

## Pay Tv Negotiations 'News' To Cuban Tv Official There

THOUGH reports circulated last week that negotiations are in progress to begin subscription television by Skiatron in Cuba before the end of this year, Goar Mestre, director-general of the CMQ-TV Network in that country told B•T that he knew "nothing about it."

Mr. Mestre, who is one of the leading television broadcasters in Cuba, directing its largest network of stations, said in an overseas telephone interview that he had no inkling of this reported development until he received a letter from an interested person in the U. S., asking him for comment. He told B•T that he "liked to think" he would know about such negotiations, even though he is not directly involved in them. Though Mr. Mestre would make no comment on the attitude of Cuban viewers toward toll television, another source close to Cuban tv interests said "the people won't be delighted at paying for television when they're getting it for nothing now."

A spokesman for Matthew Fox, who heads Skiatron Tv Inc., which controls world rights to the system developed by Skiatron Electronic & Television Corp., claimed that negotiations are in progress with several representatives of Cuban tv interests but would not identify them. Another source close to Skiatron said that several Cuban tv officials had seen a demonstration of Skiatron's "subscriber-vision," adding "these people were most enthusiastic about the system." He added that subscription tv in Cuba would give Skiatron a chance "to get the bugs" out of the system and also stimulate interest in the U. S.

## Mayers Will Head Visual Closed Circuit Operation

ESTABLISHMENT of a closed circuit operation by Visual Electronics Corp., New York, with Morris A. Mayers as head, is being announced today (Monday) by Herbert Bloomberg, secretary of VE.

As manager of closed circuit operations, Mr. Mayers will direct all activities in this field for VE on behalf of advertising agencies and clients. He served most recently as general manager of closed circuit operations at DuMont Broadcasting Corp., where he negotiated and produced closed circuit telecasts for such advertisers as Esso Standard Oil and Remington Rand.

## Woodall Forms Music Firm

BACKGROUND MUSIC Inc. has been organized by Allen Woodall, president, WDAK Columbus, Ga., it was announced last week by Magne-Tronics Inc., New York, franchisers of multiplexed background music for industrial, commercial and mercantile subscribers.

## Capitol Tower Dedicated

DEDICATION of Capitol Records Inc.'s new 13-story international headquarters in Hollywood was to have taken place last Friday. The ultra-modern Capitol Tower, as the structure is called, is described as the world's first circular office building. It is located on Vine Street just off Hollywood Blvd.

## Hotel Tv System Shown

AN in-hotel tv broadcasting system was shown last week at the Midwest International Hotel Convention in Chicago by Emerson Industrial Products Corp. The system was developed by Ampli-Vision, a division of International Telemeter Corp., Los Angeles.

## L. A. INDEPENDENT TV MAKES \$396,886 PROFIT

Report on KTTV (TV) shows station's 1955 profits were 76% above its 1954 figure. Parent firm, Times-Mirror Co., grosses over \$70 million in '55.

FINANCIAL details on the operation of KTTV (TV) Los Angeles since 1951 were made public Thursday night in a special release to B•T by Richard A. Moore, president of KTTV Inc. and station general manager, showing that the independent outlet in 1955 had profits after taxes of \$396,886 as compared to \$225,833 in 1954, representing a 76% increase.

Net sales revenue for 1955 was \$7,473,759 as compared with \$5,640,555 in 1954, an increase of 33%. A subsidiary of the Times-Mirror Co., publisher of the *Los Angeles Times* (morning paper) and *Mirror-News* (afternoon), KTTV has won wide recognition for its competition with network programs through extensive use of syndicated film.

Mr. Moore a fortnight ago charged the major networks with violation of antitrust laws in testimony before the Senate Commerce Committee [B•T, April 2].

The figures released to B•T by Mr. Moore disclosed that KTTV did not show a profit after taxes until 1954 and that the station lost \$607,699 in 1953, \$896,930 in 1952 and \$1,110,856 in 1951. Net sales were \$4,011,981 in 1953, \$2,911,547 in 1952 and \$2,672,129 in 1951.

The parent firm, Times-Mirror Co., had a consolidated gross income from all operations in 1955, including KTTV, of \$70,687,787, an increase of \$13,998,591 over 1954. Gross income last year of Times-Mirror Co. without KTTV was \$63,214,028, exceeding 1954 by nearly 24%. Consolidated net earnings of Times-Mirror Co. and KTTV Inc. for last year totalled \$3,228,786, equal to \$280 per share as compared with \$169 per share in 1954, \$115 per share in 1953 and \$121 per share in 1952.

Stockholders of the parent firm last week approved a split of 100-1 in the company stock, reducing par value from \$1,000 to \$10

and increasing total shares outstanding to 1,152,000. Times Co. President Norman Chandler said the smaller stock units would improve marketability and eventually provide a broader base of stock ownership.

The parent firm's annual report showed the gross revenue of the newspaper division in 1955 was \$58,445,513, exceeding that of 1954 by \$11,758,610 or 25.2%. Gross revenue of the *Los Angeles Times* was \$48,352,537, and that of the *Mirror-News* was \$10,092,976. The *Times* last year obtained first position in total volume of advertising among all newspapers in the U. S. and was second in 1954.

## WGN-TV to Colorcast On Non-Commercial Basis

WGN-TV Chicago has purchased color tv equipment from RCA for test pattern and other experimental purposes, J. Howard Wood, president of WGN Inc. (WGN-AM-TV), announced in a statement prepared for release yesterday (Sunday). Delivery is expected by next week-end.

The *Chicago Tribune* station plans to telecast live and film programs occasionally to train its operating personnel in color tv engineering techniques and not for commercial use, according to Carl J. Meyers, engineering director of WGN-AM-TV.

The equipment is a three-tube vidicon color film chain, a camera control panel-monitor and color camera for studio test work.

WGN-TV is equipped for color with a \$300,000 transmitter plant on the 40th floor of the new Prudential Bldg. and has been operating on ch. 9 with maximum 316 kw.

## KRON-TV Opens Color Clinic

A COLOR CLINIC has been established by KRON-TV San Francisco for the benefit of northern California advertising agencies. According to KRON-TV General Manager Harold P. See, every Tuesday from 1:30 to 3 p.m., agencies are invited to bring their client's products, packages, display pieces and other material to the station's studio to see how they look on closed-circuit color tv.



FOR the second straight year Du Pont Co., Wilmington, Del., carried the Delaware congressional delegation's testimonial dinner for Delaware's Cherry Blossom princess on WTUX Wilmington. No commercials were given during last Wednesday's hour remote from Washington, D. C., only an announcement at the beginning and end of the program that it was sponsored by Du Pont as a public service. Among those present at the dinner were (l to r) Joe Desmond, WTUX public relations director; Rep. Harris B. McDowell Jr. (D-Del.); Janice Olson, Delaware's Cherry Blossom Princess who also will represent the state in the Miss America competition this summer, and Jim Termine, WTUX program director.