movie producers have discovered new way to screen test prospective movie talent. It's television. William Mikkellohn, Paramount talent chief, planned to sit at home and observe singer-actress Louise O'Brien during her appearance on NBC-TV *And Here's the Show*.

New Financing by RCA Discussed at Board Session

ADVISABILITY of increasing RCA's financial resources discussed at regular meeting of RCA board Friday, according to Brig. Gen. David Sarnoff, board chairman.

Gen. Sarnoff also reported quarterly dividend of 25 cents per share on RCA common stock had been voted, payable Oct. 24 to holders of record at close of business Sept. 16. Dividend of 87.5 cents per share on first preferred stock was declared for period Oct. 1 to Dec. 31, payable Jan. 3, 1956, to holders of record at close of business Dec. 12.

Discussing possibility of additional financing, Gen. Sarnoff said: "The history of the corporation's growth, particularly over the past 10 years, the many new developments in the corporation's present field of activities, and RCA's expanding business in electronics in the military and civilian fields require the consideration of raising additional capital. The issuance of \$100 million of Subordinated Convertible Debentures in anticipation of these future needs was discussed; but final decision as to the amount or the manner in which these funds would be raised has not yet been made. The corporation is carry on discussions with Lehman Bros. and Lazard Freres & Co. with respect to its financing program."

Sacramento Case Appealed

McCLATCHEY Broadcasting Co. appealed Friday to U. S. Court of Appeals for D. C. from FCC decision granting KBET-TV Sacramento, right to move studios and transmitter. KBET-TV was favored over McClatchy in ch. 10 grant last October and two months later filed for changes. FCC granted changes and denied protests by McClatchy that it would be harmed because its own KFBK Sacramento serves same area as ch. 10 tv outlet. Question which McClatchy asked court to settle: Has McClatchy standing to seek reconsideration of grant of permit changes? FCC held that it didn't.

UPCOMING

Sept. 8-9: NARTB Code Review Board, NARTB Hqtrs., Washington.
Sept. 11-13: Seventh Dist. AFA Convention, Birmingham, Ala.
(For other Upcomings see page 103)

TV Grant in Pittsburgh Faces Possible Rehearing

RECOMMENDATION that FCC rehear ch. 11 grant at Pittsburgh to WWSW Inc., if certain "infringements" in merger agreement are not resolved, was made Friday by FCC's Broadcast Bureau.

Bureau held that merger agreement between ch. 11 applicants WWSW and WJAS that resulted in final grant raises "substantial questions" of long-established FCC policies. Substantive analysis of agreement was not made in examiner's initial decision or final grant, bureau stated.

Among questions raised by Broadcast Bureau are violations of duopoly rule in that tv station (WHIC [TV] due to start Nov. 15) will be operated "for a time" under licenses of two standard Pittsburgh stations; that WJAS makes no provision for divestment of WHJB Greensburg, Pa., which overlaps WWSW.

Unless these "infringements" are resolved by modification of agreement, bureau recommended commission grant ch. 16 WENS (TV) Pittsburgh rehearing as latter station requested.

WJAS also asked Friday that WENS petition be denied. Station said FCC is without jurisdiction to consider this petition in as much as WENS has sought judicial relief. Appeal against grant to WWSW Inc. is pending before U. S. Appeals Court in Washington.

RETMA Fall Agenda Covers Trade Rules, Excise Taxes

PROPOSALS to ask changes in trade practice rules governing radio-tv set manufacturing will be reviewed at fall convene to be held Sept. 13-15 by Radio-Electronics-Tv Mfrs. Assn. at Plaza Hotel, New York. Manufacturers object to required "used" label on tv pictures made of re-used glass envelopes, new measurements of tv screens and rules governing advertising of cabinets not made of solid woods.

Plans for National Radio & Television Week starting Sept. 18 (story page 91) will be reviewed along with Voice of Democracy contest plans and proposals to renew efforts to obtain relief from excise taxes. President H. Leslie Hoffman will preside at RETMA sessions. Schedule of sessions includes 29 separate meetings.

Timothy Buys KMBY Control

KMBY Monterey, Calif., sold by Mr. and Mrs. Fred Gwynn to B. P. (Tim) Timothy, one of founders of Avery-Knodel Co., station representative. He purchased 75% of outstanding stock for \$50,000, subject to FCC approval. Transaction handled by Blackburn-Hamilton Co., broadcasting and newspaper brokerage firm. KMBY is a 250 w station on 1240 kc.

DuMont Names Bowker

BENJAMIN C. BOWKER, one-time general manager, WLIB New York, appointed public relations manager of Allen B. DuMont Labs, succeeding J. H. Kuller, who has become manager of advertising and sales promotion of DuMont's Technical Products Div. (see story, page 98), Keeton Arnett, vice president for administration, has announced.