

The authoritative service for executives in all branches of the television arts & industries

Index to Television Digest, 1960: Volume 16

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Directories

Annual AM-FM Directory of Jan. 1; with weekly Addenda reporting current FCC decisions, applications, etc. Listings of all AM-FM stations by states and frequencies, all applications by states and frequencies, call letter lists, etc. (Includes other North American stations.)
Semi-Annual TV Factbooks (Spring-Summer, No. 30, and Fall-Winter, No. 31) with weekly Addenda reporting current FCC grants, applications, new stations on air, etc.

Special Supplements

Hollywood's Candidates for Next Season's Programs. A list of new pilots, ready or in the making, compiled by our Hollywood Bureau. (Vol. 16:5).
Investing in Applied Science. A report based on a St. Louis speech by George Edgar, Research Dept., Carl M. Loeb, Rhoades & Co. A new approach to investments in the electronics industry. (Vol. 16:7).
Television Stations in Operation. A log of U.S. & Canadian stations on the air or due to be operating by Spring of 1960. (Vol. 16:10).

FCC Public Notice on 'Sponsorship Identification of Broadcast Material.' Full text of FCC interpretation of Section 317 of Communications Act. (Vol. 16:14).
Financial Data on Television-Electronic Companies. Statistical summaries of reports of leading public-owned companies. Prepared by Greenebaum & Associates, financial consultants in electronics. (Vol. 16:18).
Television Households by States & Countries. ARB survey-based estimates as of January 1, 1960. (Vol. 16:25).
Report and Statement of Policy on Programming Inquiry. Full text of FCC's Public Notice 60-970. (Vol. 16:31).
Special Reports
Strike Situation at a Glance. Charts. (Vol. 16:6 p16; 13 p12; 14 p15; 22 p11).
Government & Industry Action on Television. A chart. (Vol. 16:7 p5).
FCC Recommendations on Station Sales & Network Regulation. (Vol. 16:21 p6).
FCC TV Station Income and Expenditures for 1959. (Vol. 16:36 p3).
Chronology of 1960's Major Television Events. (Vol. 16:52 p14)

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The authoritative service for executives engaged in all branches of the television arts & industries

SUMMARY-INDEX OF WEEK'S NEWS

FORECAST 1960: Good business and "reform" highlight our annual forecasts for telecasting industry (p. 1). Another record year is predicted for home electronics (p. 17).

FCC

PROGRAM PROBE RESUMES, with finale expected end of month. Some industry witnesses due this week (p. 6).

FCC FUNCTIONS DEBATED at speech & theater teachers' convention, where Sen. Proxmire denounces FCC (p. 6).

Advertising

FTC STRIKES AGAIN in anti-payola drive, issuing 11 more complaints citing 14 record firms for illegal payoffs (p. 7).

Networks

NBC'S STATION-SWAP MOVES continue as network prepares to trade its Philadelphia o&o's (p. 9).

NET TV GAINS IN OCT.: National ad volume rose 13% in Oct. over Oct. 1958, reflecting net TV gains of 12% from a year ago, 11% for year to date, 5% over Sept. (p. 10).

Finance

RCA NEVER SOLD MORE: 29% 1959-over-1958 profit increase and 17% sales jump to record high is reported by Samoff (p. 22).

Manufacturing & Distribution

HOME ELECTRONICS IN '60: Gains seen on all fronts—retail sales of 6.1 million TVs, 10% increase in phono sales, 10 million domestic home radios. Imports to rise (p. 17).

WINTER TV MARTS to feature added 23-in. sets by most manufacturers. Admiral introduces 23-in. TV at \$199.95. Revived Capehart and Sonora lines will be shown (p. 19).

Auxiliary Services

SKIATRON ACCUSED by SEC of concealing \$3-million deficit in Matty Fox's pay-TV operations (p. 12).

Film & Tape

THERMOPLASTIC RECORDING, developed by GE, intrigues TV & movie industries as well as Wall Street. TV engineers warn process still seems far off, won't replace tape (pp. 5 & 13).

Other Departments

PROGRAMMING (p. 8). **STATIONS** (p. 11). **FOREIGN** (p. 12). **PERSONALS** (p. 16). **CONGRESS** (p. 16). **ETV** (p. 24).

TV IN 1960—'REFORM' & GOOD BUSINESS: Despite hell (Congress) & high water (competing media), the telecasting industry is headed for another record business year—its 14th in a row. This fact stands out in our staff's forecasts for 1960, gleaned from long personal familiarity with and observation of the broadcast scene, and from discussions with industry leaders.

The fury of official & unofficial criticism will continue, but severe repressive measures are unlikely as the industry gives strong indications that it is achieving its goals of correcting program & commercial excesses through its own internal upgrading program. Here, topic by topic, is what we see in telecasting's crystal ball, 1960 model:

Congress: New records for number of broadcasting bills introduced and old TV-radio regulatory proposals revived probably will be set by 2nd (or post-quiz) session of 86th Congress which convenes this week. There'll be few more popular subjects for law-drafting, floor speech-making and Congressional Record viewing-with-alarm than TV & radio evils uncovered by House Commerce Legislative Oversight subcommittee. Always-vociferous demands for reform of industry by tightening and/or broadening Federal Communications & Trade Commission Acts will be heard louder & clearer on Capitol Hill. Congressional climate will be bad for broadcasters. Whether this session will set record for legislative action is something else again. Anything could happen, from subjecting networks to direct FCC controls to outlawing of program deceits. But working for broadcasters against enactment of punitive legislation will be steps taken by FCC, FTC and NAB—and 2 big factors on Hill: (1) Elections. Race for adjournment in time for July political conventions will be on from start of session, in which much business will be left undone. (2) Oversight subcommittee itself. It builds headline momentum for legislation, but has won reputation for not finishing what it starts. If payola

hearings explore even part of field surveyed by subcommittee staff, proceedings will run far into session, leaving little time for any actual floor work on any new laws.

Federal Communications Commission: FCC's stepped-up surveillance of industry will first take form of sharper rebukes to stations guilty of clear-cut violations of law & Commission rules—for example, false ownership reports to FCC. In programming, the move will be slower. It will come in shape of brisk questions directed to operators whose performance bears least resemblance to promises they've made on paper to Commission. Death penalty of license revocation won't be imposed for programming malfeasance, but some licensees will sweat before year is over. Commission's close watch over licensees will cover whole range of its jurisdiction, particularly in areas spotlighted by Congress—such as trafficking in licenses, as criticized by Harris subcommittee last year.

Commissioners will spend so much time on Capitol Hill that they'll joke wryly about installing a shuttle bus. They'll be grilled about quiz-rigging, payola, programming, allocations, boosters & CATV—and other issues certain to emerge. They'll spend a lot of time interpreting new political broadcasting law. Republican Comr. Robert E. Lee is almost certain to be renominated, and his chances of confirmation by Senate are excellent.

Federal Trade Commission: FTC's TV-radio advertising monitoring unit (set up with 3 staffers in 1956 with paltry appropriation of \$100,000) still is so tiny that it doesn't rate listing in agency's official table of organization. As direct result of 1959 broadcasting scandals, that condition—along with importance of FTC itself—is due for change—which could be ominous for industry. If anything at FTC is sure for 1960:

- (1) It will get more money—and maybe tough new legislation—from Congress.
- (2) TV-radio looking-&-listening post, already doubled in staff size, will be expanded further.
- (3) FCC, FTC, Justice Dept., Food & Drug Administration, National Bureau of Standards will work together (as they often haven't in past) to help police fraud & fakery.
- (4) Under clean-up-or-else threats, FTC will induce trade organizations—especially those related to broadcasting—to carry on real self-regulating crusades.
- (5) Chmn. Earl W. Kintner, a staunchly Republican free-enterpriser, will make new history for FTC as guardian of public against advertising & merchandising gyps. For broadcasters, one effect of all this may be that FTC will come to rival FCC as alphabetical symbol of govt.

NAB & Industry Codes: Paradoxically, broadcasting's time of trouble & disrepute probably will bring year of resurgent strength & prestige to NAB. If for no other reason, common adversity in TV & radio will bring broadcasters together in common fronts as never before. In TV, some of NAB membership holdouts (small-market vhf's, obscure uhf's, go-it-alone independents) may continue refusals to take out cards in industry's club. But as a business necessity, subscribing to TV Code more & more will become a must for non-members as well as NAB card-carriers. In radio, rush by station loners to sign up with NAB—and thereby become eligible for Code subscription—will set roster record.

And TV & radio Codes (regarded by some subscribers in past as collections of pious platitudes which could be ignored safely) will take on new & real meanings for stations & public alike. As never before, right to display Code seals of good practices will become tangible assets for stations. There will be tougher NAB supervision of subscribers' behavior, too. In fear of offending dues-payers, NAB may have been too timid about crackdowns in past. Before 1960 is out, situation may be reversed. Fast-buck operators will begin to think twice about offending NAB (let alone viewers & listeners) before putting questionable stuff on air.

Stations' Financial Health: Unless economic portents for 1960 are wrong, TV will continue onward & upward this year—in terms of broadcast revenues (see below), at least. And radio, whose profit-&-loss graphs waver uncertainly, should have relatively steady year; 1959 was better than 1958 and further improvement by 3% this year wouldn't be surprising.

Network Business: Billing growth will continue, but at slower rate, since networks are moving toward a plateau in nighttime business. According to one (NBC-TV) management study, overall hike in gross time billings & network-controlled program sales probably won't be more than 5-6% in 1960, as compared with

8% last year. Heavy concentration will be made on daytime sales by ABC-TV, with its participation strips, and NBC-TV, with its planned daytime specials. Some exploration of the magazine concept of TV networking (apart from network-owned participation properties) will be done, particularly by CBS-TV which is discussing such a move with FCC. Networks will also continue their diversification trend with overseas investments, non-TV production, licensing deals.

Advertisers & Agencies: TV's rebuilt image should attract a record amount of ad dollars in 1960. TvB predicts a 10% increase in TV revenues (net time & talent) this year with network billings reaching \$846 million, an increase of 8% over 1959 (more optimistic than NBC's 5-6% guesstimate) and national & regional spot billings hitting \$520 million, a 12% jump. Local spot TV advertising will total \$322 million, up 15% over 1959, says TvB. TV's share of all advertising will rise to 15% (over 14% last year). (Consultant Richard P. Doherty's prognosis total is not very different from TvB's, but he holds TV's share of the total ad dollar in 1960 at the same 14% that was achieved in 1959. He predicts that 1959's final tote from all classes & types of sponsors will be \$1,505 million. He also forecasts that '60 will see a new all-time high for all ad spending—up 10.8% to \$11.9 billion.)

Advertisers will be more concerned with "image programming," such as news specials, and put less emphasis on drive for ratings, ANA officials told us. Agencies forecast higher proportions of their incomes will come from fees, research & marketing consultation, to offset dwindling profit margins from the 15% agency commissions which must cover higher-salaried TV creative staffs.

Allocations: FCC & OCDM will come up with a report stating that no vhf channels can be spared for TV by the military—or that they can be spared only if Congress gives the military hundreds of millions of dollars and a decade to shift to uhf. Congress won't give it the money. Net result will be that FCC will conclude it must make do with present 12 vhf channels and keep trying to utilize uhf. This will produce several vhf drop-ins for major cities via mileage cuts & other technical changes—but no wholesale or drastic moves. At same time, Commission will again look to uhf, perhaps actually proposing a long-range shift of all or part of TV to uhf; but this would be only a proposal.

New 1960 TV Outlets: Our prediction of 20 new stations for 1959 was conservative—24 made the grade. This year we're saying not more than 25 will get on the air—and are fairly confident figure won't go above that mark. At least 5 of 1960 starters will be educational non-commercial outlets. Our prediction for 1958 was "not as many as 40" and 36 got on the air. The 1947 prediction was 40—which turned out to be right on the nose. Our estimates are based on number of CP holders who actually have equipment on hand or who have signed network affiliation. Total CPs outstanding now number 182, but 127 of these are for uhf construction. In Canada, 7 stations began operation in 1959. Slightly more could start in 1960 as there are 7 licenses outstanding for stations which haven't begun operating as yet. However, Canadian picture could change rapidly if BBG authorizes 2nd stations in the large metropolitan areas there (Vol. 15:31, 43).

Network Programming: 1960 will bring the firmer creative control by networks that everyone expects, following the trend that began in the wake of the quiz scandals. But don't expect a major program revolution. Mid-season & summer replacements and even most new shows next fall will still be entertainment packages, and network-purchased film shows will have familiar formats. Scheduled for an increase, however, are prestige information & public-affairs shows on all 3 networks. ABC-TV, although still building its night-time schedules around telefilms, will make serious efforts to step up its roster of live & tape specials—a field in which NBC-TV will continue to lead, followed by CBS-TV.

Internal program regulation will grow, not lessen, at network level. Networks, producers, clients & agencies will face some stress & strain in learning to live with new rules for program & commercial honesty, but most networks expect self-policing to be operating smoothly by mid-summer. Networks won't back away from their new rules, but some changes may be necessary to create situations that are workable for all.

TV Film: Look for the powerful TV-film industry to gain even more production momentum this year, despite its so-so achievements in quality during 1959. Although there will probably be a record number of cancelations in the spring, most, of not all, will be replaced by new filmed entries, as in past. Growing steadily, industry will probably hit \$155 million in film production this year, up \$15 million from 1959. \$15 million.

There will be fewer Westerns, less violence, more family series and a resurgence of comedy—even in dramatic shows. Producers will also look for offbeat (but not uncommercial) series, musicals and musical dramas. Odds are for reduced production of 60-min. series because of undistinguished records of most such new shows last year. Producers, despite their reluctance to invest in pilots, will again find this the best way to sell a show, particularly since most series sold via presentations last year did not make good.

The independents will continue to dominate TV film, with Revue an odds-on favorite to retain its No. 1 rank, and Screen Gems will lead the majors. Networks' TV-film subsidiaries will increase production, but won't approach the volume of the top independents. There will be considerable turnover among executive personnel at the telefilm companies, come the spring show-casualty season.

TV guilds will get part of the higher residuals & minimums they seek. Some major film studios may go out of production but remain in the business by financing & releasing independents' pictures. They will thus be able to sell their post-1948s without fear of guild reprisals. Universal-International probably will be the first to sell.

There will be more concentration on vehicles than stars, as a result of disappointing series premieres by June Allyson, Joel McCrea, Keenan Wynn, Dennis O'Keefe, Betty Hutton. Tape will make little progress toward infiltrating the TV film industry this year. The movie & TV-film industries will finally reach agreement on establishment of a registration bureau to avoid title conflicts.

Syndication: Limited growth of domestic syndication market is seen by most large syndicators for 1960. Network expansion into marginal early-evening & late-night time slots and network logjam in 2-station & 1-station markets will continue to keep sales field tight. There'll be some advance in number of syndicated comedies & documentaries launched (paralleling network trends) but most new syndicated shows will be tailored to familiar action-adventure formulas. Overseas film syndication will grow noticeably in terms of percentage sales gain over 1959, but still won't amount to more than 25% of the domestic market value. Daytime TV market, particularly in stripped reruns of comedy shows, will be expanded by syndicators at station level. Features will again be in short supply with no early end in sight to the wrangling between Hollywood majors & talent guilds on TV residual formulas for release of post-1948 movies.

Educational TV: ETV will continue to grow. At least 5 (possibly more) new educational stations certainly will be on air before 1960 is out, bringing total to 50 or more (vs. 35 at end of 1958). It will be year of ETV's most ambitious ventures, too: \$7-million "Stratovision" experiment in midwest, launching of \$20-million electronic campus project centered at Princeton. Increasing blue-chip financial support for ETV stations will come from corporate foundations in addition to Ford Foundation, whose multi-million dollar outlays will continue. And there's good chance that House Commerce Committee will remove blocks from final Congressional passage of twice-pigeonholed bill by Sen. Magnuson (D-Wash.) for \$51 million in grants to states for ETV facilities. Senate-approved measure may be revised in House to require states to match federal funds, but ETV advocats who have pleaded for years for federal help won't argue about that.

Boosters & Community Antennas: FCC's proposed vhf booster (translator) rules will become final with little change, and booster operators will be given plenty of time to conform. Western station and CATV operators will finally call off their debilitating feud when the latter agree to keep from duplicating programs carried by stations in their communities. Pending CATV-regulation bills will then be shelved or drastically watered down—and most pending litigation will be called off or settled through compromise. CATV systems won't increase greatly in numbers, but customers-per-system will show steady but unspectacular growth. It will be a record year for system sales & swaps because CATV systems are running out of depreciation; if they buy or swap they get a new lease on depreciation—and a fine tax break. TelePrompter will become a name to reckon with as it buys more systems.

Closed-Circuit TV: More diversification in closed-circuitcasting—including regularly scheduled medical seminars, heavy usage in 1960 political campaigns & growing number of permanent TV installations in ad agencies for commercial experimentation—will be seen in 1960. But real backbone of the closed-circuit business will still be business-&-sales meetings, with production budgets being steadily increased. Overall billings in industry should hit \$12 million this year, up 30% from 1959. TNT Telesessions & TelePrompter both expect to go over the \$3-million mark in 1960. Most closed-circuit firms plan to increase their creative & service staffs this year to meet demands of non-broadcast TV customers for everything-under-one-roof facilities.

That's how 1960 looks to us—and we think it will balance out to a good year for telecasting industry, both in terms of business & improved product quality. Telecasting's "circulation managers"—the receiver manufacturers—also are gearing up for a good year, and our detailed forecasts for TV, radio & stereo manufacturing & distribution lead off this week's Trade Report, beginning on p. 17.

SIZE-UP OF THERMOPLASTIC RECORDING: Publication of a year-old technical paper on a new method of visual recording last week apparently panicked some Wall Street investors even more than it intrigued TV & movie industry topkicks.

System of thermoplastic recording, based on principle of Swiss Eidophor projection TV, is described in Dec. issue of the Journal of Applied Physics by GE Research Labs scientist W. E. Glenn. Publication of the paper apparently scooped GE's own press dept.—which has scheduled a news conference on the subject Jan. 12, and GE officials have been instructed to make no comment until then.

Story was broken to the public by N.Y. Times, which printed long article based on Glenn's paper Dec. 24. Wall Street reaction was immediate. Ampex stock dropped 11¼ points same day, 7 more Dec. 28, next day of trading, recovering 4 points Dec. 29 to close at 108½, was unchanged Dec. 30. GE rose 3¾ Dec. 24, then lost a point in dull market Dec. 28, climbed 1½ Dec. 29, another 2½ to close at 98½ Dec. 30.

What is thermoplastic recording (or TPR, as GE has labeled it)? What are its advantages & disadvantages? Does it pose a threat to present methods of electronic recording of TV pictures? We asked a number of leading industry engineers (non-GE) who have been familiar with the work, and present here the synthesis of their size-ups:

TPR system uses Eidophor principles to store color or monochrome images on re-usable film. Pickup is done by electronic camera—the paper doesn't specify whether conventional TV camera could be used. Electron beam is sprayed across special 3-layer plastic film. Beam deposits pattern of negative electrical charges on the tape. An RF heating unit "develops" the electron pattern into a series of ridges & valleys, which can be projected into an optical picture using special equipment working on principle of Eidophor projection unit. For TV, it can be picked up by specially equipped camera or flying-spot scanner. Where Eidophor produces a projectable TV picture from electronically-produced ripples on a liquid surface, the TPR system records & reproduces by means of more permanent ripples produced on a film surface—leading one industry engineer to term it "a sort of Eidophor storage battery." (For summary of Glenn paper, see p. 13.)

Like video tape, thermoplastic film can be played back virtually immediately and can be erased & used again. Advantages over video tape: It has almost same flexibility as film for editing, special effects, projection, trick effects. It may be more compact than video-tape equipment. Like film, same thermoplastic recordings may be shown on TV systems using any set of standards (British, U.S., European, etc.).

Biggest disadvantage as compared with video tape: Thermoplastic playback is an optical process—like film—and in transferring the picture from its optical form (by projection or scanning), there is probability of introducing same picture degradation as in the case of film. With magnetic TV-tape recording, however, live-quality image is theoretically possible, and, as is demonstrated every day, practically attainable.

Another disadvantage—at least momentarily: TPR is still a lab device, presumably on a breadboard layout. Clue to how many years off it is may come from GE next week. GE announcement of Jan. 12 news conference mentions only that system will be "described" (not demonstrated).

Industry comment on system was largely cautious. CBS-TV affiliate relations & engineering vp William Lodge pointed out that development of a working TPR will take a long time and that the network is not taking any stand on the idea one way or the other. ABC engineering vp Frank Marx took similar attitude, pointing out also that the recorder is still in the future & yet to be proved.

Two actively concerned companies were heard from: GE vp-research dir. C. G. Suits expressed belief that "this discovery may eventually rank in importance with the original invention of photography, the phonograph and magnetic recording."

Ampex Pres. George I. Long Jr. said the same principle "has been under study by Ampex research labs for the past several years." It was described, he said, in an Ampex technical bulletin last Sept. If this or any other new recording process becomes practical, he added, "we believe their major application will be as an adjunct to existing magnetic recording techniques rather than as a replacement [and] we are confident Ampex will be among the first companies to offer equipment" for any practical new process.

The FCC

PROGRAM PROBE RESUMES: Some industry spokesmen will get their licks in this week as FCC's programming inquiry resumes Jan. 5. But biggest guns—networks & NAB—are due at the windup starting Jan. 25. The hearings will run this week & next, then take a week's breather while FCC counsel Ashbrook Bryant & James Tierney bone up for the big finale. They hope the hearing will end this month or early in Feb.

This week's witnesses: Jan. 5—Prof. Eric Goldman, Princeton U.; producer-playwright Rod Serling; Assn. of National Advertisers, spokesman still unidentified. Jan. 7—Morris Novik, broadcast consultant; Advertising Federation of America, witness not named; Herman D. Kenin, pres., American Federation of Musicians; Burton Lane, pres., American Guild of Authors & Composers; Philip Cortney, pres., Coty Inc. Jan. 8—Marianne B. Campbell, gen. mgr., radio WJEH, Gallipolis, O.; Tom Chauncey, pres., KOOL-TV Phoenix; Howard B. Hayes, vp, radio WPIK Alexandria, Va.; Cecil Woodland, gen. mgr., radio WEJL Scranton.

NAB is going all out, meanwhile, preparing its case. Constitutional lawyer Whitney North Seymour plans to confer with NAB officials in Washington this week, and NAB's special 12-man task force meets Jan. 11. Seymour, a member of the Simpson, Thacher & Bartlett firm, is not only president-elect of American Bar Assn. but also chmn. of ABA's bar-media committee on Canon 35. (The Canon prohibits the use of cameras & microphones at court trials.) Reached in Hanover, N.H., where he was vacationing, he said he had no observations on the constitutional questions involved, that "I've just begun really to work on the thing."

* * *

"Nationwide expression of indignation" over quiz & payola scandals "is such that broadcasting—and TV in particular—must mend certain of its ways if it is to regain some lost respect & confidence," FCC Chmn. Doerfer warned last week. In a year-end statement on FCC's 25th year, he added: "Whether this can be done by moves to strengthen self-regulation without new & compelling legislation remains to be seen." Doerfer also noted that "many voices are demanding a halt to some broadcast 'commercials' which, if not actually illegal, are unethical or in bad taste and are a disservice to the public." After reviewing Commission work in 1959, Doerfer's report concluded: "Never before in its quarter century has so much of the Commission's time been diverted from the normal administrative process by happenings which require priority attention." Among them: Court actions requiring "new & additional time-consuming procedures" and Congressional activity entailing "an unprecedented number" of appearances at hearings, comments on proposed legislation, special studies, etc. He called again for enactment by Congress of FCC-proposed measures to simplify & reduce FCC's housekeeping chores.

"Economic injury" question in Auburn, N.Y. has been slated for hearing by the FCC Comrs. Lee & Cross dissenting. Local radio outlet WMBO had objected to the grant of WAUB on the grounds that the city couldn't support 2 stations. The Commission then told WMBO to file a renewal application so that the body may determine who shall have the only station in town—if WMBO proves that the community can't support 2.

FCC FUNCTIONS DEBATED: Sen. Proxmire (D-Wis.), who has been trying for 2 years to write an FCC "ripper" bill, enlivened an otherwise polite panel discussion at a Washington convention of educators last week by demanding a tough Commission crackdown on TV & radio programming.

What's needed now is a "substantial, drastic revision" of regulations governing the broadcasting industry—perhaps by substituting an administrator-&-court system for FCC, Proxmire said. But at the same time, he added, FCC already has "the power & authority" to force stations to improve programs.

He drew heated retorts from fellow-panelist FCC Chmn. Doerfer at the speech & theater convention of 4 organizations—the Speech Assn. of America, American Educational Theater Assn., National Society for the Study of Communications and National University Extension Assn. And other participants in the session on "The FCC's Role in Broadcasting" gave Proxmire little support.

Once FCC starts regulating programming, Doerfer said, "you go down a road [of censorship] from which there is no turning and no end." And in a ringing mixed metaphor, Doerfer cautioned his audience: "Don't get on the bandwagon that is going to pull the roof down over your heads."

And as for attacks on FCC itself by such critics as Proxmire, who had cited a *N.Y. Times* story quoting unnamed lawyers in protests against FCC procedures, Doerfer said: "Any anonymous charge against the FCC isn't worth the paper it's written on. The whole scandal about FCC is mostly in the minds of those who are afraid to stand up & be counted."

Congressman Backs Doerfer

Rep. Avery (R-Kan.), a House Commerce communications subcommittee member, sided with Doerfer. He said it's up to Congress to provide help to FCC ("guidelines, yes; censorship, no") if tighter program regulation is needed. "The most convenient place to place blame" for faults, Avery said, always is FCC instead of Congress, adding: "If we give the TV industry time to grow up, it will be able to regulate itself."

Dr. David R. Mackey of Boston U. challenged Proxmire's "meat axe" approach to FCC problems. He also asked why the industry "has not stood up a little more for its rights" to have more definite conduct guides in the Communications Act. Now the industry is subjected to Congressional "pressures" instead of clear-cut rules, Mackey said.

Dr. Walter B. Emery of Michigan State U., former legal asst. to ex-FCC Chmn. Paul Walker, suggested it would be a good idea if Congress amended anti-censorship Sec. 326 of the Communications Act to permit FCC rule-making on program standards.

In an earlier session at the speech & theater convention, delegates heard discussions of TV's role in politics. Both Republican campaign dir. Robert Humphreys & Democratic information dir. Samuel Brightman agreed that use of hard-sell advertising gimmicks on the air won't work in this Presidential election year. The public no longer will buy canned political presentations, they said.

"Educational TV & majority taste" was discussed by Prof. William Bluem of Ohio Wesleyan U. in a panel on "persuading the TV producer to give us the kind of programs we want." He said that the big trouble with much educational programming is that it's "boring." ETV needs more entertainment, Bluem argued.

"Televising of Nudes" might not be good public-service programming, acting FCC gen. counsel Edgar H. Holtz and his staff soberly advised the Court of Appeals in N.Y. last week. Filing a friend-of-the-court memorandum in the govt.'s appeal from a District Court ruling (that unexpurgated *Lady Chatterley's Lover* is mailable, not obscene), the FCC attorneys asked the higher court to "avoid any holding that might be construed" as applying to broadcasting as well as book publishing. "The tolerance by the community of sexual frankness on the broadcast media is obviously less than that which is acceptable in books," the brief said. "Radio & TV programs enter the home and are readily available not only to the average normal adult but also to children and to the emotionally immature or disturbed." Citing First Amendment protection given in an earlier court decision to a nudist magazine, the memorandum said "the televising of nudes might well raise a serious question of programming contrary to the public interest under the Communications Act" & criminal law governing indecency on the air. "Similarly," it stated, "regardless of whether the '4 letter words' & sexual descriptions set forth in *Lady Chatterley's Lover* (when considered in the context of the whole book) make the book obscene for mailability purposes, the utterance of such sexual activity over radio or TV would raise similar public interest and [criminal code] questions."

Deletion of Ch. 6 New Bedford (Providence) has been proposed by FCC but the way seems to be clearing for the Commission to keep it there through several developments: (1) Coast Guard, which had told FCC it wouldn't object to a TV site beyond 3 miles from its Loran station on Martha's Vineyard, presumably approves the new site proposed by applicant WNBH 6 months ago—because it hasn't objected. (2) Co-channel WCSH-TV Portland, Me. has filed an application to move to a site which would enable the New Bedford station to meet FCC's mileage rules. Assn. of Maximum Service Telecasters stands ready to withdraw its objection to the New Bedford assignment if WCSH-TV's application is granted. Grant of the WCSH-TV move awaits airspace approval; FCC processing is complete. (3) The 4 New Bedford applicants are ready to merge, and it's expected that WNBH will be the surviving applicant—the other 3 getting a percentage of the grant or being paid for their expenses. (4) ABC has told FCC that it favors the Ch. 6 assignment which would give it a full-time affiliate in the Providence area.

CP for Ch. 10 Helena, Mont. has been granted to Helena TV Inc., operator of CATV system there. Feuding with KXLJ-TV (Ch. 12) Helena, the grantee had told the FCC it would build a station if KXLJ-TV went off the air. KXLJ-TV had previously informed the Commission that it would have to go dark if the CATV were permitted to microwave signals from Spokane stations. The microwave was authorized, KXLJ-TV shut down, Helena TV applied. The microwave authorization was then suspended by FCC following a court order—KXLJ-TV has resumed operation.

Low-power vhf translator rules proposed by FCC (Vol. 15:49 p4) were endorsed quickly by KMSO-TV Missoula, Mont., even though comments aren't due until Jan. 11. The station asserted that "many small settlements located in the canyons of Western Montana . . . can only be served by the use of vhf translator stations. In fact, there are 2 populated canyons located within the city limits of Missoula that cannot be adequately served by KMSO-TV."

Increase from 110 to 316 kw. was sought by WABC-TV N.Y. in a petition for a waiver of FCC rules.

Advertising

FTC STRIKES AGAIN: In the second phase of its swift drive against payola on TV & radio, FTC last week issued 11 more complaints charging 14 record manufacturers & distributors with making under-table payments to disc jockeys in violation of fair-competition rules of the Federal Trade Commission Act.

The new FTC clean-up campaign—launched last month with filing of payola charges against 9 firms, including RCA, which promptly agreed to stop payola practices it didn't admit (Vol. 15:51 p6)—still has a long way to go, Commission sources indicated.

With a total of 23 companies now cited, FTC staffers were digging through a mass of reports & rumors involving many other outfits in widespread pay-off customs in broadcasting. Nobody at FTC would say just how many more formal complaints might be issued, but at least 30 additional cases were reported in process of preparation.

"There are matters on payola at all stages in the Commission in substantial numbers," said FTC Chmn. Earl W. Kintner.

In the latest actions announced Jan. 2, FTC accused 5 record manufacturing companies & their top officers of complicity in giving unnamed disc jockeys payola:

Fury Records Inc., 271 W. 125th St., N.Y., Pres. Morgan Robinson & secy.-treas. Clarence L. Lewis.

Laurie Records Inc. (with Abel Productions Inc.), 1755 Broadway, N.Y., Pres. Allan Sussel, vp Gene Schwartz, treas. Robert Schwartz and secy. Eliot Greenberg.

Class Record Sales, 3617 W. Pico Blvd., Los Angeles, Pres. Leon Rene.

Roulette Records Inc., 659 10th Ave., N.Y., Pres. Morris Levy, treas. Morris Gurlek, vp Philip Kohl and exec. vp-secy. Joseph L. Kolsky.

Atlantic Recording Corp., 157 W. 57th St., N.Y., Pres. Ahmet M. Ertegun, vp Nesuhi Ertegun, vp Miriam Bienstock, vp Gerald Wexler and secy.-treas. Vahdi Sabit.

5 Distributors Accused

Five individual record-distributing firms and 4 companies which are affiliated were similarly charged by FTC:

Duke Record Inc., 2809 Erastus St., Houston, Pres. Don D. Robey.

Marnel Distributing Co. Inc., 1622 Fairmount Ave., Philadelphia, Pres. Nelson Verbit.

Lesco Distributors, 71 S. 21st St., Philadelphia, operated by Edward S. Cohn.

Main Line Distributors Inc., 1510 Fairmount Ave., Philadelphia, Pres. Haskel Golder & Barry Golder.

Action Records Inc., 452 46th St., N.Y., Pres. Louis Klayman, treas. Morris Price and secy. Herbert Cohen.

Cosnat Distributing Corp. & Jay-Gee Record Co. Inc., 315 W. 47th St., N.Y.; Cosnat Distributing Corp. of Cleveland, 1233 W. 9th St., Cleveland; Cosnat Distributing Detroit Corp., 3727 Woodward Ave., Detroit. (The FTC identified Jay-Gee as a manufacturer, the other firms as distributors, and cited these officers: Jerry & Elliot Blaine, connected with all 4 companies; Charles Gray of Cosnat Distributing Detroit, and Bennett Blaine of Jay-Gee.)

Names of disc jockeys allegedly involved in the payoffs were withheld by FTC, since they weren't charged with any violations in the agency's jurisdiction. But lists of the jockeys were made available to FCC for use in connection with its station-questionnaire investigation of payola practices (Vol. 15:49 p1), in which first replies are due Jan. 4. In announcing its 2nd batch of complaints, FTC said:

"The disc jockeys conceal the fact that they are receiving payoffs for broadcasting the songs and misinform listeners that these records are selected strictly on their merits or public popularity.

"This deception . . . tends to mislead purchasers into buying the 'exposed' records which they might not otherwise have purchased. And also to advance these recordings in popularity polls, which in turn tends to increase their sales substantially.

"These payoffs are unfair methods of competition forbidden by the FTC Act because they have the capacity to suppress competition and to divert trade unfairly from the respondents' competitors."

The 'Best' Campaigns: Seven admen were given a chance to pick what they considered to be the best TV campaigns of the year last week by *N.Y. Journal-American* ad news editor Doris Willens. Result—there were as many "bests" as there were selectors:

Al Ward, copy chief, BBDO: "Sanka—strong, consistent, always an attention-getter."

Rollo Hunter, TV-radio vp, EWRR: "Timex—forthright, daring. You're convinced the watch is indestructible."

James J. McCaffrey, sr. vp, Ogilvy, Benson & Mather: "Alpine's commercials . . . because they don't shout, and because they contain a touch of whimsy, succeed in getting across the point."

Herman Davis, vp for art, DCS&S: "Duncan Hines—everytime I see this commercial I want to eat my TV set."

Stuart Ludlum, TV-radio dir., Kudner: "Lestoil—no question about the success of this job, because it was strong enough to make other manufacturers introduce competing products."

J. Clarke Mattimore, dir. sales development div., K&E: "Kraft's color commercials are very exciting. The food is beautifully & temptingly presented—showing Kraft's long experience in commercial TV."

W. S. Chesley, exec. committee chmn., KHCC&A: "Procter & Gamble's Mr. Clean . . . because of the combination of animation & live action . . . thoroughly effective demonstration technique."

TV's ad value will not be undermined by the current probes, believe an "overwhelming majority" of TV-radio ad agencies which were surveyed by (Dec. 28) *Broadcasting*. Prevailing opinion is that the medium's ordeal will produce an immediate improvement in ad copy & programming, a long-range gain in overall effectiveness & value. Other findings: Clients are becoming more selective in program choices; most of the agencies, "for the record," support advertiser interest in programming; agencies are stepping up supervision of commercials, exercising more care in hewing to taste & believability.

Advertising Federation of America will hold its 2nd annual midwinter conference Feb. 25 in Washington's Statler-Hilton Hotel, where the theme of sessions will be "Advertising Freedoms & Advertising's Dynamic Role in the 1960s." Top govt. speakers will include FTC Chmn. Earl W. Kintner.

Ad People: Allen F. Flouton & Jack P. Rees elected Compton exec. vps . . . Roland H. Cramer, ex-BBDO, named Lennen & Newell vp . . . Guy B. Mercer named vp & plans board member, Needham, Louis & Brorby . . . Carl Spielvogel, *N.Y. Times* ad news columnist, named McCann-Erickson corporate PR dir.

Programming

Magazine-Concept Explorations: ABC-TV has no intention of following CBS-TV's lead in exploring with a few major agencies the idea of a weekly night of network time set aside for magazine-concept programming. So we were told by ABC officials when queried concerning reports that ABC might join CBS in a trial run.

"We've discussed several new sales plans for the 1960 season," an ABC vp admitted, "and several are loosely based on magazine-concept TV advertising. In fact, we have a total of 8 hour-long shows in prime time now that are, essentially, sold in participation segments. But we aren't planning to adopt a CBS-type pattern, and we have no intention of following the British system."

ABC-TV's plan, we're told privately, involves a network adaptation of a rotating-sponsorship formula long familiar in the spot TV field ("orbit plan," "checkerboard plan," etc.). A series of several (possibly as many as 5) telefilm shows would become part of a sales plan in which the shows would receive prime-time exposure, between 7:30 & 11 p.m., and participations would be sold on a no-fixed-position basis. Sponsors would rotate around the various shows, buying strictly on an audience-reached basis with no creative control. Since ABC-TV's prime-time slots are now almost entirely committed, the start of such a plan will have to wait until Oct. 1960. Meanwhile, ABC will "explore agency-advertiser interest in the idea."

CBS-TV's plan, which has never officially been announced but is common talk around large N.Y. agencies, is one of several ("as many as 40," we were told recently by one CBS contact) plans for the 1960 season under discussion at that network. It's said to be based on the creation of a 3-hour midweek segment in prime time, to be filled with a mixture of entertainment & public-affairs shows in which advertisers would buy magazine-type "inserts" on a rotating basis—a system that's somewhere between existing full-sponsorship programming & Britain's pattern.

Preliminary reaction of major ad agencies to these plans has been varied. BBDO exec. vp for creative services Robert L. Foreman, speaking at a Dec. 21 American Mktg. Assn. workshop, said agencies & advertisers were "far from sold" on the idea of magazine-style TV.

And while networks discussed the possibility of magazine-concept operation, editor-in-chief John Fischer of *Harper's* poked some sly fun at TV in his magazine's Jan. issue, pondering what would happen if admen had a hand in deciding the editorial content of magazines. Fischer cited the hypothetical case of feather-edge Safety Razors, which "decides to reprint a Western serial which originally appeared in *Collier's* in 1937 [because] audience surveys prove that Westerns are sure-fire and obviously it is safer to use a proven product."

TV's use of foreign-made music is now being protested by American Federation of Musicians' Local 802 in open-letter newspaper ads "To the TV Audience." The ads claim, in part: "The employment opportunities of professional musicians in the U.S. are being curtailed seriously by a growing, but little-known, practice in many filmed network TV shows . . . The music which you hear on these shows is made abroad at cut rates." Listed as using "foreign-made music" are *Bat Masterson*, *Black Saddle*, *DuPont Show*, *Johnny Ringo*, *Lassie*, *The Lockup*, *Men Into Space*, *Richard Diamond*, *The Rifleman*, *The Detectives*, *Sea Hunt*, *Tales of the Plainsmen* (sic), *Tombstone Territory*, *Wanted—Dead or Alive*, *Wichita Town*, *Zane Grey*.

TV & radio deadline for applications to the radio & TV correspondents' galleries for arrangements for floor coverage of the Democratic National Convention opening July 11 in Los Angeles is Jan. 22. "Plans are well under way for audio & video pool coverage of convention floor activities inside the Memorial Sports Arena," convention Chmn. Bill Henry (House Radio-TV gallery, Room G-4 Capitol, Washington) said in a memo to correspondents. But he urged them to advise him quickly on work-space requirements: "Do you want to rent desk, install phone, radio loop or do you want a broadcasting booth (state minimum dimensions) to be constructed at your expense?" Requests for hotel sleeping & studio facilities will be relayed by Henry to the Democratic National Committee.

Announcements designed to tell CBS television viewers about program procedures . . . show that the network is trying. . . CBS has shown leadership in demonstrating its eagerness to do more than go through the motions of reform. But however commendable such steps may be, it should be remembered that the basic evil of television isn't faked laughter, or pre-recorded shows, or artificial beer suds. The basic evil is poor programs. And the overall impression of mediocrity, tastelessness and infantilism is heightened, rather than dispelled, by the contrast of the occasional worth-while show that comes along. So, if it salves a broadcaster's conscience by all means let's have the notices about artificial laughter, pre-filming and the like. But what we're really waiting for is the announcement that says: 'Tonight's program augmented with intelligence, embellished with taste and presented with responsibility.'"—Editorial in *N.Y. Herald Tribune*.

Hedda Hopper vs. Ed Sullivan verbal bout got big headlines in Dec. 30 afternoon papers when Miss Hopper called Sullivan "a liar" following his accusations that she had offered favorable column items and token talent fees in return for appearances of top stars on her Jan. 10 NBC-TV tape special produced by Talent Associates. Sullivan, who wired AFTRA & SAG to investigate Miss Hopper's wage scales and methods of payment, contends he has paid & offered the same, or comparable, stars as Miss Hopper's, as much as \$10,000 per appearance. Miss Hopper is paying scale "for much the same reasons Jack Paar pays the minimum," a Talent Associates representative told us in N.Y. Her guests will not perform, he said, but will appear briefly and "simply chat." AFTRA also has no quarrel with Miss Hopper, we were told by a union spokesman. Sullivan's CBS-TV variety bill is a direct rival of the Hopper Show Jan. 10. On Friday, Charlton Heston withdrew from the Hopper show.

KFMB-TV documentary on anti-submarine warfare, produced by the San Diego station for prime-time telecast, proved so effective that the U.S. Navy has requested kine-scope prints for use in its own ASW training program, reports vp-gen. mgr. George Whitney. The 60-min. "Target USA" was produced with assistance from the Navy, which furnished service personnel & 5 tons of equipment.

Al Capone's sister, Mrs. Mafalda Maritote of Chicago, is seeking \$1 million damages—\$500,000 from Desilu, \$250,000 each from CBS and Westinghouse—in a suit alleging that fact & fiction were "intermingled" in *The Untouchables* story about her brother. The 2-part show was telecast April 20 & 27, repeated Oct. 15 & 23.

CBS-TV in the wake of its recent housekeeping memos, is now laying out at least \$3,000 weekly to buy prizes for such daytime giveaway shows as *Art Linkletter's House Party*, *For Better or For Worse* and *On the Go*.

Networks

NBC's Station-Swap Moves: The tempo was quickening last week in the station-swap game of musical chairs being played by NBC, although network officials were still denying that the game was being played at all. The network, however, was reportedly close to a working deal for the Boston-for-Philadelphia swap (Vol. 15:51 p7) that's been discussed with RKO Teleradio—a swap in which NBC-TV will shed its WRCV-TV & WRCV Philadelphia, under a Justice Dept. consent decree, for Teleradio's WNAC-TV, WNAC and WNAC-FM Boston.

As part of the same general swapping process, NBC's Washington o&o stations, WRC-TV, WRC and WRC-FM would also go to Teleradio for cash. Since this would reduce NBC-TV's vhf list of o&o's to 4, the move would free the network to acquire something it has wanted for a long time: ownership of a TV outlet in the San Francisco area. The logical target there, by all indications, is Chronicle Publishing Co.-owned KRON-TV, since KGO-TV is an ABC o&o and KPIX is owned by Westinghouse Bestg. Co., and neither of the latter owners is likely to sell or swap.

NBC, however, may face a stiff price in negotiating for KRON-TV San Francisco. The Ch. 4 outlet reportedly grosses \$5.5 million annually for Chronicle Pub. Co. and is said to produce a better profit for the publishing firm than its newspaper. (One possible answer for NBC might be to offer a 50% purchase under an attractive capital gains deal, a station-group executive in N.Y. suggested last week.) In the realm of station grosses, it's also worth noting that the Teleradio Boston outlets are reportedly out-grossed by the NBC Philadelphia outlets which NBC must shed. The Boston TV-radio stations are classed by most N.Y. reps in the \$9.5-million-annually bracket, while the 3 WRCV stations are said to gross more than \$12.5 million.

If the Justice Dept., which must approve the NBC moves, gives a green light, the station shifting will create at least one odd situation: There will be no network o&o in Washington, although the webs would probably wind up with 3-way representation via affiliations.

Show business & farming are strange partners, but ABC is now concerned with both—following FCC's approval of its purchase of the Prairie Farmer Publishing Co. (Vol. 15:47 p9). This gives AB-PT full ownership of radio WLS Chicago, of which it had previously held 50%, plus *The Prairie Farmer*, *Wallace's Farmer* & *The Wisconsin Agriculturist*. Price of the whole package was \$6 million plus a percentage of the profits of the publications for 7 years. Price of the station wasn't segregated.

AFTRA will appeal FCC's renewal of NBC's WNBQ & WMAQ Chicago (Vol. 15:52 p16). Raymond A. Jones, exec. secy. of AFTRA's Chicago local, wired the Commission: "We were astonished this morning to find through the newspapers that a petition filed by us over one year ago concerning the renewal . . . has not only been denied but that it was denied without notice to us." AFTRA requested exact copies of the FCC order concerning the petition, asked for "sufficient extension of time after receipt of official order" to plan an appeal to the courts.

Another low-power CBC o&o outlet has begun operation: CBLAT (Ch. 8) Kenora, Ont. started Dec. 5 as an unattended English-language outlet carrying CBC network programs only at no additional charge.

Net TV Gains in Oct.: The national ad volume rose 13% in Oct. over Oct. 1958, with all major media, excepting network radio, reflecting the rising tide of ad business. The Oct. *Printers' Ink* index shows network TV up strongly across the board—ahead 12% from a year ago, 11% for year to date, 5% in Oct. over Sept. Network radio was down 14% both from a year ago and cumulatively, but its Oct.-over-Sept. performance showed a 20% gain. Total magazines were up 13% in Oct. from Sept., newspapers dropped 1% and were the only major category to show a loss for the period. Both gained markedly from a year ago—magazines 20%, newspapers 5%. Best performances: outdoor, 26% ahead Oct.-over-Sept., weekly magazines, 27% ahead of a year ago, monthly magazines, 18% ahead for the first 10 months. The general index gain for year to date was 9%.

Medium	Index		% Change from		% Cumulative change
	Oct. 1959	Oct. 1958	1 month ago	1 year ago	
General Index	242	215	+5	+13	+9
Total Magazines	195	162	+13	+20	+12
Weekly	232	182	+22	+27	+11
Women's	125	116	+6	+8	+9
General Monthly	233	197	-1	+18	+18
Farm	105	101	-2	+4	+4
Newspapers	213	202	-1	+5	+7
Network Television	484	430	+5	+12	+11
Network Radio	24	28	+20	-14	-14
Business Papers	242	217	0	+12	+6
Outdoor	188	169	+26	+11	-2

All indexes have been seasonally adjusted. The index shown for each medium is based on estimated total advertising investments in the medium, including talent, production and media costs. For each medium, the base (100) is an average of total investments in the years 1947-49 except for the TV base which covers the years 1950-52. "Cumulative change" in the last column refers to the change from the same period last year of the index average from Jan. through Oct. 1959.

NETWORK SALES ACTIVITY

ABC-TV

Lunch with Soupy Sales Sat. noon-12:30 p.m., renewal through June 25.
Jell-o (Young & Rubicam)

CBS-TV

The Kate Smith Show, Mon., 7:30-8 p.m., starting Jan. 25.
Whitehall & Boyle-Midway Divs. of American Home Products (Ted Bates)

On the Go, Mon.-Fri., 10-10:30 a.m., alt. wk. 15-min. segs. eff. Jan. 8.
Helene Curtis (Edward H. Weiss) & *Lawny's Foods* (Doyle Dane Bernbach)

The Millionaire, Mon.-Fri., 3-3:30 p.m., alt. wk. 15-min. segs. eff. Jan. 12.
General Mills (Dancer-Fitzgerald-Sample)

The Verdict Is Yours, Mon.-Fri., 3:30-4 p.m., alt. wk. 15-min. segs.
Remington Rand (Young & Rubicam)

Professional hockey coverage, Sat., 2 p.m.-conclusion, eff. Jan. 9.
Carling Brewing Co. (F. H. Hayhurst Ltd.)

NBC-TV

Bonanza, Sat., 7:30-8:30 p.m., 4 one-third sponsorships.
DuPont (BBDO) & *Gold Seal* (Campbell-Mithun)

It Could Be You, Mon.-Fri., 12:30-1 p.m. & Queen For A Day, Mon.-Fri., 2-2:30 p.m., six 15-min. segs. starting in Feb.
Block Drug (Grey Adv.)

Circus Boy, Sat. 11:30 a.m.-noon, alt. wks. starting Jan. 16.
Nestle Co. (McCann-Erickson)

Queen For A Day, Mon.-Fri., 2-2:30 p.m. & From These Roots, Mon.-Fri., 3:30-4 p.m., participations, starting Feb. 11.
Nestle (McCann-Erickson)

Network Television Billings

October 1959 and January-October 1959

(For Sept. report, see TELEVISION DIGEST, Vol. 15:47 p10)

Oct. Ahead 12.4%: Network TV's Oct. gross time billings jumped nearly \$11 million ahead of the Sept. volume, TvB reported last week, to \$59,030,752 from \$48,268,555, and gained 12.4% over Oct. 1958's billings of \$52,526,147. The year-to-date business increased to \$510,136,192. This is 10.7% ahead of the \$460,642,737 in billings racked up in Jan.-Oct. 1948. CBS led the networks in Oct. dollar volume, with billings of \$23,610,441, and maintained its cumulative lead with \$218,961,251 in total Jan.-Oct. business. ABC continued to score the biggest percentage gains: 25.9% ahead in Oct.-over-Oct. billings, 20.5% ahead in year-to-date comparisons.

NETWORK TELEVISION

	Oct. 1959	Oct. 1958	% change	Jan.-Oct. 1959	Jan.-Oct. 1958	% change
ABC	\$12,537,020	\$ 9,960,524	+25.9	\$ 99,103,176	\$ 82,212,708	+20.5
CBS	23,610,441	21,901,036	+7.8	218,961,251	203,092,867	+7.8
NBC	22,883,291	20,664,587	+10.7	192,071,765	175,337,212	+9.5
Total	\$59,030,752	\$52,526,147	+12.4	\$510,136,192	\$460,642,787	+10.7

1959 NETWORK TELEVISION TOTALS BY MONTHS

	ABC	CBS	NBC	Total
January	\$10,647,078	\$22,129,248	\$19,299,853	\$52,076,179
February	10,024,460	20,806,220	18,053,828	48,884,508
March	11,565,031	23,265,395	20,728,315	55,558,741
April	10,309,263	22,077,285	19,739,816	52,126,364
May	9,946,570	22,298,271	19,674,494	51,919,335
June	8,930,114	21,171,128	17,984,845	48,086,087
July	8,391,470	21,269,782	17,883,111	47,544,363
August	8,205,520	21,137,261	17,298,527	46,641,308
September	8,546,650	21,196,220	18,525,685	48,268,555
October	12,537,020	23,610,441	22,883,291	59,030,752

Note: Figures revised as of Dec. 24, 1959. These figures do not represent actual revenues inasmuch as the networks do not divulge their actual net-dollar incomes. The figures are compiled by Broadcast Advertisers Reports (BAR) and Leading National Advertisers (LNA) for TV Bureau of Advertising (TvB) on the basis of one-time network rates or before frequency or cash discounts.

Stations

New time-delay monitor to eliminate live TV bloopers, called "the goof trap," has been patented by N.Y. independent electrical engineer Henry M. Hume. The device enables a director to cut off a camera that has picked up an "unfortunate" picture, Hume told us. Signals from each live camera are continuously recorded on separate loops of magnetic tape, with the selected image picked up for telecasting from the tape a few seconds after its appearance on the new studio monitor. Audio signals are similarly delayed to maintain synchronization. The director therefore sees the images and hears the audio a moment before the home viewer, thus giving him a chance to correct or cover an error. Hume has been granted U.S. patent No. 2,918,524 for the device.

Oh (Big) Brother! TV sets that watch & listen back at the viewer were described last week in Washington by Charles L. Allen, research & management consultant now with the Okla. State U. He spoke before the American Marketing Assn. and described an experiment in 2 dozen TV homes, each set equipped with a still camera and an audio tape recorder pre-set to operate periodically. He said that his pictures & tapes showed people viewing—plus fighting, love-making, card-playing, "allegedly studying" and what-have-you. People are developing "ear filters," he said, which allows their attention to wander from the screen until something interesting turns up.

FCC Warns on Controversies: Metropolitan Bcstg. Co. has won FCC approval of 3 station sales but it also received a warning for its handling of "controversial issues." And by implication, the Commission served notice to the industry that it is strongly resuscitating its policy covering controversial programs. It isn't enough, the Commission said, for a station to accede to demands for opportunities to dispute positions taken by others in broadcasts; the station must actually seek out & present such opposing views, whether anyone requests time to present them or not. The Commission approved Metropolitan's purchase of KOVR-TV (Ch. 13) Stockton, WTVH (Ch. 19) Peoria and WIP & WIP-FM Philadelphia, Comr. Bartley dissenting. Accompanying the actions was a letter, to which Chmn. Doerfer dissented, chastising Metropolitan for its handling of 2 labor programs. The first was the Kohler strike case (Vol. 14:16 p6 et seq.).

WTTG Washington had made kines of a Senate hearing, and the National Assn. of Manufacturers distributed them gratis to a number of stations. WTTG didn't identify the donor, and many stations telecast the kines without announcing the source. After a complaint by AFL-CIO, the Commission warned the stations that their failure to seek out the source was "a serious matter." Last week, the Commission told Metropolitan its failure to inform the stations was "a serious omission."

The 2nd case involved the Aug. 25, 1959 telecast on WTTG & WNEW-TV N.Y. of *Special Report on Labor Corruption*, an interview by Matthew Warren of 2 senators. The program, FCC said, "lent support to the advisability of the Congress enacting one labor bill as against the other." AFL-CIO complained about it. FCC noted that AFL-CIO representatives were given a private viewing of the program before it was telecast but that no request was made for an opportunity to present opposing views. Nevertheless, the Commission said, the stations had the duty of presenting opposing views anyway. Therefore, it concluded:

"It is expected that in the future operations of all of your stations you will be guided by the views which we have set forth above. The material before the Commission is being associated with the files on said stations for such consideration as their future operations may warrant."

Three applications for new TV stations were filed with the FCC last week: For Ch. 12, Lamar, Colo., by Televents Inc., same group which filed for Gallup, N.M. recently; for Ch. 9 Wausau, Wis., by local group headed by W. A. Baumgardt, which also operates a CATV system there; for Ch. 18, Ogden, Utah, by the Weber County school district. Total now on file is 113 (19 uhf).

WTMA-TV (Ch. 4) Charleston, S.C., which had fall target, has been delayed by lack of steel for construction, according to Pres. Charles Smith. It will be an ABC-TV affiliate. New board member & stockholder is Douglas L. Manship, pres.-gen. mgr. of WBRZ Baton Rouge (WJBO).

Facility changes: WSPD-TV (Ch. 13) Toledo, O. began using new 1039-ft. tower in Oregon, O. Nov. 22. WVUE (Ch. 13) New Orleans boosted power Oct. 21 to 250-kw using directional antenna. WKYT (Ch. 27) Lexington, Ky., boosted power Dec. 8 to 215 kw. KALB-TV (Ch. 5) Alexandria, La. went to 100 kw. Dec. 9.

Address of George P. Adair Engineering Co., Washington consulting engineers, should be corrected on page 362 of the TV Factbook No. 29 to read: 1610 Eye St. N.W.

Public Plea for Uhf: The case for uhf was recently presented in an unusual series of folksy nighttime telecasts by Springfield (Mass.) TV Bcstg. Corp. Pres. William L. Putnam (WWLP Springfield, WRLP Greenfield, WWOR Worcester). His 4-part plea traced the development, trials and tribulations of uhf, blasted vhf operators who oppose it, scolded FCC for dragging its uhf feet, and told listeners they were TV-starved with vhf.

"There are today a total of 430 commercial stations operating on the 12 old channels [vhf] throughout the U.S.," Putnam declared. "There are 70 of the new channels [uhf], yet there are only 74 stations operating on these channels because of the economic problems [described previously]. These 70 new channels if fully utilized would allow a local TV service in countless communities."

Putnam explained to his viewers that he is able to operate 2 well-equipped, well-programmed uhf stations profitably on a rate card of \$700. "Now if we can run 2 stations with all the high quality & expensive local & live programming that we do on a rate card of \$700, then it shouldn't be too difficult for anyone else to do the same kind of thing on one station . . . It is possible to operate a TV station happily & successfully at a \$700 figure . . . In Boston there are 3 commercial TV stations with a combined time charge of \$8,400," he noted. "If you divide this figure by \$700 you come up with income for 12 stations. This means that within the area which those 3 Boston stations are able to cover with their present high power & consequent strong earnings there are 9 unbuilt TV stations & 9 communities that have no support for their United Funds, hospital drives and other local charities, and 9 communities which have no local [TV] service."

Putnam closed his serialized uhf plea with a recommendation: "There lies waiting such a simple solution that it is almost childlike. Why cannot the federal govt. require all TV broadcasters now using one of the old channels [vhf] to switch over to one of the new channels [uhf] of which there are 6 times as many available? Then all these problems would gradually disappear and you the public would get all . . . local . . . service you deserve."

Site-move of KSWO-TV (Ch. 7) Lawton, Okla. was approved by FCC as it made effective immediately the initial decision recommending dismissal of the "economic injury" protest filed by KFDX-TV (Ch. 3) Wichita Falls (Vol. 15:48 p7). KSWO-TV is moving from 4 miles east of Lawton to a point 32 miles from Lawton & 24 miles from Wichita Falls. It is also increasing its power from 9.12 kw to 316 kw, height from 540 ft. to 1,050 ft.

Radio KJBS San Francisco has been sold in a lease-option deal aggregating \$1,125,000 over an 8-year period, by Dolph-Petty interests to a group headed by West Coast consultant W. R. Twining and including: L. Ray Rhodes, vp & San Francisco mgr. of Paul Raymer Co.; Gil Paltridge, ex-mgr. of KROW Oakland & KGO San Francisco; A. J. Krisik, owner of KNGS Hanford & KFIV Modesto; Ted Wolf, KFIV vp; Washington management consultant William T. Stubblefield.

Control of WLOF-TV (Ch. 9) Orlando is now in the hands of Joseph L. Brechner, FCC approving his \$350,000 purchase of John W. Kluge's 24.67% to add to his 17% (Vol. 15:42 p10).

KCPX-TV Salt Lake City, recently acquired by Columbia Pictures (Vol. 15:50 p6) has installed & placed into operation 2 Ampex recorders.

Auxiliary Services

MORE SKIATRON CHARGES: SEC has accused Skiatron Electronics & TV Corp. of failing to reveal that Matthew M. (Matty) Fox's Skiatron of America—holder of the exclusive franchise to develop the Skiatron pay-TV system—has a deficit of \$3,297,459. Expanding on its charges against Skiatron Electronics (Vol. 15:51 p20, 52 p20), the Commission issued a "statement of matters" to be considered at a hearing scheduled for Jan. 13—at which Fox is slated to be a major witness. At the same time, SEC extended the suspension of trading in Skiatron Electronics shares for another 10 days, until Jan. 7.

SEC's statement indicated that it is particularly interested in Fox's dealings in Skiatron Electronics stock—and its investigators indicated they wanted to determine whether Fox had hocked his Skiatron pay-TV development franchise. Some of SEC's specific charges were denied last week by Skiatron Electronics Pres. Arthur Levey. Fox's Skiatron of America is a separate corporation, not publicly held.

The charges grew out of Skiatron Electronics' attempts to register 172,242 shares of its common stock, of which 125,000 "had been issued or were issuable to Matthew M. Fox pursuant to warrants received by him in 1956 and exercisable at \$3 per share." After an investigation of the registration statement, SEC indicated it suspected hanky-panky & concealment. The Commission's new charges:

Premature Stock Sale Alleged

(1) That nearly 75,000 shares included in the registration statement have already been placed on the market as a result of Fox's default on a loan. SEC said Fox obtained the 75,000 shares & warrants to obtain 125,000 more from Skiatron Electronics, and that he gave the shares as collateral on 3%-per-month notes. He defaulted and the lender—Judson Commercial Corp.—sold at least some of the securities.

(2) That Skiatron Electronics failed to disclose that Fox pledged his Skiatron license agreement as security on a loan from Skiatron Electronics Pres. Arthur Levey and others of 206,000 shares of Skiatron stock.

(3) That Skiatron Electronics has failed to disclose the financial position of Fox and Skiatron of America "and to disclose the lack of resources available to Fox to pursue exploitation & development of the [pay-TV] system." Skiatron of America's April 30 balance sheet showed current assets of \$16,728, total assets of \$2,427,459, total liabilities of \$5,724,418, deficit of \$3,297,459.

(4) That the company failed to disclose vital facts about its pay-TV operations—the extent of efforts to begin operation, the amount it has spent to exploit & develop the system; the purposes for which funds have been expended to date, "including the expenditure of approximately \$1.5 million as interest on borrowed funds"; the sources of its funds; details of costs & construction-time of establishing pay-TV systems and the status of any pay-TV arrangements or contracts.

Skiatron Electronics Pres. Levey, in a statement Dec. 28, took issue with some of the charges. He said his & Fox's companies are cooperating with SEC "to resolve misunderstandings." Specifically, he stated, the 206,000 shares loaned to Fox's Skiatron of America "were my own stock—not shares owned by Skiatron Electronics . . . I told some of my actions along this line in a letter to every Skiatron Electronics stockholder on Nov. 12, 1957."

In addition, Levey flatly stated that his company "has financed its developments in the subscription-TV field without borrowing money, without paying any interest whatever on loans for the purpose." Skiatron general counsel Kurt Widder informally conjectured that SEC may have confused Fox's company with Skiatron Electronics in making this charge.

The upcoming SEC hearing originally had been scheduled for Dec. 30, but was postponed until Jan. 13 at the request of Skiatron Electronics.

Vhf translators should be permitted more than that one watt proposed by FCC, in the opinion of Ben Salmon, chmn. of the Edgemont, S.D. Chamber of Commerce. In comments filed with the FCC, he said satisfactory sites for translators are frequently distant from the town to be served, so that one watt is too little to provide service.

Translator starts: K74AZ Gallup, N.M. began Dec. 1 repeating educational KNME-TV Albuquerque. K79AK Milton-Freewater, Ore. began Dec. 8 repeating KREM-TV Spokane.

Translator for Leadville, Colo. Ch. 72 has been granted to People's TV Inc.

Foreign

United Arab Republic loan of \$12 million from U.S. will enable it to build its first TV station, in Cairo. The funds will come from sale of U.S. surplus agricultural products to U.A.R., repayable at 4% interest over a 30-year period. The Cairo TV station is slated for July completion. Meanwhile, U.A.R. has established in that city the first institute for TV studies in the Middle East with an inaugural class of 40 students. Abdel Kader Hatem, U.A.R. Deputy Minister of State for Presidential Affairs, reports President Nasser has ordered the introduction of TV into every Arab village and the installation of receivers in national union clubs throughout the republic.

New director general of the BBC is Hugh Carleton Greene, veteran broadcaster & newsman who succeeded Sir Ian Jacobs last week (1). Greene has been with BBC for 20 years, was named in 1958 as its first director of news & current affairs for both TV & radio. As director general, Greene is responsible for BBC's nationwide TV service, 4 national radio networks, a worldwide broadcasting service in 40 languages, a staff of more than 16,000.

Thailand will have country-wide TV coverage within the next 2 years, announced Pichai Vasinang, Thai TV producer-dir., in N. Y. recently as a guest of ABC-TV. Thailand's govt. will spend \$1.5 million to build 3 relay stations—the 2 existing stations now serve only the Bangkok area. Vasinang also attributed the decrease in illiteracy in his country (from 50% to its present 40%) to TV's emphasis on education.

Strike by French TV-radio actors, production and technical personnel seeking wage increases & better working conditions took all live programming off the state-operated TV-radio networks last week. The technicians, reports Reuters, were slated to stay out 24 hours, but the actors "are continuing their strike on a day-to-day basis."

House of Commons TV coverage is under study by the British govt. Prime Minister MacMillan said the possibility of permitting telecasts of the chamber in action would be explored following a Labor Party complaint that British newspapers don't cover it adequately.

Film & Tape

More about

THERMOPLASTIC RECORDING: Technical paper on thermoplastic recording, by W. E. Glenn of GE Research Lab (see p. 5), was received by the *Journal of Applied Physics* Jan. 5, 1959 and published in its Dec. 1959 issue. Among highlights:

TPR is described as "a wide bandwidth recording technique . . . in which an electron beam is used to cause deformations in the surface of a thermoplastic film." Deformations "can be detected optically, and by using a special optical system [developed for Eidophor], full-color images can be projected from the film. The film requires no chemical processing and can be erased and re-used. The resolution is comparable to that of photographic film and the bandwidth capability is well in excess of that required for xideo-recording." Processing takes but a few milliseconds.

The film may be erased by heating it well above its melting point so that its conductivity will increase; surface tension smoothes out the deformities. Developing is usually done in a vacuum, but can also be done in air. Erasure of tiny portions is possible.

The electron beam, modulated from an electronic camera, sweeps across the film, providing the horizontal sweep. Vertical sweep along the film is provided by the film motion. A pair of RF electrodes provides the heating to "develop" the film.

A special electron gun is used to lay the charge pattern on the film. For color recording, the electron beam is split into several beams.

In projection of b&w images, the light intensity of the picture element depends on the depth of the deformation in the transparent film. At least 2 different light sources are required for projection of color images. A flying-spot scanner or TV camera may be used to convert TPR images to video information for TV transmission. Using a high-definition electron camera, resolution of the TPR is limited only by the optical system.

The *Journal of Applied Physics* is published by the American Institute of Physics, 335 E. 45 St., N.Y. 17.

Filmed situation comedies are likely to gain in favor with agencies as replacement shows for mid-season film casualties & new starters next fall, predicted BBDO exec. vp Robert L. Foreman to a meeting of the marketing workshop group of the American Mktg. Assn. Emphasis is shifting, he said, to shows with "warmth & believability." For example, Foreman cited *I Remember Mama*, and added that "the atmosphere in which a commercial is presented is important to the commercial's success." Foreman also stated that agencies & advertisers are "far from sold" on the magazine-concept type of network operation.

Purchase by United Artists of Ziv TV controlling interest (Vol. 15:51 p10) is "still under way," UA-TV Pres. Herbert Golden told us Dec. 30. The discussions are being held between UA and 2 N.Y. banking firms, F. Eberstadt & Co. & Lazard Freres, who hold 80% interest. The principals reportedly have squared all problems but the key one—price. UA's bid is said to be around \$16 million (some \$2 million more than was paid for the Ziv stock by the banking firms earlier this year). Asking price is \$20 million.

Academy of TV Arts & Sciences, N.Y. chapter, has presented its first grant to a university professor of applied TV courses. He is Sydney W. Head, U. of Miami.

CBS-TV's Anti-Plug Drive: CBS-TV's campaign against free plugs is evoking annoyance, bewilderment and confusion among some film producers. When asked about a so-called "Plug List" of banned items, the network's William Tankersley, dir. of editing on the West Coast, denied its existence. His department, he told us, does have copies of PR plug lists containing some 250-300 items—which probably explains how producers got the impression it was a CBS-TV list.

Gordon Oliver, exec. producer of *Mr. Lucky*, confirming that Treasury Dept. had been deleted from one of that show's scripts, said, "CBS told us the Treasury Dept. is on a plug list and they had to delete everything mentioned on those lists." And Hollywood "giveaway king" Adolph Wenland insists that there is a CBS-TV list of taboos, and that the U.S. Treasury Dept. was placed on this list about a year ago. Wenland told us he has been a volunteer, unpaid, worker for the Treasury Dept. for years, aiding its bond drives with special types of public relations, such as incentive contests. But, he declared, he has never planted plugs for the Treasury. Wenland said, "I have a lot of medallions & medals from the department for my work but you can't take them to the grocery store."

In Washington, Edmund J. Linehan, ad & promotion dir. of the U.S. Treasury Dept.'s Savings Bond div., told our Washington bureau: "If CBS has put the U.S. Treasury Dept. on its list of things which aren't to be plugged, it's news to the Treasury Dept., which has heard nothing of any such curious development." He also pointed out that: (1) All broadcast public service notices for bonds are in copy prepared & handled by the Advertising Council as a public service. (2) "The only time I ever heard of Adolph Wenland was in newspaper stories recently. Neither he nor any other middleman has had anything to do with our bond campaign on TV or radio. I have been in this division for 11 years, and nobody in it has ever had any contact with him." (3) Treasury Dept. has paid no retainers to him, ever.

Raisin Pie, Bourbon & Blue Cross

No producer we checked objected to the general policy of plug deletion, but here's the sort of thing they have found annoying:

Reference to raisin pie was cut from *Dobie Gillis*, the contention being this was a plug for the Raisin Institute.

A character in a *Dick Powell's Zane Grey Theater* episode, when offered a shot of bourbon, remarked: "Part of my country is ruled by a Bourbon—Louis Philippe." CBS-TV wanted the line erased on grounds it constituted a plug for the liquor, which is on the plug list. When producer Hal Hudson objected, a compromise was reached by which the line remained in, but the character refused the bourbon, taking rye instead. Rye is not on the plug list.

Among names not allowed in any shows is that of Blue Cross. It's considered a plug.

Producer Sheldon Leonard of *The Danny Thomas Show* said he thought the policy "utterly ridiculous," because, in a sense, everything is a plug. Leonard is bothered about another area—the enforced announcement about laughtracks (Vol. 15:51 p8). "This gives the impression we manipulate our laughs—which we don't."

Defending & clarifying CBS-TV's campaign against plugs, Tankersley told us that a 3-months survey showed a total of 150 plug deletions for the period. He said the drive is not a new policy, but an intensification of an old one. "We use our judgment in weeding out plugs. We may allow some in a show like *The Lineup*, where they would be needed for authenticity & accuracy."

HOLLYWOOD ROUNDUP

Desilu Productions has assigned Cy Howard as producer of a new pilot of *Guestward Ho!*, starring Vivian Vance . . . Steve Cochran will star in *Renegade*, a new series being prepared for NBC-TV by John Lee Mahin and Martin Rackin, and to be co-produced by that team and Robert Alexander Productions, owned by Cochran. NBC-TV will also finance *Playboy*, a half-hour action series to be produced by Cochran's company . . . Guy Madison will star in a series tentatively called *The Man from Oklahoma*, to be produced by his own company. The pilot will go into production Jan. 5. Helen Ainsworth is executive producer.

Warner Bros. and Alan Ladd's Jaguar Productions have negotiated a deal for the producer-star to turn out 4 series. Ladd plans *Saddle Tramp*, a 60-min. Western series in which he and 3 others would be alternate stars, with Ladd playing host. Also planned is an anthology series. The other properties haven't been selected.

Homer Productions, owned by Lou Breslow, Ben Stoloff and Jack Harvey, has arranged with Ziv TV to produce 26 half-hour segments of a baseball series, *Home Run Derby*, which goes into production early this month in Chicago. Breslow is producer.

Producer Lindsley Parsons will make a pilot, *C. Q. Calling*, for ITC in Jan. . . . Kay Lenard has been named pres. of the TV-radio branch of Writers Guild of America West, succeeding Leonard Freeman, who resigned to become a movie producer at Warner Bros.

Producers George Justin and Art Wallace will make a pilot of *36 Maiden Lane* in N.Y. for CBS Films. The property, created by Wallace and originally called *Million Dollar Claim* is about an insurance investigator . . . Jan Clayton will star in *The Brown Horse*, a situation comedy being produced by Jack Chertok. The pilot goes into production in Jan.

Cal. Studios Pres. Philip N. Krasne and producer-writer Phil Rapp's Senior Enterprises are planning several joint ventures, the first of which will be a pilot of a comedy starring Teddy Rooney & his mother, Martha Vickers. It goes into production Jan. 11 at California.

Honeycomb Productions, owned by Jimmie Rodgers & his personal managers, Gabbe, Lutz, Heller & Loeb, plans to finance a pilot of *Varsity Show*, starring Rodgers. Bob Angus will produce the pilot and negotiations are under way for Mobile Video Tapes Inc. to tape it.

Twentieth Century-Fox TV has signed Henry Slate as a regular for its *Adventures in Paradise* series . . . William Fineshriber Jr., consultant to the Television Program Export Assn., will speak at a dinner meeting of the Alliance of Television Film Producers Jan. 5.

Screen Actors Guild has named *Maverick* star James Garner to its board, succeeding William Lundigan, resigned . . . Producer Everett Freeman and star John Forsythe of *Bachelor Father* have bought *G. B.*, novel by Walter F. Morris, as a movie vehicle in which Forsythe will star, with Freeman producing.

Robert E. Kearney has been named vp of Filmaster's new govt. film div., and will also be gen. mgr. of the firm's Orlando, Fla. studio.

NEW YORK ROUNDUP

Screen Gems has scored its 2nd sale of a network film series to ABC-TV within a month. As with the forthcoming SG-ABC documentary series based on Churchill's writings (Vol. 15:51 p8), the new sale involves an offbeat property: *The Flagstones*, a 30-min. situation comedy that's unique in being the only fully animated cartoon show currently scheduled for nighttime viewing. Production of *The Flagstones*, which deals in contemporary language with family-life problems in prehistoric times, will be by Hanna-Barbera productions, currently producing *Huckleberry Hound*, *Ruff & Reddy* and *Quick Draw McGraw* for SG.

ABC Films offered further evidence that the station-level market for reruns was still holding up last week. WPST-TV Miami, WBRZ Baton Rouge, KIEM-TV Eureka, Cal., KVOS-TV Bellingham, Wash., KOOK-TV Billings, Mont. bought the 42-episode *Meet McGraw* series, putting it in 38 markets. *People's Choice* has been picked up by WDBJ-TV Roanoke, KCEN-TV Temple-Waco Tex., WGAL-TV Lancaster, Pa., WIMA-TV Lima, Ohio, WBTV Charlotte, N.C., KRON-TV San Francisco & KLZ-TV Denver, bringing the station lineup to 116.

Ziv TV plans to increase its 117-man sales staff by 20% in 1960 "to keep pace with the sharply heightened demand" for syndicated telefilms, the film firm reported last week. Ziv's release rate in syndication is customarily about 6 series a year, but in recent months Ziv has launched them at the rate of one-a-month. Syndicated sales for Ziv during 1959 ran 22% ahead of the 1958 level, stated sales mgr. Len Firestone.

MGM-TV is running virtually neck-&-neck with MCA for top grossing honors in the distribution of feature films to TV. Currently, the 700-picture MGM backlog has accounted for \$60 million in station sales since it was launched in mid-1956. MCA's gross to date on the Paramount backlog (although scored in a little more than a year of selling) is about the same.

Robert Saudek Associates, ex-*Omnibus* producer, has been appointed by the Lincoln Center for the Performing Arts, to create & produce one or more TV specials for possible network sale next spring. Reginald Allen, exec. dir. for operations of the Center, conceived the TV project which will feature attractions eventually to be made through the center.

John Aaron & Jesse Zousmer, creators and ex-producers of CBS-TV's *Person to Person* who quit in a huff earlier this fall, may provide their old show with a rival. Discussions are being held between NBC-TV and the A&Z team concerning a new property, *Place to Place*, which would be based on location-taped interviews.

Screen Gems will begin production shortly on *The Raven*, a detective-adventure series created by Jonas Seinfeld & Donald L. Gold. Seinfeld & Gold also created *Two Faces West*, which enters syndication for SG this year.

Jerry Franken has been appointed exec. dir. for advertising, promotion & publicity of NTA, headquartering in Beverly Hills. Martin Roberts will continue as promotion dir., Alfred E. F. Stern as publicity dir., West Coast & Harry Albus, publicity dir., East Coast.

Film Export Assn. Goes West: West Coast independent TV film producers will meet with TV Program Export Assn. consultant William H. Fineshriber this week (Jan. 5) in the latest membership move by the recently incorporated group. A total of 70 film production companies, including Blue Jay, Toreto, Pegasus, Hutton, Hal Roach, Don Sharpe, Wyatt Earp Enterprises, Louis Edelman & Danny Thomas, have expressed interest, Fineshriber told us.

Ten East Coast film companies voted affirmatively to incorporate the Assn. at a Dec. 14 meeting in N.Y. Represented in person or by telegram or message were 17 companies which together account for 90% of American TV program distribution abroad. Those voting included ABC Films, CBS Films, Loew's Inc., MCA-TV Ltd., Wm. Morris Agency (for Four Star Films), NBC, NTA, Bernard L. Schubert, Screen Gems & UA. There were no negative votes. Companies abstaining were "either unable to make final commitments or could not be counted in the vote because their messages of commitment had not covered the specific motion," Fineshriber reported. These included Desilu, Flamingo Telefilm Sales, Ziv International, Official Films, United Artists, Fremantle International.

Also at the mid-Dec. meeting an interim committee was appointed to serve until completion of the legal steps and election of directors & officers takes place. Members are Merle Jones, CBS-TV Stations, temporary chmn.; Harold J. Klein, ABC Films; Morris M. Schrier, MCA-TV Ltd.; Alfred R. Stern, NBC; Lloyd Burns, SG; Herbert L. Golden, UA. Fineshriber and George Muchnic, counsel, were commissioned to continue in their respective capacities for an additional 10-wk. period.

Writers Guild of America West may next vote strike authorization against TV producers. (Vol. 15:50 p12, 48 p13). It is already striking against independent movie producers and its major-studios negotiations have collapsed. A special membership meeting of its TV-radio & screen writers branches has been called for Jan. 7, at which proposed contract demands on TV-film negotiations (with the networks, the Alliance of TV Film Producers and TV film operations of the major studios) will be discussed. Also to be discussed will be proposed demands for radio freelancers, live TV writers and staff continuity-&-news writers at CBS. The Guild may seek strike authorization against any or all of the employers involved, it told members in a communique. Strike authorization doesn't necessarily mean a strike; it arms the Guild's negotiators with a weapon. Such authorization was voted them for their talks with the major studios, but it hasn't been exercised to date.

First U.S.-Czech TV deal is claimed by Consolidated Marketing Agency's Lester Wolff, producer of the NTA-distributed panel show *Between the Lines*. Returning from a business trip to Prague last month, he brought a tentative agreement with Czechoslovakian TV officials for a 6-film swap in music, dance, travel and children's categories. Arrangements for Wolff's negotiations with asst. Czech TV dir. Dr. Walter Feldstein were started by Rep. Anfuso (D.-N.Y.), approved by U.S. Embassy in Prague.

CBS-TV will spotlight N.Y. in six 60-min. programs titled *Manhattan* on various Fri. evenings, 9-10 p.m., beginning Feb. 26. The series will feature stories about life on the famous island, concentrating "more on the glamor, less on the grime." Producer will be Albert McCleery, dir., Ethel Frank. Major portions of the productions will be live, but tape & film will also be used.

10 Years of Gunsmoke? Despite the preponderance of Westerns and the general trade sentiment that many current sagebrushers will be cancelled this season, CBS-TV is quietly proceeding with plans for 5 more years of its highly successful show, *Gunsmoke*. The network has already made a deal with star James Arness for the duration of the series; has re-signed Amanda Blake; needs not negotiate with Dennis Weaver for another year when his contract comes up for renewal. It is, however, encountering trouble trying to re-sign Milburn Stone ("Old Doc") to a new 5-year deal. The actor has rejected 2 offers. Explained Stone's agent, Meyer Mishkin: "We aren't asking for a piece of the series. I don't think there are many pieces left. We are asking for a change in Milburn's residential situation, and for certain fringe benefits."

Arness, who once complained that he wanted to get out of the series, has been happy since last summer when CBS-TV handed him a new deal. He has a substantial piece of the show ("CBS asked me not to say how big it is"); he has formed his own company to produce the series; and CBS-TV has agreed to finance pilots to be made by Arness Productions.

Republic's Post-'48 Solution: Republic Pictures Pres. Victor Carter last week confirmed that his company will finance independent TV film producers, a plan first reported here (Vol. 15:33 p12). When Herbert J. Yates was Republic's pres., he sold the studio's post-1948 movies to TV without paying Hollywood talent guilds. They placed Republic on their "unfair" lists, but, with the studio out of production, this was meaningless. When Carter bought the studio last July, he thoughtfully considered a means of getting into TV film—and around the displeasure of the guilds which provide the talent. His solution: to finance independents which have no involvements with the guilds.

What worries the Hollywood guilds is that other studios may follow the same pattern—sell their post-1948s without payment of residuals, yet escape guild retaliation by the simple method of abandoning production and entering financing & distributing for independents.

'Pilot Month' at MGM-TV: MGM-TV, with nary a series in production, heads into a big pilot splurge this month, with at least 7 to be done. Another, *The Islanders*, has already been produced, and is now being readied for presentation on Madison Ave. On the agenda are pilots of *Dr. Kildare*, starring Lew Ayres; *National Velvet*, *The Paradise Kid*, *Diamond Jim Brady*, *Steven V*, another version of *Father of the Bride* (a pilot of this was filmed last year, but didn't sell) and (60-min.) *Asphalt Jungle*. MGM-TV executives said there is renewed interest in the pilot of *You're Only Young Once*, shot last year.

20th Century-Fox passed a major crisis last week. ABC-TV notified the movie firm it was renewing *Adventures in Paradise*, the Mon. 9:30-10:30 p.m. adventure series that's been written off several times this season as a failure, for another 26-wk. stretch, beginning in March. This will put the show on a 52-wk. firm basis, and insure TCF-TV of a recoupment of its over-budget "Paradise" spending. In the final analysis, it was ratings, not critical comment, that swung ABC's decision. The Dec. 28 Trendex reports gave the show a 19.3 rating against 17.5 for CBS-TV (*Ann Sothorn*, *Hennesey*) and 16.3 for NBC-TV (*Alcoa Theatre*, first 30-min. of *Steve Allen*).

Trade Report

JANUARY 4, 1960

1960's PROSPECTS—GAINS ON ALL FRONTS: The industry's leaders expect a continuation this year of the gradual across-the-board increase which made 1959 the record year for consumer electronics. This they indicated almost unanimously in our annual survey printed 2 weeks ago (Vol. 15:51 p14). Emboldened by these generally bullish forecasts—and with the knowledge that we're in the best of company—this week we again venture our own (and more particularized) forecasts of what the new year holds in store for consumer electronics.

Our prediction track record for 1959 was good. Just one year ago we forecast 1959's retail TV sales & production at 5.8 million sets (Vol. 14:52 p11). We were right on the button as far as sales were concerned, but low in our production estimate—not having foreseen the late-1959 inventory buildup. We correctly foresaw "a shade better business" during first-half 1959, "followed by substantial improvement in the last 6 months." Keying the 1959 TV gain, we said, would be such gadgets as improved remote-control devices and the 23-in. square-cornered picture tube.

We were a little bit off in some respects. We said TV inventories would be kept at lower level, and that more than 50% of radio production would be transistorized (actual figure was closer to 40%). But we were probably about right in our prediction that stereo sales would soar from 750,000 in 1958 to approximately 3 million in 1959 (out of a total of nearly 4 million phonos sold).

In forecasting for 1960, we're tempted to qualify our predictions by saying that in case of prolonged major strikes, earthquakes, floods, tidal waves or a Presidential election victory by the Greenback Party, all bets are off. With these qualifications as an escape hatch, here's how 1960 looks to us:

TV Retail Sales: With all of home electronics sharing in anticipated boom in consumer durables, we're still inclined to go along with more conservative industry leaders in predicting an increase of about 5% or a little more in TV unit sales to consumers—bringing 1960 retail sales to between 6.1 & 6.2 million. Increase will be sparked by rising number of sets-in-use now ready for scrap heap, quality of new sets, unprecedented ad campaigns, gimmicks & gadgets—plus excitement of Presidential election campaigns, always a good TV salesman.

TV Set Prices: There will be no across-the-board price increases. Rather, 1960 trend will be continuance of last year's successful practice of upgrading through stress on higher-end units. Trend of prices in low-end promotional sets, in fact, will be downward, with \$189.95 a common starting-point for 21-in. table models. Nevertheless, average factory price of TV sets sold will rise from the \$140 of 1959 to around \$145.

TV Innovations: Don't look for tunnel-diode, parametric-amplifier or genuine picture-on-wall sets in 1960. The 2 innovations will be: the 19-in. tube, which will come out in quantity around mid-year to become an immediate best-seller, taking over much of the 17-in. tube's present territory; 2 or possibly 3 more battery-operated transistor TVs at around \$250, which will be good traffic-builders but far from mass items. By year's end the 23-in. tube will replace the 21-in. in all but low-end lines. Fine-furniture trend will get even more emphasis than in 1959. The "home entertainment center" concept—TV-radio-stereo in one cabinet—will put combinations back in the picture.

Industry Competition: Record ad budgets and increasingly improving product will mark the most intensive TV industry competition in history—with each of the industry's "Big 6" battling for honor of No. 1 spot in unit sales. Product improvement drive by all major makers will be aimed primarily at cutting down frequency of service.

Color TV: No major breakthrough here—either in lab or marketplace—but a steady improvement in sales & public reaction, with 1960 color sales 30%-50% higher than 1959 (our guess is that around 120,000 color sets were sold last year). End of 1960 may see some more major manufacturers considering re-entry into color field. There's one 1960-1961 long-shot: possibility of experimental imports of Japanese color sets selling at somewhat lower prices than U.S. models.

Stereo, Hi Fi, Phono: No magic formula here—confusion will be hard to erase—but public will buy about 10% more units than last year, bringing total phono sales well over 4-million mark. Because purchases of stereo will increase, average factory price per phono sold will jump to nearly \$100 (from last year's \$86). Two-channel vs. 3-channel vs. multi-channel claims will be soft-pedaled. By year's end, stereo hi fi will be on verge of tremendous boom to be keyed by introduction of stereo radio.

Radio: Another really good year coming up—nearly 10 million domestic home & portable sets plus at least 6 million auto sets. Sales of both domestic & imported transistor sets will increase, while prices are held down close to no-profit level on competitive U.S. sets. Expect some rather startling styling & technical innovations in small radios by year's end.

Imports: Japanese radio exports to U.S. will increase—but at lesser rate than in past few years. Best guess: from more than 5 million in 1959 to peak of 7.5 million this year, with FM sets flowing in bigger quantities. Japanese won't make any appreciable dent in U.S. market with phonos, tape recorders or hi-fi equipment—although flow of transistors from Japan will be at least triple the 1959 figure, and may be up as much as tenfold. Although there may be tentative Japanese excursions into the portable TV & color TV set market here, units brought in will be numbered only in the hundreds this year. No federal import restrictions are likely in 1960.

FM Radio: Spurred by public's increasing awareness of good music & high-fidelity reproduction, FM could match its record year of 1948—unless consumer confusion sets in. Manufacturers & dealers could kill FM's golden goose by regaling public with such technical gibberish as "ready for multiplex stereo" or "adaptable to multiplex." Best guess: FM sales of considerably more than 1.5 million units. Motorola & Granco will be followed by other manufacturers into FM auto-radio field.

Stereo Radio: If broadcast standards are established in 1960, they will come near end of year—probably too late for mass production of sets this year. FM standards will probably be established first, 1961 seeing regular operation of both FM & AM stereo radio stations. Little progress will be made toward setting up TV stereo standards in 1960.

New Products: The warhorses will continue to dominate consumer electronics—TV, phonos, radios, in order of dollar sales. Home electronic heating-cooling devices & air conditioners and home closed-circuit TV won't be mass-market items this year. Such items as garage-door openers and electronic cook stoves will continue to make progress on consumer market.

Summing up: All branches of consumer electronics should have better business this year—phono category showing biggest percentage gain and increasing its dollar-volume lead over home radios. The year will be one of transition—from the "TV decade" of the 1950s, when 66 million TV sets were produced, to the "electronics decade" of the 1960s, promising radical new electronic devices for the home as well as for business, industry and defense. First of the electronics decade's consumer items probably will be available in 1961—most likely a combination food refrigerator-heater—further expanding the horizons of what once was called the "radio industry."

TV-RADIO PRODUCTION: EIA statistics for week ended Dec. 18 (50th week of 1959):

	Dec. 11-18	Preceding week	1958 week	'59 cumulative	'58 cumulative
TV	142,056	147,985	110,021	6,166,782	4,754,486
Total radio	397,375	367,234	319,479	15,119,769	11,185,609
auto radio	154,940	138,659	124,976	5,329,222	3,491,856

GE and Westinghouse have signed separate agreements with Japanese firms to provide technical assistance in the production of silicon semiconductors. GE's agreements were with Hitachi and Tokyo Shibaura (Toshiba), Westinghouse's with Mitsubishi.

Bogen-Presto Co., hi fi & sound equipment div. of the Siegler Co., has named Jack Gilbert Associates, N.Y. as its ad agency.

Cross-licensing agreement on semiconductors signed by Philco & CBS Electronics last week gives each a non-exclusive license to make, use and sell the transistors & diodes manufactured by the other under its inventions, patents and applications for patents. The agreement also provides reciprocal rights to technical & engineering data necessary for production. CSB Electronics has ordered automatic machinery to make Philco-type transistors.

WINTER TV MARTS: The traditional Jan. showings of new & revamped TV-phono-radio lines, beginning this week at Chicago's Merchandise Mart and in satellite displays in Chicago hotels, will be almost completely dominated by the 23-in. square-cornered tube, according to advance indications. Another highlight: first showings of TV sets under old-line brand names recently taken over by new owners—Capehart & Sonora.

Admiral will go almost all-out for the 23-in. tube, revamping its line on the basis of excellent reaction to its 23-in. models of last summer. Hottest news about the Admiral line is a low-end 23-in. table model with suggested list of \$199.95—cheapest 23-in. set yet announced. In last-minute price-tag jockeying, it's possible that at least one other manufacturer will throw in a similarly priced promotional 23. Admiral has dropped 5 more 23-in. and two 21-in. sets into its line, for a total of 29 of the former and 12 of the latter.

Electronics vp Ross D. Siragusa Jr. said Admiral currently is selling as many 23- as 21-in. sets and first-quarter production schedules call for more 23s than 21s. All Admiral's 23-in. sets use the Corning bonded-on safety glass. Admiral plans to back its 23-in. models with a \$500,000 newspaper & magazine ad campaign in the first quarter featuring "23-in. TV at the price of 21."—in what it says is "probably the biggest campaign ever conducted by a TV manufacturer during a 9-week period." In other promotional plans, Admiral announced its dealer showings of 1961 TV-stereo-radio lines will be held next June in Miami Beach & Las Vegas—providing "some 4,000 Admiral dealers with business-vacation trips."

Capehart, Sonora Showings

The 2 revived brand-names—Capehart and Sonora—will have their own line showings in Chicago simultaneously with the International Home Furnishings Market, the former at the Congress, the latter at the Hilton Hotel.

The Capehart name, purchased last summer from Benjamin & Robert Gross by Dynamic Electronics-N.Y.—which then changed its name to Capehart Corp. (Vol. 15:33 p16)—will show a line which includes TV sets for the first time since Capehart was an ITT property in 1956. The TVs will all be 23-in. units, and all will be incorporated into super-duper TV-radio-phono home entertainment centers, as we reported last Aug.

Capehart's line, including 4 models with TV, will feature fine-furniture cabinets by Tomlinson of High Point Inc., with instruments priced from \$150 to \$3,000. The TV combinations will list at \$1,600 to \$3,000. Production is due to start next month.

The Sonora name was recently taken over by Trav-Ler Radio Corp. after it had been buffeted about for more than 2 years in an Internal Revenue auction followed by a bankruptcy in 1958 under Earl Muntz-Frank Atlas ownership (Vol. 15:47 p20). Trav-Ler's new Sonora div. will show 7 TV models ranging from 17-in. at \$139.95 to 21-in. console at \$249.95 (with 2 "open list" sets), a table-model AM radio-phono at \$99.95 and a portable stereo phono at \$99.95 and a monaural tape recorder at \$149.95.

Muntz TV will introduce 3 new 24-in. TVs at Chicago's Conrad Hilton Hotel—at \$169.95, \$239.95 & \$279.95.

Among TV-phono-radio exhibitors at the International Market in the Merchandise Mart, Chicago, Jan. 4-15: Admiral, GE, Philco, RCA, Motorola, Sylvania, Westinghouse, Zenith. Most of them have already shown their lines to distributors. Elsewhere in Chicago, Olympic & Capehart will show at the Congress Hotel; Muntz, Sonora

& Granco at the Hilton.

TELEVISION DIGEST has assigned 2 editorial staffers to cover the Chicago markets this week.

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Private-label manufacturer Wells Gardner & Co. (Montgomery Ward, Western Auto, Gamble-Skogmo) will add 23-in. sets to its line this spring. They will be among the first 23-in. models to use the Pittsburgh Plate Glass bonded-on safety glass (Vol. 15:52 p18). The firm expects to have 19-in. tubes without laminated glass in portables by June. Pres. Robert S. Alexander predicted that 1960 would be a "much better" sales year for WG than 1959.

Du Mont will show 4 new TV sets to franchised distributors Jan. 5-6 at New York's Savoy Hilton Hotel. No 23-in. models will be introduced. Also to be shown will be an AM-FM table radio, 2 stereo consoles and a 9-transistor pocket radio.

No ban on transistor imports is urged by the British-American Chamber of Commerce, N.Y., in a brief filed in OCDM's inquiry. The group argues that imports of semiconductor devices represent no threat to U.S. security, as claimed by EIA. Meanwhile, Japan says it's modifying its "dangerous game" (Vol. 15:46 p21) of exporting much and banning many imports. The Ministry of International Trade & Industry has announced that 60%-70% of Japan's imports will be free of trade restrictions by April, 1961. Indications are that 24 items will go on the approval list this month. Although it's not yet known whether barriers to imports of TV sets & appliances will be lifted, it's understood the U.S. will be a chief beneficiary, and the items could increase Japan's U.S. purchases by \$5 million in the next 3 months.

"RCA Bldg." is name given to new 13-story office building in Washington, at 1725 K St. N.W., in honor of its major tenant. Most RCA Washington divisions, including about 275 employes, will move in about March 1, taking over half the street floor, plus the entire 2nd, 3rd & 4th floors. A \$2.5 million 10-year lease was signed last week by Pinckney B. Reed, RCA vp-Washington. The structure will house all RCA people in Washington except those with NBC, RCA Service Co., RCA Communications & RCA Frequency Bureau.

New plants & expansions: Philco, multi-million-dollar 2-story research center on 25-acre site at Blue Bell, Pa., near Philadelphia, for completion early 1961 . . . Sylvania, 100,000-sq.-ft. electron tube manufacturing center at Brockville, Pa., replacing 3 production facilities there totaling 60,000 sq. ft.; construction begins early this year . . . Dynamics Corp., addition to Carlisle (Pa.) quartz crystal plant, due for completion early this year, to double production of the facility operated by the Reeves-Hoffman div. . . Standard Electronics, transmitter manufacturing div. of Radio Engineering Labs, has moved to new 36,000-sq.-ft. plant at Farmingdale, N.J.; parent REL remains at Long Island City . . . Hewlett-Packard to begin construction by mid-1960 of \$500,000-\$750,000 electronics research, development & production plant near Loveland, Cal.

International Radio & Electronics Corp., Elkhart, Ind., recently announced reorganization into 2 new subsidiaries—Crown International (tape recorders) and International Radio (radio broadcast transmitters & accessories). The firm's new 24,000-sq. ft. plant at S. 17th St. & Mishawaka Rd., will make it possible to triple output this year.

EIA Reports on Land Color: Color discoveries by Dr. Edwin H. Land (Vol. 15:27, 32, 34, 40) should be encouraged but shouldn't affect FCC's color TV standards at this time, a special EIA subcommittee concluded last week. RCA's Charles J. Hirsch, chmn. of the Broadcast TV committee, signed the report, which stated:

"It is artistically & commercially important that a color TV system be capable of producing the best color rendition permitted by the state of the art. Advertised products which depend on color for identification must be faithfully reproduced. In addition, reception of color programs on black-&-white receivers should be reproduced so that each color makes its proper relative contribution to brightness.

"The 'binary' color system studies by Dr. Edwin Land can produce pelasing pictures. However, these are not colorimetrically as faithful as pictures produced with a 3-color process.

"The FCC color TV signal when carrying a 3-color picture contains all the information for reproduction of color pictures by 3-color receivers, by 2-color receivers using earlier methods as well as the methods outlined by Dr. Land, and by monochrome receivers. This leaves to the manufacturer of color receivers the option of designing any type of receiver for the FCC signal.

"Excluding the picture display and associated power equipment, the added complexity, over a monochrome receiver, of a color receiver designed for the present FCC color TV signal, is represented by the increase from approximately 17 tubes in a monochrome receiver to not more than 24 in a color receiver. The receiver for any other color system will undoubtedly be composed of monochrome circuits to which tubes are added for color processing. The increase in tube complement of present FCC color TV receivers does not add unduly to their cost. The bulk of the price increase of these receivers over their monochrome counterparts is due to the color picture tube & associated components.

"The methods outlined by Dr. Land might result in a receiver based on the present FCC color TV signal but using a simpler display based on Dr. Land's techniques. It is possible that a transmitter designed exclusively for the transmission of color pictures by the methods outlined by Dr. Land would be simpler than one built for the present FCC signal. However, such a transmitter would be unable to transmit pictures having as faithful a color rendition as is possible by the present state of the art.

"Since the FCC color TV signal carries simultaneously the information for 3-color reproduction and for the methods outlined by Dr. Land, and since it does not result in a large increase in the cost of receivers, it permits continued investigation of Dr. Land's method without deterioration of pictures reproduced by receivers making full use of the information present in the signal. Therefore, the FCC color TV signal should be left unchanged at this time. It is important that Dr. Land and others be encouraged to continue their studies of the basic phenomena of color perception."

All-transistor battery portable will go into production this month at Sony Corp., Tokyo, according to *Home Furnishings Daily*, which says the 8-in. set has 19 germanium transistors, 4 silicon transistors and 14 diodes. Initial domestic retail price is given as \$194. There are no present plans to export the set. Other Japanese manufacturers have shown prototypes of transistor TV sets, but this is the first announcement of production plans.

Tube-Semiconductor Forecast: Semiconductor sales will increase 37% over 1959 this year, TV picture tube & power tube sales will rise and receiving tube sales will remain at 1959's high level. Those are the trends for 1960 as seen by GE electronic components div.'s knowledgeable gen. mgr. L. Berkley Davis. Highlights of his preview:

Semiconductors—Sales will rise to \$550 million from 1959's \$400 million. Included are sales of 130 million transistors, a 53% increase over 1959, for a total of \$315 million. Transistor sales will break down into a \$45-million consumer market, \$120-million industrial market and \$150 million for military uses. Semiconductor rectifier sales will increase by 18% to \$92 million from \$78 million in 1960, with controlled rectifier sales doubling.

TV picture tubes—Nearly 13 million will be sold for \$260 million, a 5% increase over 1959. A large majority of the replacement tubes will still use reclaimed glass.

Receiving tubes—Sales will be about the same as 1959, or some 435 million, of which about 20 million will be imported. The 415 domestically produced tubes will sell for about \$345 million. Nearly 100 million tubes will be used by TV manufacturing industry, biggest single group of tube customers.

Power tubes—Industry sales will reach a new high of \$300 million, a growth of 10%—the greatest increase being in military tubes.

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Sample quantities of new tunnel diode, operating in the 1,000-mc range, are now being produced by GE for industry experimentation. It's the 2nd type of tunnel diode sampled by the company and is priced at \$60. In his 1960 forecast, Davis predicted that during 1960 tunnel diode samples "will be limited to small quantities pending the development of circuits."

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Report on Lawrence color tube: "Conversations with certain interests in the TV business looking forward to commercial production of the Lawrence color tube in sets, are being carried on," said Paramount Pictures Pres. Barney Balaban in his year-end memo to stockholders. "There are some indications that the public is more receptive to the present color sets on the market than they have been in the past. Progress is being made toward our goal of manufacturing a color set at a lower price than those on the market now." Paramount owns the Lawrence tube; recent development of the tube has been carried on by Du Mont Labs under contract.

Canadian TV improved in Oct. as distributor sales to dealers increased to 56,410 TV sets from 48,670 in Sept.—but sales were down from Oct. 1958's 59,177. For 1959's first 10 months, sales totaled 327,632 compared with 338,985 in the year-ago period. The 10-month breakdown (corresponding 1958 figures in parentheses): portables, 56,385 (52,112); table models, 85,537 (106,817); consoles, 175,077 (169,809); TV-radio-phono combinations, 10,633 (10,157). For Oct. 1959 (vs. Oct. 1958) the breakdown was: portables, 9,548 (8,162); table models, 15,907 (18,786); consoles, 29,151 (30,341); combinations, 1,804 (1,888).

Auto-radio switch kits, sold separately by manufacturers for installation of rear-seat speakers, are subject to the excise tax on auto parts or accessories, according to the Internal Revenue Service (Rev. Rule 59-381). But when the rear-deck assemblies are sold as parts of the speakers themselves they are subject to the excise on TV & radio components.

Zenith's Million-a-Year: Burgeoning Zenith picked up another laurel last week and strengthened its argument that it was No. 1 in TV sales in 1959. It announced that it had already produced more than a million sets this year—thus probably becoming the only company besides RCA ever to have reached the million-a-year mark.

Zenith's million means that it has made one-sixth of all TV sets turned out by the industry this year. Just last Aug., Zenith's output was estimated by financial consultant Edgar A. Greenebaum at 975,000 for this year in his annual guesstimate of TV manufacturer rankings. In 1958, Greenebaum ranked RCA first with an output of 900,000 sets, in 1957 first with a million, in 1956 first with 1.15 million. Actual TV production figures by companies probably never will be known—they're usually closely guarded trade secrets.

Canadian electronics industry is beset by increasing foreign invasion, leaders note in year-end comments. Said RCA Victor Co. Ltd. vp-gen. mgr. J. D. Houlding: "While Canadians are buying radios in increasing volume, most of the increase has been accounted for by an alarming increase in importation of foreign-made sets, which in 1959 amount to about 40% of such sales. A similar situation exists in sale of replacement tubes, and to a lesser extent in original equipment tubes. If this trend continues into 1960 & subsequent years, it will seriously threaten Canadian tube production." Said Canadian Marconi Pres. S. M. Finlayson: "The outlook for 1960 seems to indicate a continuation of the competitive conditions with the probability that a greater proportion of the domestic market for electronic equipment will be filled by imports from Europe & Japan." (For comments by Dominion Electrohome Industries Pres. C. A. Pollock, see Vol. 15:52 p20).

Record Westinghouse sales in 1960 have been forecast by Pres. Mark W. Cresap Jr. in a year-end statement that predicted a gain by all product lines "to produce billings at least 10% over 1959. At the same time, incoming orders should increase about 15% over the 1959 total." Cresap said Westinghouse will invest some \$190 million in 1960 R&D activities, cover such fields as thermoelectricity, molecular electronics. Referring to the latter, he said that "this new means of creating electrical devices 1,000 times smaller & lighter than their conventional counterparts will make possible the compactness & the great reliability of performance which is vital for the equipment which will be used to explore outer space. Westinghouse scientists within the last year have used molecular electronic principles to control the 'growth' of germanium crystals so that the material for semiconductor devices such as transistors can be produced in exactly the form in which it is used."

Britain's expanding Harper Group, engineering & business management team serving electronics, nucleonics, automation and other industries, will open offices shortly at 420 Lexington Ave., N.Y. 17. Harper's embraces various British corporations, is traded on the London Stock Exchange. Pending opening of the N.Y. office, details of the nature & services of the Harper Group may be obtained from Harper Engineering & Electronics Ltd., 19 Hanover Square, London, W.1, England.

Seven-tube FM table model is being offered in the Indianapolis-Bloomington market area for \$19.95 by Sarkes Tarzian Inc., Bloomington TV station operator and electronic-equipment manufacturer.

Trade Personals: Richard G. Evans named Sylvania Home Electronics mgr. of special accounts, with responsibility for sales to national accounts, hotels, motels, and educational & institutional accounts . . . Max F. Balcom, retired Sylvania chairman and 2-time pres. of EIA, installed as Grand Master of the Masons of Pa. . . . Don Hughes promoted from ad & sales promotion mgr., Sylvania electronic tubes, to head a new dept. which is a consolidation of ad, sales promotion & merchandising activities.

Francis J. Dunleavy, ex-Yale & Towne Mfg. Co., named RCA industrial & automation div. gen. mgr.; Loren F. Jones appointed to new post of product planning mgr. . . . William T. Buschmann promoted from renewal & equipment sales merchandising mgr., Sylvania Electric Products, to Eastern regional distributor sales mgr., succeeding Samuel J. McDonald, named asst. distributor sales mgr. . . . Samuel Schwartzstein named Admiral Corp. div. vp for Eastern distributing branches . . . Harold F. Cook named sales planning mgr., Tung-Sol; Robert E. Bilby appointed ad & sales promotion mgr.; Donald A. Bewkes named production planning & customer service mgr.

Stanley J. Sadlowski named to new post of mfg. dir., Thomas Electronics; I. J. Posner appointed to new post of sales mgr., branded renewal tube sales, components, & export . . . John F. Bishop named Textron Electronics exec. vp; Mark K. Howlett appointed mktg. vp. Both men were formerly with Beckman Instruments . . . Dr. Leland G. Cole, ex-Consolidated Electrodynamics Corp., elected research vp, Beckman Instruments . . . O. L. Dewey to head Raytheon's new electronic services div., a consolidation of govt. & industrial electronic equipment service & support functions . . . Leonard G. Taggart, ex-Sylvania, named to new post of Stromberg-Carlson's special products div. materials mgr.; Frank P. Norton Jr. promoted from telecommunication div. controller to controller of electronics div., succeeded by Robert L. O'Connor.

Dr. M. John Rice Jr. appointed semiconductor material engineering mgr., CBS Electronics . . . Walter H. Canfield named promotion mgr., International Resistance Co. mktg. div. . . . Rod Kershenstein, ex-Ampex, named gen. sales mgr., Glaser-Steers Corp. (phonos).

Engineering enrollments of undergraduates at universities & colleges dropped 5.4% to 243,000 in the fall of 1959 from 257,000 a year earlier, reports U.S. Education Comr. Lawrence G. Derthick. And for 2nd straight year freshman registrations for engineering studies declined in 1959 by 3%. Graduate engineering enrollments totaled 35,000 in 1959 vs. 33,000 in 1958. But, said Derthick, the figure reflected increased undergraduate enrollments in earlier years.

Electronic brains are smarter than the men who create them and may one day enslave mankind, MIT math prof. Dr. Norbert Wiener suggested last week in an address before the American Assn. for the Advancement of Science. He said that thinking machines had been developed to a point where they possess sufficient originality to consider, test and then accept or reject suggestions fed into them. The electronic brains, he added, produce answers long before their operators can determine the nature or long-range wisdom of the machines' thinking & decision-making.

Sylvania semiconductor sales office, to serve New England equipment makers & components distributors, has been established in Wilmington, Mass., at 281 Main St. The new office will be HQ for the New England sales force and ad & distributor sales depts. of semiconductor div.

Suggestions for 1960 demands on GE & Westinghouse are being solicited by 5 AFL-CIO unions in a novel joint ballot to their reported 150,000 GE & 70,000 Westinghouse members. The unions assert the common ballot does not constitute unified bargaining, say that each will bargain separately. The ballot, with a Jan. 11 return deadline, asks unionists to mark their order of preference for 19 listed demands, ranging from a wage increase & guaranteed annual wage to shorter hours & more vacations. The 5 unions: IUE, IBEW, IAM, UAW, AFTE.

Automatic check-out computer for supermarkets, which will reduce by two-thirds the time now required manually to total customers' purchases, will be introduced early this year by General Telephone & Electronics. B. K. Wickstrum, marketing senior vp for GT&E subsidiary Sylvania Electric Products, reports that discussions have been held with a number of supermarket chains on the "Score" equipment, that a prototype model will be built this year, that "Score" probably will have a \$25,000 price tag when placed on the market. The check-out machine is designed to "read" price data on groceries as they travel a conveyer belt, relay figures to a computer for totaling.

CBS's Columbia ad account is moving out of McCann-Erickson, N.Y., which earlier this season lost the CBS-TV network account. The phono-record div. billings, reportedly in excess of \$2 million annually, will be shifted to Benton & Bowles, which had the account prior to its acquisition by M-E in 1946. No official reason was given for the move, although unofficial reaction in N.Y. was that it was triggered by the acquisition of Magnavox ad billings a year ago by M-E subsidiary Marschalk & Pratt.

New-type hi-fi record, reportedly one-eighth the weight & thickness of conventional discs, will be introduced in the U.S. by a British-French-American combine. The records will be produced by Rank Audio Plastics, owned by motion-picture power J. Arthur Rank & giant publisher Librairie Hachette. Exclusive U.S. manufacturer of the records is N.Y.-based Consolidated Litho Corp.

TV ticker-tape service is now being offered by Trans-Lux Electronics Corp., the same firm which operates conventional ticker-tape projection system in brokerage houses. Available on rental basis, closed-circuit system will show as many as 3 tapes at a time on a single monitor.

Westinghouse engineer Dr. Edgar A. Sack Jr. has been named "Outstanding Young Electrical Engineer" for 1959 by Eta Kappa Nu Assn. Mgr. of the dielectric devices section of Westinghouse Research Labs, Dr. Sack has been working on special applications of electroluminescence.

One of best hi-fi books we've read is Norman Crowhurst's new *Hi Fi Made Easy* (Gernsback Library, 224 pp., paperback \$2.90, hard cover \$5), written without circuit diagrams or engineeringese and covering technical material in an easy-to-understand & non-technical way.

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Finance

RCA NEVER SOLD MORE: Reflecting the rising tide of electronics business, RCA in 1959 will rack up record sales and a 29% profit increase over 1958, Chmn. David Sarnoff reported in his annual year-end statement last week. Sales will peak at \$1.375 billion, 17% ahead of last year's \$1.176 billion and well ahead of the previous high of \$1,176,277,000, set in 1955. Profits, he calculated, will reach \$40 million, equal to \$2.65 a common share, compared with 1958's net of \$30.9 million (\$2.01). The healthy profits, however, still lag far behind 1955's record earnings of \$47,525,000 (\$3.16).

Gen. Sarnoff attributed the strong sales & profits showing to "increases in virtually all of the company's major operating units;" predicted a continuing increase in RCA sales & profits in the "dynamic decade" ahead, a doubling of RCA volume by 1965. He foresees electronics manufacturing as "the nation's fastest growing industry," expects that total electronic sales in 1960 will rise to \$16 billion (including distribution revenues) from \$14 billion this year, soar to \$25 billion in 1965. (EIA predicts factory sales of electronics at \$10.35 billion in 1960, Vol. 15:51 p13.)

RCA color TV was in the black for the first time in 1959, Gen. Sarnoff reported. Although he disclosed no profit figures, he said that 1959 sales of color sets would close out at about 30% ahead of 1958. "As sales volume continues to increase, so will the profits," he said. Sales of b&w TV sets also were well ahead of the 1958 volume. Gen. Sarnoff said that RCA more than doubled its sales of portable TV sets in a year when nearly 40% of all TV sets sold by the industry were portable types.

He noted that radio "enjoyed a buoyant resurgence of popularity." With possible thought to his famous 1915 proposal outlining the "radio music box," Gen. Sarnoff reported that RCA in 1959 sold more radios than in any other year of its history. Pace-setter was the transistor-Portable.

Looking ahead to the next decade, Gen. Sarnoff forecast 10 major developments. Among them: global TV in full color, home electronic heat & cool systems, electronic sight & sound systems built in as standard equipment in new homes & apartments, ETV classes of 100,000 & more students taught by one gifted instructor.

* * *

Motorola anticipates that 1960's rising markets will produce sales topping \$300 million, up from the more than \$275 million foreseen for 1959. Pres. Robert W. Galvin says that earnings prospects are "equally favorable and the company should improve over the record 1959 year." Despite labor troubles in the steel & transport industries, he said, "all indications point to a continuation of prosperity for the economy in general, and the electronics industry particularly. Motorola expects to continue a sound growth pattern in consumer, industrial and military electronics with an overall increase of about 10% in 1960 . . . Motorola markedly increased its share of the TV business last year and continues to lead in sales of stereo hi-fi instruments."

Westinghouse employees invested \$6,668,000 in the corp.'s common stock during a stock-purchase period—the 16th since 1948—just ended. Finance vp George G. Main reports that 21,115 employees bought a total of 74,089 shares through payroll-deductions.

Magnavox expects record sales & profits for the 2nd fiscal quarter which closed last week (31). Pres. Frank Freimann anticipates a sales jump of some 33% to \$35.5 million, with net income increasing to \$2.2 million (about 95¢ a share) from \$1.5 million (60¢) in the year-ago quarter. For the half-year ended Dec. 31, the outlook is for a 40% sales increase to about \$61 million, a 53% gain in earnings to \$3.4 million (\$1.45) from \$2,222,000 (89¢) in fiscal-1959's first half. Freimann noted that TV accounted for the major gains in Magnavox's consumer-products operation, which produces some 70% of total business. "Our bigger-than-industry growth in TV is attributable in part to the company's stereo-theater, a \$595 combination stereophonic radio-phonograph & TV," he said. "Half our dollar volume in TV sales is stemming from these high-priced models." He reported that Magnavox is in final stages of negotiations for acquisition of a British electronics firm "that will give us among other things entry into the British market and springboard to the Continent."

Fast amortization for tax purposes has been granted by the Office of Civil & Defense Mobilization on 53 new defense-related facilities totaling approximately \$45 million. The largest affected is Texas Instruments' planned \$8,750,000 military electronics research & production center. TI has been allowed fast depreciation of the facility's capital cost. The ODCM grant permits a company to depreciate a specified amount of a new facility's costs in 5 years, instead of a normal span of some 20 years. This has the effect of lowering income taxes in the early years of a building's existence. Among other grantees: General Dynamics, 60% of a \$1,217,600 missile & space vehicle research facility; GE, 65% of a \$1,204,000 development & production center for rocket cases; Motorola, 40% of a \$1,005,331 electronics R&D facility.

Thompson Ramo Wooldridge anticipates that 1959's net income will slightly top 1958's earnings of \$8,979,200 (\$2.86 a share) on a sales gain to \$400 million from \$340,622,000. Pres. Dr. Dean E. Wooldridge said the steel strike & defense cutbacks have affected sales & earnings, but he forecast 1960 gains in both areas. TRW business is currently about 60% military, 40% commercial. Wooldridge said subsidiary Pacific Semiconductors Inc. is registering sharp improvement. He estimated 1959 sales of \$10 million (double the 1958 volume) and said sales of the West Coast subsidiary also will likely double in 1960. TRW, Wooldridge said, spent \$15 million in 1959 for research & development of new products, will probably invest a like amount in 1960.

Control Electronics Co. Inc., Huntington Station, N.Y. maker of specialty electronic equipment, proposes public sale of 165,000 common stock shares at \$3 per share in an SEC registration statement (File 2-15959). Underwriters are Milton D. Blauner & Co. Inc., David Finkle & Co., and Gartman, Rose & Feuer.

Reports & comments available: Philco, GT&E and Beckman Instruments, discussions, Goodbody & Co., 115 Broadway, N.Y. 6 . . . Philco, discussion, A. M. Kidder & Co., 1 Wall St., N.Y. 5 . . . Dynamics Corp. of America, analysis, Gude, Winmill & Co., 1 Wall St., N.Y. 5 . . . Clevite Corp., booklet, Clevite Corp., Cleveland 10 . . . Radio City Products Co. Inc., circular, Amos Treat & Co. Inc., 79 Wall St., N.Y. 5 . . . Electronic Associates Inc. analysis, W. C. Langley & Co., 220 S. 16th St., Philadelphia 2 . . . Electronics Capital Corp., review, Alkow & Co., 50 Broadway, N.Y. 4.

Television Shares Management Corp., investment manager & principal underwriter for Television-Electronics Fund Inc., scored a 142% increase in net income on "record sales of shares and an increase of \$103.4 million in the assets of Television-Electronics Fund" for the fiscal year ended Oct. 31. Pres. William H. Cooley, in the firm's first annual report since becoming a public company, said he anticipated continued progress in 1960. "The outlook for electronics & nucleonics is relatively bright," he said, "and the growing acceptance of the Fund by investors & securities dealers is expected to continue." (For the Fund's fiscal-1959 report, see Vol. 15:49 p22.) For the fiscal year ended Oct. 31:

	1959	1958
Total revenues	\$2,714,566	\$1,653,431
Net income	702,297	299,074
Per common share	66¢	28¢
Common shares (1959) . .	1,060,000	1,060,000

RCA has changed the conversion price of its 3½% convertible debentures to \$49.04 a share from \$50. The adjustment, effective Dec. 18, results from the declaration on Dec. 4 of a 2% stock dividend, payable Feb. 1 to holders of common stock on Dec. 18.

Sunair Electronics Inc., Fort Lauderdale, Fla. manufacturer of radio transceivers for light aircraft, has asked SEC (File 2-15975) to register 200,000 common shares for public sale at \$3 per share. Northeastern Investors Corp., N.Y., is the underwriter.

Herts-Lion International Corp., to finance TV series, is floating (through Samuel B. Franklin Co.) a \$300,000 public issue comprising 300,000 shares at \$1 par value.

Educational Television

Russian language is being TV-taught to some 4,000 students in 100 schools via educational KUED Salt Lake City. The instructor is Russian-born Andrei K. Anastasion who turned to language teaching in 1958 with 22 elementary school students, expanded the popular course via ETV. Most of the 4,000 TV students are of elementary school age; the classes are voluntary. Results: "They speak a better brand of Russian than some of our children," appraised one of a group of Russian educators visiting an Anastasion language class.

ETV series on *Art & the Western World* will be produced by the U. of Texas under a \$20,000 contract awarded by the National ETV & Radio Center. The series will embrace 13 half-hour programs, video-taped for presentation on the nation's 45 ETV stations. Faculty member Dr. Donald L. Weismann, widely known art historian, painter and lecturer, will write the lecture-demonstration series and appear as featured performer.

ETV programming will comprise 10%-15% of the air time of upcoming WJPB-TV Weston, W. Va. (Vol. 15:52 p8), which expects to go on air Mar. 31. The Ch. 5 station has established an educational advisory committee, under the chairmanship of Bethany College Pres. Dr. Perry Gresham, to formulate its ETV programming. WJPB-TV Inc. Chmn. Thomas P. Johnson explained: "We realize our obligations to ETV and we plan to meet them."

Mutual assistance pact has been signed by National Assn. of Educational Bcstrs. and program-evaluating National Audience Board. The affiliation is a joint effort to aid TV programming.

ETV passed with honors in a survey of 1,210 teachers made by educational KQED San Francisco to evaluate its first year (1958-59, Vol. 15:47 p24) of in-school TV instruction. The "most significant overall evaluation: 95% of the teachers were agreeable to continued ETV participation," reports KQED, despite "widespread administrative apathy among the [participating] school districts." Other findings: "More than 60% of the teachers considered that above-average students benefitted most from instructional TV"; about a third thought average students were the prime beneficiaries. Instructional TV's major contributions to regular school programs: "Furnishing otherwise unavailable illustrative materials, introducing new concepts and permitting the use of outstanding teachers before many classes at one time."

"Educational-Instructional TV & Closed-Circuit TV; A Manual, Directory and Bibliography" by Rudy Bretz, U. of Cal. ETV visual communication dept. head, and Russell H. Ewing, Packard-Bell training coordinator (National Institute of Leadership, 70 pp., \$2) is intended "as a ready reference guide to manufacturers of open & closed-circuit TV equipment and to service agencies in these fields; as a handbook for university instructors, school administrators, educators and teachers, and as a manual of general information for political, civic, community, industrial, labor and military leaders."

Closed-Circuit ETV Network: A new avenue for ETV expansion is now being actively explored—a closed-circuit network that would link by microwave 11 Texas colleges & universities. The U. of Texas is working on a pilot project for the microwave network, under a contract with the U.S. Office of Education. The plan "is contingent on FCC approval which we believe will be forthcoming," reports U. of Texas TV-radio dir. R. F. Schenkkan. "This is a new approach to use of TV for educational purposes, so FCC has not ruled on microwave for such purposes."

FCC's policy on microwaves for educators has been to allow them the use of frequencies above 10,000 mc. However, equipment for these bands isn't available, and educators are seeking the use of conventional lower bands. The Texas group plans to file applications for the lower bands, hoping to persuade the Commission to change its policy. Texas isn't alone with the problem. There are extensive plans in the works for Cal., Pa. and other states. Alabama has connected its ETV stations with studio-transmitter links, but these are regarded as a stopgap, inadequate for long hauls.

The Texas network would carry credit courses & other ETV programming to the colleges & universities from U. of Texas's TV studio and/or San Antonio TV stations. Offers of production support—studios, equipment, personnel—have come from KENS-TV, WOAI-TV and KONO-TV; and KTBC-TV Austin has made equipment available, including a tower for signal distribution. Programming is being planned by a committee representing the participating colleges, with support from the Fund for the Advancement of Education.

Project participants, in addition to Austin-based U. of Texas: St. Edward's U. and Huston-Tillotson College, Austin; Trinity U., St. Mary's U., Incarnate Word College, Our Lady of the Lake College and San Antonio Junior College, San Antonio; Southwestern U., Georgetown; Southwest Texas State College, San Marcos; Texas Lutheran College, Seguin. Serving on the project's advisory committee: U.S. Office of Education representative Richard Hull of Ohio State U., CBS radio network program services dir. Allen Ludden, NET Pres. Dr. John F. White; NAEB Pres. Dr. Harry Skornia, others.

"Most extensive" ETV workshop in Conn. has been established by the Stamford Board of Education with the aid of a complete studio installation by CBS Labs. The first ETV training course for Stamford teachers & administrative staffs will begin in mid-Jan., under the direction of Southern Conn. State College TV education prof. Michael Hannon. The CBS Labs' gift includes 2 complete closed-circuit TV camera chains, accessory studio equipment, the loan of a 3rd camera chain, and supervision of the installation of studio & control rooms. "The Stamford ETV workshop has been established for the purpose of providing a springboard for the improvement of the education of our children in this city," noted Board of Education Pres. L. Reed Clark. "In the face of the steadily worsening teacher shortage and the population increase, we . . . want to take advantage of the latest technological advances for the betterment of our educational system."

Housewives compose the largest group audience for an *Elementary Spanish* ETV program presented by the U. of Md. twice weekly, 6:30-7 a.m., via WMAR-TV Baltimore & WTOP-TV Washington, D.C. The program has attracted more than 1,700 registrants—only 75 of whom have enrolled for college credit.

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JANUARY 11, 1960

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The authoritative service for executives engaged in all branches of the television arts & industries

SUMMARY-INDEX OF WEEK'S NEWS

FCC

FCC'S VHF DROP-INS proposed on basis of broad criteria, with no list of markets suggested. Change of engineering standards also proposed (pp. 1 & 4).

HOT & COLD REACTIONS TO ROGERS report. Harris seeks stronger deception curb. FCC split on "censorship" issue. FTC's Kintner applauds report (pp. 2 & 5).

PAYOLA & SNEAK-COMMERCIAL REPORTS filed with FCC by most of 5,236 stations queried. "Internal controls" listed include employe affidavits, monitoring, instructions & warnings (p. 3).

FCC PONDERES ITS POWERS as programming-hearing witnesses continue to sharpen issues. Advertisers insist on programming role, say they have stake in improvement (p. 5).

Stations

NAB RELEASES CODE LIST to FCC (and public). It's at all-time record (71.8% of stations) of 372 subscribers (pp. 3 & 8).

FTC MAY CITE STATIONS—along with sponsors & agencies—for fraudulent commercials. Five more record firms accused (p. 7).

THEY SEEK CANADIAN STATIONS. Two dozen applicants are vying for 5 new channels (p. 9).

TWO NEW STARTERS open up 1960 as KNBS (Ch. 22) Walla Walla, Wash. and KDSJ-TV (Ch. 5) Deadwood, S.D. begin operation. Reports on upcoming stations (p. 10).

Congress

LULL BEFORE STORM in Congress marks opening of new session for broadcasters. No punitive TV & radio bill introduced—yet (p. 4).

Manufacturing & Distribution

1959 TV PRODUCTION totaled 6,349,008, according to EIA figures. Radio output of 15,619,809 was best since 1947 (p. 17). Eleven-month retail sales figures (p. 22).

OPTIMISM & ENTHUSIASM keynote Chicago marts. Manufacturers agree steel settlement presages banner year. Firm prices, stress on quality are outstanding trends (p. 17).

IMPORTS UP, EXPORTS DOWN in U.S. electronics tally by Commerce Dept., which shows Jan.-Sept. 1959 electronics exports down nearly 5%, imports up 2½ times (pp. 18 & 22).

23-IN. TUBES shown widely at Chicago marts. First 19-in. sets due in 2 months; new size seen as a natural (p. 19).

AUTO INDUSTRY cited by Philco's Skinner as merchandising model for TV-appliance trade; urges selling on quality basis, de-emphasis of price (p. 20).

FULL TV LINE planned by Capehart by June; shows stereos & combinations. Hybrid U.S.-German TV-phono-radio combinations shown by 3 manufacturers (p. 20).

OPTIMISM ABOUT JAPAN THREAT prevails at the winter marts in Chicago; apparent in our conversations with leaders about color & b&w TV, transistor radios (p. 21).

GOVT. ELECTRONICS FORECAST, by BDSA, sees consumer output rising from \$1.95 billion to \$2.2 billion, with total electronics topping \$10 billion for first time; GE, Hoffman see good year (p. 23).

Other Departments

NETWORKS (p. 11). **FILM & TAPE** (p. 12). **PROGRAMMING** (p. 12). **ADVERTISING** (p. 15). **PERSONALS** (p. 16). **FINANCE** (p. 24).

FCC'S 'INTERIM, LIMITED' VHF DROP-INS: Congress is back in town and FCC knows it. Hence the Commission's proposal last week to relieve shortage of vhf assignments in critical major markets—via mileage cuts & changed engineering standards, as predicted (Vol. 16:1 p3).

Sen. Magnuson (D-Wash.) & Commerce Committee colleagues have been getting impatient with FCC ever since Commission on April 23, 1959 stated that "immediate steps must be taken to remedy the critical shortages of facilities in a number of important population centers" (Vol. 15:17 p1).

Commission didn't list the markets it proposed to relieve, for 2 reasons: (1) The 3-man majority (Doerfer, Ford & Cross)—Bartley & Lee dissenting—didn't feel strong enough to do so, undoubtedly are waiting for Craven to join them. (2) It gave industry opportunity to make its own suggestions. Obvious candidates for list are previously mentioned Providence, Grand Rapids, Louisville, Syracuse & Rochester.

FCC asked industry for comments by Feb. 19 (replies March 7), on its proposal to allow short-mileage drop-ins that meet 4 criteria—and your interpretation of the criteria is as good as anyone else's:

"(a) The assignment would make possible a 2nd or a 3rd vhf TV station in an important TV market.

"(b) The need for the additional service outweighs the need for any service lost as a result of additional interference to existing stations.

"(c) The new vhf service would not have substantial adverse effect on established uhf TV services.

"(d) A new assignment would not require an excessive number of channel changes of existing stations."

Coupled with the foregoing policy suggestions was a series of proposed engineering changes, designed primarily to enable those proposing drop-ins to calculate protection to existing stations. FCC said drop-ins must not create any more interference to existing stations than would new stations located at the minimum spacing now specified in the standards. Drop-ins would have to reduce power or height, or both, or use directional antennas—which could employ 20 db suppression.

One of most controversial criteria is "(c)" above. Many uhf operators were just biding time until they might apply for a short-spaced vhf drop-in. The criteria would prohibit that—but comments to come could change FCC's mind.

Engineering standards proposed by FCC are designed to intensify signal in urban areas. FCC & many others have long believed it a mistake to allocate channels way out of town. Another proposal was to reduce adjacent-channel spacing from 60 to 40 miles because interference is believed to be less than anticipated. No changes in uhf standards are proposed.

Comrs. Bartley & Lee dissented on grounds that proposal is premature & prejudicial. They said: "Addition of vhf assignments at reduced mileage separations will [in our judgment], substantially prejudice any long-range program other than an all-vhf system.

"This step is being taken at a time when the majority believes that within the next few weeks we will know whether or not an expanded vhf system is feasible eventually.

"If an expanded vhf system is feasible eventually, the first areas which should be provided for are those areas without vhf service, then those with a single vhf service, and so on.

"If an expanded vhf system is not feasible eventually, the interim plan should mesh with the long-range plan and it may well be that a more vigorous program of deintermixture toward uhf markets is the only such solution."

They were referring to the FCC-OCDM discussions about possibility of releasing military vhf spectrum for TV use. Ford is Commission's representative and he's expected to report within 3 to 4 weeks. (For technical details of FCC's proposal, see p. 4.)

HOT & COLD REACTIONS TO ROGERS REPORT: Attorney General William Rogers' report on broadcasting to President Eisenhower elicited responses from the govt. bodies most concerned—Congress, FCC & FTC—much as was foreshadowed by previous statements from spokesmen for these bodies.

Rogers said FCC & FTC have adequate powers to handle most problems but they haven't exercised them. He did recommend 2 new laws for now: (1) Make it a criminal offense for a station employe, as well as the station, to accept payments for programs without identifying the payer. (2) Give FCC power to impose punishment lighter than license revocation—such as "suspension or conditional renewal." Then, he said, if firmer govt. regulation & greater industry self-discipline prove inadequate, FCC should be given regulatory power over networks, and FTC should be given authority to obtain injunctions to stop immediately false advertising or deceptive trade practices, pending outcome of litigation. As law stands now, FTC can get injunctions covering only "food, drugs, devices, or cosmetics."

In sharp language, Rogers told FTC & FCC how they might better use their existing powers. Particularly, he said, FCC can do a lot more about programming without worrying about censorship. (For his recommendations, see p. 5.)

Rep. Harris (D-Ark.) doesn't believe Rogers goes far enough in trying to curb payola, quiz-rigging and the like. He said his subcommittee will soon recommend law covering not only station employes but everyone concerned—"whether it be sponsors, advertising agencies, producers or anyone." He also agreed with Rogers that FCC & FTC haven't used all their existing authority.

FCC Chmn. Doerfer said he has no quarrel with legislation suggested by Rogers, but he differs vigorously with his assertion that Commission can exert greater control over programming without engaging in censorship. "We'll have the opinions of other lawyers," he said. Doerfer has support, apparently getting stronger, from Comr. Cross, will get more when Comr. Craven returns. For example, Cross became incensed

while questioning Coty Pres. Philip Cortney in the programming hearing last week (see p. 5), asking him how many Westerns are "enough" and then stating:

"The same power that could say 'you can't broadcast that' could go to the pulpit or anywhere else and say 'you can't say that.'" Comr. Bartley, on other hand, spoke for another FCC faction when he said of Rogers report: "Why, most of it sounds like I could have written it myself."

FTC Chmn. Kintner was quick to applaud Rogers' report, stating that FTC had already done some of the things recommended—and there are indications he may adopt the suggestion that FTC go after broadcasters who carry fake or deceptive commercials (see p. 7).

NAB RELEASES LIST OF CODE SUBSCRIBERS: As promised with some misgivings at FCC programming hearing last month (Vol. 15:51 p1), NAB last week submitted its roster of TV Code subscribers (see p. 8) to Commission, thereby revealing (by omission) the identities of non-subscribers.

NAB was able to boast all-time high in Code pledges. Not counting 3 subscribing networks, its list of 372 good-practice seal stations represented 71.8% of 518 operating commercial TV outlets. That was big jump of more than 100 subscribers from low of 270 to which Code Review Board sank just 6 months earlier after it got tough with offending hemorrhoid commercials (Vol. 15:25 p3)—and when nearly nobody had much reason to be worried about such things as quiz & payola hanky-panky.

Unprecedented rally around Code flag was caused by scandals in industry, of course—self-preservation from punitive Washington moves being No. 1 rule for well-being of broadcasters. It was "further evidence of the TV industry's determination to regulate itself," as NAB Pres. Harold E. Fellows put it in spreading subscriber list on official public govt. record for first time. List of Code subscribers will continue to grow, Fellows said confidently.

Radio was stirring with evangelistic Code fervor, too. In Dec. alone, NAB noted, there was 42% jump in number of stations subscribing to NAB's rules for good radio practice, bringing that roster to nearly 900. And NAB's Radio Board voted in mail ballot last week to adopt broadened & tightened TV Code language for Radio Code, as recommended by NAB's Standard of Good Practice Committee (Vol. 15:51 p7). Radio Board will act later on recommendations that "teeth" be put in enforcement of rules and that subscription list be opened to non-NAB members.

PAYOLA & SNEAK-COMMERCIAL REPORTS FILED: Station responses to FCC's payola-plugola questionnaire (Vol. 15:49 p1), filed last week, are about what you'd expect—though with wide variations. Commission isn't making them public, but we've spot-checked station attorneys and have a pretty good idea how they run.

Jan. 5 was deadline only for question 2, asking what "internal controls" stations have established to minimize payola-plugola. Answers to question 1—which sought instances of the practices—aren't due until Feb. 5, but most stations answered both last week.

Answer to question 1 was simple for most. They reported they'd uncovered no under-the-table payments. Some went on to note, however, that they do receive free records & tapes, traditional in the industry.

Answers to question 2 varied greatly, usually simple for small stations, detailed for big multiple owners. A frequent "control" mentioned was requirement that all employees sign affidavits stating no under-cover pay had been received. Another was use of monitoring by non-programming personnel, often transmitter engineers who monitor signal anyway. Some stations reported their systems of selecting, approving & rejecting programs & commercials. Some described the instructions & warnings given to staff.

What worries stations is future actions of Harris subcommittee, FTC & Justice Dept. "Suppose," asks one attorney, "that a station tells FCC it found no payola. Then, Harris or somebody comes out with a list including people on the station staff. Won't the Commission jump on the station and accuse it of being lax?"

Another serious problem: What do you do when an employe confesses and says he won't do it any more? Says a lawyer: "Fire him? I think that's unfair. When a big record company can get away with a mild consent decree, why should some poor DJ lose his job?" It's our impression that Commissioners aren't inclined to be harsh about this.

Many of the statements were signed by station managers. Although FCC hasn't decided yet, there's good chance they'll be returned to be signed by licensee officer.

Commission sent out 5,236 questionnaires—one to each TV, AM & FM station. By week's end, it had received 4,500-5,000, and staff of 4 was simply sorting, not reading them. Joseph Nelson, renewal & transfer branch chief, says it will probably take couple months to study the reports.

LULL BEFORE STORM IN CONGRESS: Broadcasting got through opening days of 2nd session of 86th congress last week without suffering any blows threatened by quiz-&payola scandals (Vol. 16:1).

No anti-TV & radio floor speeches were made on Washington's "topic A." In Senate & House, 135 bills & 48 resolutions were introduced, but in whole batch only one—HR-9448 by Rep. Avery (D-Kan.)—had anything to do with broadcasting. And it wasn't punitive. It just called for statutory confirmation of FCC's policy of reserving TV channels for educational use.

No denunciations of state of broadcasting were made in State of Union message by President Eisenhower. He had been aroused enough by quiz scandals to call them "terrible thing" for country (Vol. 15:43 p2) and to order report on them by Justice Dept. (see p. 2). But TV & radio escaped any mention in his survey of U.S. troubles. In fact, industry issues came alive at session's start only in Congressional Record appendix. Sen. Javits (R-N.Y.) inserted sermon by N.Y. Rabbi deploring quiz frauds. Sen. Proxmire (D-Wis.) inserted Walter Lippmann column commenting on Justice recommendations.

Congressional calm won't last, however. Storm clouds hung over broadcasters on Capitol Hill—and at least one was beginning to break. House Commerce Committee Chmn. Harris (D-Ark.) and his Legislative Oversighters held unscheduled, unpublicized caucus on upcoming payola hearings (Vol. 16:1 p16). They delayed setting date for start of new headline-promising foray, giving staff more time to get ready for it. But it will come soon. Meanwhile, staffers began sending out flock of subpoenas for financial records of undisclosed number of "corporations & individuals"—meaning record firms & disc jockeys. Staffers counted on subpoenaed material alone to keep probe in sensations many weeks.

INDEX TO 1959 TV NEWS & PROGRESS: The only handy reference of its kind in the broadcast & electronics industry, our 14-page Index of 1959 news events, technical advances and network, station and manufacturers' activities, accompanies this issue. The Index is our 11th annual edition and a proved invaluable time saver for those moments when you have to know fast what happened, when & where & why.

The Index relates to 1959 Newsletters, Special Reports & Factbooks, and we assume you've maintained your copies in a complete file. However, we are preparing bound volumes of our 1959 output, prefaced by the new Index, and if you prefer this all-in-one convenience, we are still taking orders, at \$25 per copy.

The FCC

DROP-IN TECHNICALITIES: FCC came up with 2 new definitions of service areas in its new vhf drop-in proposal (see p. 1): "Principal City Service" and "Normal Service Area."

Using a new set of 6 propagation curves, the Principal City Service would be 80 dbu for Ch. 2-6, 85 dbu for Ch. 7-13. This, FCC said, would insure an excellent picture to at least 90% of locations at least 90% of the time. Normal service area signal levels are 40 dbu for Ch. 2-6, 50 dbu for Ch. 7-13.

To protect existing stations from interference produced by new drop-ins, the Commission said: "Protection equivalent to that insured existing stations under the rules governing minimum separations & maximum antenna heights and powers will be afforded by requiring stations operating at substandard co-channel spacings to suppress radiation toward the existing station to the extent necessary to insure that the ratio of desired-to-undesired signal will not be less than 28 db (offset operation) at any point where such ratio would occur if the new and the existing station were operating with maximum facilities at the minimum spacing permitted in Sec. 3:610 of the rules."

Adjacent-channel separations would be reduced from 60 to 40 miles, and directional antennas with 20 db sup-

pression would be permitted.

FCC engineers made substantial use of TASO's findings in the new proposal.

The report (Docket 13340, Public Notice 60-1) is due to be published in this week's *Federal Register*. A limited number of copies are available upon request to the Commission. Copies are also available from the Goetz Co., 1030 20th St. N. W., Washington.

Revocation of license of radio KIMN Denver, proposed by FCC because of "vulgar, obscene" broadcasts (Vol. 15:49 p2), was contested by the station last week. It asked the Commission to call off the proposed hearings, asserting the FCC action is barred by the Administrative Procedures Act and the Communications Act and that the "death penalty" of revocation is inappropriate. The station said the proceeding was started by a disgruntled competitor, that the offending employe had been dismissed and that it took "drastic & effective remedial measures to insure that there would be no recurrence of the unfortunate instances of departures from standards of good taste."

Single TV application filed with the FCC last week was for Ch. 13, Hilo, Hawaii, to be operated as a satellite of Henry Kaiser's KHVH-TV Honolulu. Total pending is now 114 (19 uhf).

More about

WHAT ROGERS WANTS: The most important portion of Attorney General William Rogers' 54-page report to President Eisenhower (p. 2) deals with FCC's powers over programming. Among other things, he said:

"A review of existing authority indicates that the Commission may, without running afoul of Constitutional or statutory safeguards of freedom of speech, give considerable weight to advertising practices & programming in the context of licensing, rulemaking or investigative proceedings. It is true that the statutory provision relating to censorship and the First Amendment delineates the outer limits of the Commission's powers. Yet, within those limits considerable scope is left for effective regulatory action. This would certainly be so with respect to deceptive practices as opposed to problems of taste.

"Although the issue has never been squarely passed upon by the Supreme Court, in every case in which the question has been presented, the courts have upheld the Commission's authority to concern itself with a licensee's program policies & practices. No action by the Commission has ever been held by the courts to constitute censorship or to violate Constitutional protections of freedom of speech or of the press."

Accordingly, said Rogers, the Commission should "adopt a program of more intensive scrutiny of licensees' past performances in connection with renewals." He suggested that FCC might emulate the Internal Revenue Service, picking random stations for "a spot check in depth"; that it might require "narrative & detailed accounts of past operations, and, in addition to acting on specific complaints, choose a certain number of renewal applications or all the licensees in a particular community for close examination . . . The licensees would thus be put on notice that from time to time they might have to give a detailed accounting as to their operation in the public interest." Rogers also recommended that FCC, using existing powers:

(1) Require stations to take steps to assure themselves that their programs are honest. FCC's "cease & desist" powers could be employed here—in preference to the drastic sanction of license revocation.

(2) Require stations to take steps to make sure employees don't accept payola—something FCC has already started in its payola questionnaire (see p. 3).

(3) Require full disclosure of licensee or employee ownership in companies whose products benefit from broadcast exposure.

For FTC, Rogers suggested that it move against broadcasters, as well as advertisers, in cases of false or deceptive commercials; that it call a conference to draft a broadcasting-advertising guide; that it start an "industry-wide investigation of TV & radio advertising to determine the extent to which false, unfair or deceptive practices are used . . ."

President Eisenhower acknowledged the report with a short statement asking Rogers to keep following the matter & make more recommendations whenever he sees fit.

Unused broadcasting towers would have to be kept painted & lighted under legislation proposed by FCC in a letter from Chmn. Doerfer to House Speaker Rayburn (D-Tex.). FCC recommended that the Communications Act be amended so that regulations covering towers in use would apply to abandoned structures as well. Rayburn turned Doerfer's letter over to the Commerce Committee.

FCC PONDER'S ITS POWERS: As the programming hearing lengthens and the transcript mounts into thousands of pages, FCC members continue to express satisfaction with their intense exploration of industry problems & panaceas and their own legal powers. Their questions become more pertinent as even the least experienced members become surer of the knowns & unknowns in the industry they regulate.

Whatever FCC finally does as a result of the whole furore, one thing is certain: The action will be taken by a well-informed group. Summary of last week's testimony:

Rod Serling, brilliant TV writer-producer, cited instances of "ludicrous & timorous" sponsor interference with his writing—but he coupled this with a plea that the industry be permitted to set its own house in order. He admitted frankly he didn't know what FCC could do to halt sponsor interference, and he expressed genuine fear of govt. censorship. Examples of sponsor blue-pencilling given by Serling include:

Cutting the expression, "Have you got a match?" from a play—by a cigaret-lighter sponsor.

Turndown of a script on Nazi atrocities in Warsaw ghettos because it was "downbeat, violent, dated."

Refusal of Army & Navy cooperation because certain characters weren't representative of "all soldiers & sailors."

Food advertisers' objections to themes which might disturb the digestion.

But Serling was TV's defender, too, noting that critics don't mention "the responsibility of the daily press." The press, he said, is just as preoccupied as TV "with making a buck, as opposed to striking a balance between the newsworthy & the tasteful." "TV should not stand alone," he said. "There should be a legion of co-defendants."

Keep Sponsor in Programming

Peter W. Allport, vp-secy. of the Assn. of National Advertisers, asserted that sponsors must continue to have a voice in programming, that their investment entitles them to be "reasonably certain of commensurate value." If sponsors are denied a voice in programming, he warned, they will turn to "other channels of communication." "It is illogical," he asserted, "to think the process of improvement will be stepped up by excluding from programming the one who has so much to gain from improvement—namely the advertiser." He told the Commission that ANA has scheduled a special TV meeting of its members Feb. 2.

James M. Ward, U. of Colo. radio-TV dept. dir., submitted a statement urging that the Commission have field investigators inform community groups "of ways in which they can become active in achieving desirable radio & TV."

Mrs. Edith Nolan Riley, of the San Francisco Motion Picture & TV Council, said steps should be taken to prevent the belittling of govt., religion & family life on TV—and that movies' self-regulation "has fallen on its face."

Herman D. Kenin, American Federation of Musicians pres., attacked the TV-radio industry's "insensitive, dollar-dominated attitude toward live music," which he said had brought a "progressive diminution" of jobs for his members. Pursuing another long-standing AFM complaint, he also protested use of canned foreign music in TV films—"dull, mechanical, paste-&-scissors music, for which no composer, arranger, copyist or instrumentalist—foreign or American—received one penny." As remedies, he proposed that FCC "require broadcasters to program at least a given amount of live music" and "require all stations properly to label their music, and to explain its origin." Reporting on a poll of AFM locals, Kenin said returns

covering 537 local TV & radio stations in 31 states & D.C. (excluding N.Y., Chicago, Los Angeles network centers) showed "502 stations do not employ a single live musician."

Morton J. Simon, associate gen. counsel of Advertising Federation of America, deplored "guilt-by-association psychology" which sees "an entire industry condemned for the deceits or moral derelictions of a tiny fraction of people in the industry." Listing specific AFA recommendations, he called for: (1) No new legislation. (2) No censorship. (3) Legal controls of advertising limited to claims which are "false, misleading, deceptive or unfair." (4) Retention by FTC of "primary govt. responsibility" for policing ads. (5) Preparation of an FTC guide on "legally improper" TV commercials. (6) FCC-FTC liaison. (7) "Poor taste" self-policing by TV & ad industries. (8) FCC disciplinary procedures "as in the past" if the "FTC-industry program proves insufficient." (9) Consumer education.

Cecil Woodland, gen. mgr. of radio WEJL Scranton, Pa., who also is pres. of the Pa. Assn. of Bcstrs. and a member of NAB's Radio Good Practice Committee, suggested that one station criterion at license-renewal time should be "whether or not a station subscribes and adheres to NAB's voluntary rules." He said that subscribing to the Code meant that "a pledge of creditable operation has been made & sworn to." He also suggested that: (1) Announcers might be licensed by FCC to "provide restraints on the small number of irresponsible air personalities who float from station to station." (2) FCC require license-renewal statements by stations of steps taken to keep personnel in line. (3) FCC institute a "probation" renewal period for stations whose "operation has been of doubtful calibre." (4) The license period be extended from 3 to 5 years to give FCC's staff more time to study performance.

'A Jukebox with a Bulletin Board'

Morris S. Novik, N.Y. radio consultant, said that since the advent of TV, much music-&-news radio has become little more than "a jukebox with a bulletin board [which] is inimical to the public interest." He said it was time for FCC to spell out "in some systematized fashion all of the factors that constitute good programming"—and then "let the broadcaster know when he is living up to his obligations and when he is not." He also said the radio music-&-news format "prohibits talk program of any kind," so that in 1960 the country faces "a virtual blackout of political broadcasts on radio." He recommended that FCC: (1) "Require that all broadcasting stations make time available, at regular commercial rates, to qualified candidates for a month prior to election day and for a week prior to local or state primaries." (2) "Conduct a public inquiry" on political broadcast practices.

Burton Lane, pres. of the American Guild of Authors & Composers (largely ASCAP members), used the FCC hearing to mount another attack on broadcaster-supported BMI, ASCAP's competitor. "The BMI operation is The Big Payola," Lane assured the Commission. He said the "aggregate take of disc jockeys is infinitesimal compared to the \$10-million yearly slush fund which the broadcasters have used to promote the music they control." His remedy for this situation: "No license should be renewed nor . . . granted to any station which has an interest in BMI in the form of stock ownership or otherwise." He followed up by filing a formal FCC petition (also signed by composer James McHugh & writer Ogden Nash) asking that licenses of 557 radio stations not be renewed unless they withdrew from BMI.

(Outside the hearing room, BMI promptly issued a retort that "Mr. Lane knowingly distorts the facts." His

testimony, said BMI, was "a repetition of misstatements which have already been made [and] part of a campaign to restore monopoly in the field of performing rights to AGAC's own members." Lane picked up his anti-BMI cudgels again at a hotel press conference, however. His theme: "The true story of music payola involves the owners & operators of networks & stations [and] broadcasters' improper use of their licenses to manipulate & degrade the taste of our public." AGAC supporters who joined Lane at the press conference included composer Arthur Schwartz, actress Helen Hayes, playwright Howard Lindsay, composer Virgil Thompson, songwriter Otto Harbach).

'Advertiser, Go Home'

Philip Cortney, Coty Inc. pres., expanded a theme he has developed in speeches since the quiz scandals broke: "Advertisers should take their hands off TV programs." He "urgently" recommended that FCC give thought to a Communications Act amendment "which would specifically make it illegal & punishable by law for any advertiser to exercise control over programs." He suggested other "means of defending the public interest," too: (1) "The creation of a national advisory board on radio & TV." (2) "Pay-TV network. It is worth trying." (3) A "subsidized & endowed" TV network operated for "public service," not profit.

Tom Chauncey, pres. of KOOL-TV & KOOL Phoenix and KOLD-TV & KOLD Tucson and of the Ariz. Bcstg. Assn., warned: "The day this Commission begins to destroy free programming on TV networks or stations will be the day that America's free enterprise system begins to die." He maintained that the public retains "complete faith" in TV, that broadcasters are "conscious of their responsibility," that a "false picture" of broadcasting had been created by quiz disclosures. "It's not as bad as all that," he said, "although nobody in broadcasting condones the rigging of quiz shows or anything else."

Marianne B. Campbell, gen. mgr. of radio WJEH Galipolis, O., presented a 12-page statement reviewing her station's history and its programming & ad policies, in which she said "we take great pride." In view of WJEH's operations, she said "additional laws & restricting controls are not necessary." Concluded she: "It would seem an impossible task to try to regulate from Washington, D.C. the needs & requirements of our area. We feel we operate completely in the community interest . . ."

This week's witnesses, as scheduled by FCC at last week's end, when the list for Jan. 15 hadn't been set yet: Jan. 11—Peoples Bcstg. Corp.; ASCAP, Pres. Stanley Adams; Good Music Bcstrs., Pres. Theodore Jones; NABET Pres. George W. Smith; AFTRA, exec. secy. Donald Conway. Jan. 12—Springfield TV Bcstg. Corp., Pres. William L. Putnam; Storer Bcstg. Co., vp-secy. John E. McCoy; Fund for the Republic, Frank Kelly.

FCC's 25th annual report is a really excellent reference volume, useful for both novice & veteran broadcasters and those in associated industries. Compiled under the supervision of information chief George Gillingham, the 191-page book features digests of Commission actions in all fields, including a special chapter on litigation & legislation. In addition, there are histories of communications and of govt. regulation, a chronology of major events since 1934, a description of the Commission's World War II activities, much statistical information. The document has a silver-colored cover, permitted by special dispensation of Congress's Joint Committee on Printing. It's available for 65¢ from the Govt. Printing Office, Washington 25, D.C.

Doerfer's Anti-Censorship Case: In the best summary of his views so far, FCC Chmn. Doerfer, in a speech prepared for delivery at the Federal Communications Bar annual banquet Jan. 8, presented key passages from what he considers to be contradictory U.S. Supreme Court decisions governing freedom of speech. Then he appealed to the attorneys to come forth with their own analyses, to help the Commission judge its powers over programming.

"The future of the American system of broadcasting hangs in the balance," he said. "By the American system of broadcasting I mean the original Congressional intent, as yet unamended, that it shall be developed within the framework of the competitive system, and that the Commission shall have no power of censorship or impose any regulation or condition which shall interfere with freedom of expression."

Doerfer concluded by quoting from Justice Black's concurring opinion in the Dec. 14, 1959 Supreme Court decision in *Smith v. State of California*: "If, as it seems, we are on the way to national censorship, I think it timely to suggest again that there are grave doubts in my mind as to the desirability or Constitutionality of this court's becoming a Supreme Board of Censors—reading books & viewing television performances to determine whether, if permitted, they might adversely affect the morals of the people throughout the many diversified local communications in this vast country."

Doerfer then asked: "Will the FCC become a Supreme Board of Censors? How far can it go to achieve balance in program? How can it aid the industry to do more public service programming and still observe the fundamental law of the land?"

Portland, Ore. Ch. 2 should go to Fisher Bestg. Co., over the Tribune Publishing Co., FCC examiner Herbert Sharfman recommended in his initial decision. A 3rd applicant, radio KPOJ Portland, had withdrawn. Fisher is 60% owned by Fisher's Blend Station Inc., the owner of KOMO-TV Seattle. Tribune owns KTNT-TV Tacoma & *The Tacoma News Tribune*. Sharfman based his conclusions on: Fisher's 40% ownership by Portland residents vs. Tribune's none; civic activities of Fisher's Portland stockholders; greater diversification of business interests among Fisher principals; Fisher's superior broadcast record. Sharfman had his usual fun with words, starting his conclusion with: "As the significance of the various 'criteria' has been discussed in many Commission decisions, this Initial Decision will not undertake to pass anew on the bases or materiality of these guides to decision as if the present document were a work of seminal originality."

Federal Communications Bar Assn. elects: Frank U. Fletcher, pres.; Robert M. Booth, 1st vp; Harold E. Mott, 2nd vp; Benedict P. Cottone, secy.; James E. Greeley, asst. secy.; John P. Southmayd, treas.; Edward F. Kenehan & John H. Midlen, 3-year terms on the exec. committee.

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Stations

More about

FTC MAY CITE STATIONS: Broadcasters, who so far have escaped legal responsibility for deceptive commercials carried by their stations, may find themselves called to account by FTC, along with sponsors & ad agencies, we learned last week. Current project No. 1 for a task force of FTC lawyers is to draft a plan (to be buttressed by legislative & court citations of the ad-policing agency's broad powers) for including broadcasters themselves as respondents in future ad complaints.

Attorney Gen. William P. Rogers suggested in his TV quiz-scandal report to President Eisenhower (see p. 2) that FTC proceed against broadcasters "in appropriate cases" involving "false advertising of foods, drugs, devices or cosmetics." FTC is not only taking up that recommendation; it contemplates naming networks & stations as co-respondents in cases involving offending commercials. FTC already has begun citing ad agencies (Vol. 15:50 p10).

"A staff is working on this for consideration by the Commission," Chmn. Earl W. Kintner told us guardedly. "Certainly the study looks forward to a position by the Commission on the report. And certainly there is a possibility that we will start proceeding against broadcasters."

Kintner wouldn't say just when FTC might make its decision on the proposed new strategy in its hard-driving campaign to clean up TV & radio practices. But other FTC sources said the move was shaping up rapidly.

Meanwhile, FTC cited 5 more record firms in the payola phase of its TV-radio drive (Vol. 16:1 p7). That brought to 28 the total of record manufacturers & distributors accused of violating the Federal Trade Commission Act by paying disc jockeys to play their products.

Still another batch of complaints against record firms was ready for mailing Jan. 8 to an undisclosed number of additional music firms. But the complaints were called back for more paper work by FTC staffers. They probably will be issued this week—and more will come after that.

"There is more payola coming up," one FTC source told us. "You can be sure. There'll be a steady flow."

Named in last week's complaints, all accused of giving unidentified jockeys payola to "expose" records in which the respondents have financial interest, were:

Jamie Record Co., a distributor, 1330 Girard Ave., Philadelphia; Alpha Distributing Co., a distributor partnership of John Holonka & Harry Apostoleris, 437 W. 45 St., N.Y.; Chess Record Corp., Argo Record Corp. and Checker Record Co., 2121 S. Michigan Ave., Chicago, and their Pres. Leonard Chess & secy-treas. Phil Chess.

FTC's broadcasting week also was marked by a reply by Chmn. Kintner to questions from Senate Commerce Committee Chmn. Magnuson (D-Wash.) about what the agency is doing to prevent deceptive broadcasts (Vol. 15:47 p5). In a 4-page letter, Kintner told Magnuson FTC has "adequate" authority to act against misleading TV & radio commercials—and is acting. But Kintner said it was "not clear whether the Commission has jurisdiction" over programs in which "the name of the sponsor or its product appears visually on the screen throughout the entire program or almost the entire program." He added that in view of FCC's programming hearings (see p. 5) it would be "premature" for FTC to comment now on any need for any legislation in that specific area.

Through his office, Magnuson commented in reply that he hoped FTC wouldn't stall while FCC ponders its powers & responsibilities: "If the FTC delays its action against those who impose upon the American public, we may have to demand legislation that will force it to act."

More about

TV CODE SUBSCRIBER ROLL: Following is a list of 372 TV station subscribers to NAB's TV Code, as supplied to FCC by NAB last week (see p. 3). This comprises the bulk of the 399 subscribers, which total includes the 3 networks and the 24 TV film production firms identified for us by NAB as affiliate subscribers to the Code (and also presented below):

WABC-TV New York, N.Y.
 WABI-TV Bangor, Maine
 WAFB-TV Baton Rouge, Louisiana
 WAGA-TV Atlanta, Georgia
 WAGM-TV Presque Isle, Maine
 WAKR-TV Akron, Ohio
 WALA-TV Mobile, Alabama
 WALB-TV Albany, Georgia
 WANE-TV Fort Wayne, Indiana
 WAPI-TV Birmingham, Alabama
 WAST-TV Albany, New York
 WATE-TV Knoxville, Tennessee
 WAVE-TV Louisville, Kentucky
 WAVY-TV Portsmouth, Virginia
 WBAL-TV Baltimore, Maryland
 WBAF-TV Fort Worth, Texas
 WBAY-TV Green Bay, Wisconsin
 WBEM-TV Chicago, Illinois
 WBEN-TV Buffalo, New York
 WBIR-TV Knoxville, Tennessee
 WBKB-TV Chicago, Illinois
 WBNS-TV Columbus, Ohio
 WBRB-TV Birmingham, Alabama
 WBRZ-TV Baton Rouge, Louisiana
 WBTV-TV Charlotte, North Carolina
 WBTV-TV Florence, South Carolina
 WBZ-TV Boston, Massachusetts
 WCAU-TV Philadelphia, Pa.
 WCAX-TV Burlington, Vermont
 WCBS-TV New York, N.Y.
 WCCO-TV Minneapolis, Minn.
 WCDC-TV Adams, Massachusetts
 WCIA-TV Champaign, Illinois
 WCKT-TV Miami, Florida
 WCNY-TV Watertown, New York
 WCPO-TV Cincinnati, Ohio
 WCSC-TV Charleston, S.C.
 WCSH-TV Portland, Maine
 WCYB-TV Bristol, Virginia
 WDAF-TV Kansas City, Mo.
 WDAN-TV Danville, Illinois
 WDAU-TV Scranton, Pa.
 WDAY-TV Fargo, North Dakota
 WDBJ-TV Roanoke, Virginia
 WDBO-TV Orlando, Florida
 WDEF-TV Chattanooga, Tenn.
 WDSM-TV Duluth, Minnesota
 WDSU-TV New Orleans, Louisiana
 WEAU-TV Eau Claire, Wisconsin
 WEEK-TV Peoria, Illinois
 WEHT-TV Henderson, Kentucky
 WESH-TV Daytona Beach, Fla.
 WEWS-TV Cleveland, Ohio
 WFAA-TV Dallas, Texas
 WFBG-TV Altoona, Pennsylvania
 WFBM-TV Indianapolis, Indiana
 WFGA-TV Jacksonville, Florida
 WFIE-TV Evansville, Indiana
 WFIL-TV Philadelphia, Pa.
 WFLA-TV Tampa, Florida
 WFMJ-TV Youngstown, Ohio
 WFMY-TV Greensboro, N.C.
 WFRV-TV Green Bay, Wisconsin
 WGAL-TV Lancaster, Pa.
 WGAN-TV Portland, Maine
 WGEM-TV Quincy, Illinois
 WGN-TV Chicago, Illinois
 WGR-TV Buffalo, New York
 WHAS-TV Louisville, Kentucky
 WHBF-TV Rock Island, Illinois
 WHDH-TV Boston, Massachusetts
 WHEC-TV Rochester, New York
 WHEN-TV Syracuse, New York
 WHIO-TV Dayton, Ohio
 WHIS-TV Bluefield, West Virginia
 WHIZ-TV Zanesville, Ohio
 WHO-TV Des Moines, Iowa
 WHTN-TV Huntington, W. Va.
 WIBW-TV Topeka, Kansas
 WIIC-TV Pittsburgh, Pennsylvania
 WIMA-TV Lima, Ohio
 WINK-TV Ft. Myers, Florida
 WINR-TV Binghamton, N.Y.
 WIS-TV Columbia, South Carolina
 WISC-TV Madison, Wisconsin
 WISH-TV Indianapolis, Indiana
 WISN-TV Milwaukee, Wisconsin
 WITI-TV Milwaukee, Wisconsin
 WJAC-TV Johnstown, Pa.
 WJAR-TV Providence, R.I.
 WJBK-TV Detroit, Michigan
 WJIM-TV Lansing, Michigan
 WJRT-TV Flint, Michigan
 WJTV-TV Jackson, Mississippi
 WJW-TV Cleveland, Ohio

WJXT-TV Jacksonville, Florida
 WJZ-TV Baltimore, Maryland
 WKBN-TV Youngstown, Ohio
 WKBT-TV La Crosse, Wisconsin
 WKBW-TV Buffalo, New York
 WKJG-TV Fort Wayne, Indiana
 WKNX-TV Saginaw, Michigan
 WKRC-TV Cincinnati, Ohio
 WKRG-TV Mobile, Alabama
 WKST-TV New Castle, Pa.
 WKTV-TV Utica, New York
 WKY-TV Oklahoma City, Okla.
 WKYT-TV Lexington, Kentucky
 WKZO-TV Kalamazoo, Michigan
 WLAC-TV Nashville, Tennessee
 WLBT-TV Jackson, Mississippi
 WLBZ-TV Bangor, Maine
 WLOF-TV Orlando, Florida
 WLOS-TV Asheville, N.C.
 WLUC-TV Marquette, Michigan
 WLUK-TV Marinette, Wisconsin
 WLVA-TV Lynchburg, Virginia
 WLW-TV Atlanta, Georgia
 WLW-TV Columbus, Ohio
 WLW-TV Dayton, Ohio
 WLW-TV Indianapolis, Indiana
 WLW-TV Cincinnati, Ohio
 WLYH-TV Lebanon, Pa.
 WMAL-TV Washington, D.C.
 WMAR-TV Baltimore, Maryland
 WMAZ-TV Macon, Georgia
 WMBD-TV Peoria, Illinois
 WMBF-TV Memphis, Tennessee
 WMT-TV Cedar Rapids, Iowa
 WMTV-TV Madison, Wisconsin
 WMTW-TV Poland Spring, Maine
 WNBC-TV New Britain, Connecticut
 WNBC-TV Binghamton, N.Y.
 WNBC-TV Chicago, Illinois
 WNCT-TV Greenville, N.C.
 WNDU-TV South Bend, Indiana
 WNEM-TV Bay City, Michigan
 WNEP-TV Scranton, Pa.
 WNHCV-TV New Haven, Conn.
 WOAI-TV San Antonio, Texas
 WOAY-TV Oakhill, W. Va.
 WOC-TV Davenport, Iowa
 WOOD-TV Grand Rapids, Mich.
 WOW-TV Omaha, Nebraska
 WPBN-TV Traverse City, Mich.
 WPIX-TV New York, N.Y.
 WPRO-TV Providence, R.I.
 WPSD-TV Paducah, Kentucky
 WPST-TV Miami, Florida
 WRAL-TV Raleigh, N.C.
 WRBL-TV Columbus, Georgia
 WRC-TV Washington, D.C.
 WRCA-TV New York, N.Y.
 WRCV-TV Philadelphia, Pa.
 WREC-TV Memphis, Tennessee
 WREX-TV Rockford, Illinois
 WRGB-TV Schenectady, N.Y.
 WROC-TV Rochester, New York
 WRVA-TV Richmond, Virginia
 WSAU-TV Wausau, Wisconsin
 WSAZ-TV Huntington, W. Va.
 WSB-TV Atlanta, Georgia
 WSBT-TV South Bend, Indiana
 WSFA-TV Montgomery, Alabama
 WSJS-TV Winston-Salem, N.C.
 WSJV-TV Elkhart, Indiana
 WSLV-TV Roanoke, Virginia
 WSM-TV Nashville, Tennessee
 WSOC-TV Charlotte, N.C.
 WSPA-TV Spartanburg, S.C.
 WSPD-TV Toledo, Ohio
 WSUN-TV St. Petersburg, Fla.
 WSWA-TV Harrisonburg, Va.
 WSYR-TV Syracuse, New York
 WTAE-TV Pittsburgh, Pa.
 WTAP-TV Parkersburg, W. Va.
 WTAR-TV Norfolk, Virginia
 WTCN-TV Minneapolis, Minn.
 W-TEN-TV Albany, New York
 WTHI-TV Terre Haute, Ind.
 WTIC-TV Hartford, Conn.
 WTMJ-TV Milwaukee, Wisconsin
 WTOG-TV Savannah, Georgia
 WTOK-TV Meridian, Mississippi
 WTOL-TV Toledo, Ohio
 WTOM-TV Cheboygan, Michigan
 WTOP-TV Washington, D.C.
 WTPA-TV Harrisburg, Pa.
 WTRF-TV Wheeling, W. Va.
 WTVC-TV Chattanooga, Tennessee

WTVD-TV Durham, N.C.
 WTVJ-TV Miami, Florida
 WTVM-TV Columbus, Georgia
 WTVN-TV Columbus, Ohio
 WTVP-TV Decatur, Illinois
 WTVT-TV Tampa, Florida
 WTVW-TV Evansville, Indiana
 WUSN-TV Charleston, S.C.
 WVEC-TV Norfolk, Virginia
 WVET-TV Rochester, New York
 WVUE-TV New Orleans, Louisiana
 WWJ-TV Detroit, Michigan
 WWL-TV New Orleans, Louisiana
 WWTW-TV Cadillac, Michigan
 WXEX-TV Petersburg, Virginia
 WXYZ-TV Detroit, Michigan
 KABC-TV Los Angeles, California
 KAKE-TV Wichita, Kansas
 KALB-TV Alexandria, Louisiana
 KARD-TV Wichita, Kansas
 KARK-TV Little Rock, Arkansas
 KAYS-TV Hays, Kansas
 KBAK-TV Bakersfield, Cal.
 KBAS-TV Ephrata, Washington
 KBES-TV Medford, Oregon
 KBMB-TV Bismarck, N.D.
 KBOI-TV Boise, Idaho
 KBTV-TV Denver, Colorado
 KCBD-TV Lufkin, Texas
 KCBX-TV Salt Lake City, Utah
 KCEN-TV Temple, Texas
 KCIX-TV Boise, Idaho
 KCMO-TV Kansas City, Missouri
 KCMT-TV Alexandria, Minnesota
 KCOP-TV Los Angeles, California
 KCRA-TV Sacramento, Cal.
 KCRG-TV Cedar Rapids, Iowa
 KCSJ-TV Pueblo, Colorado
 KCTV-TV San Angelo, Texas
 KDAL-TV Duluth, Minnesota
 KDIX-TV Dickinson, N.D.
 KDKA-TV Pittsburgh, Pa.
 KDUB-TV Lubbock, Texas
 KDUH-TV Hay Springs, Nebraska
 KEDY-TV Big Spring, Texas
 KELO-TV Sioux Falls, S.D.
 (with satellites KLDO-TV & KPLD-TV)
 KELP-TV El Paso, Texas
 KENS-TV San Antonio, Texas
 KEPR-TV Pasco, Washington
 KERO-TV Bakersfield, California
 KETV-TV Omaha, Nebraska
 KEYT-TV Santa Barbara, Calif.
 KFBC-TV Cheyenne, Wyoming
 KFDA-TV Amarillo, Texas
 KFDM-TV Beaumont, Texas
 KFDX-TV Wichita Falls, Texas
 KFEQ-TV St. Joseph, Missouri
 KFJZ-TV Fort Worth, Texas
 KFMB-TV San Diego, California
 KFRE-TV Fresno, California
 KFSB-TV San Diego, California
 KFVS-TV Cape Girardeau, Mo.
 KFYZ-TV Bismarck, N.D.
 KGBT-TV Harlingen, Texas
 KGGM-TV Albuquerque, N.M.
 KGHV-TV Billings, Montana
 KGLD-TV Mason City, Iowa
 KGMV-TV Honolulu, Hawaii
 KGNC-TV Amarillo, Texas
 KGO-TV San Francisco, Cal.
 KGW-TV Portland, Oregon
 KHBC-TV Hilo, Hawaii
 KHOL-TV Kearney, Nebraska
 KHOU-TV Houston, Texas
 KHPL-TV Hayes Center, Neb.
 KHQ-TV Spokane, Washington
 KHQA-TV Hannibal, Missouri
 KHSL-TV Chico, California
 KHVH-TV Honolulu, Hawaii
 KID-TV Idaho Falls, Idaho
 KIEM-TV Eureka, California
 KIMA-TV Yakima, Washington
 KING-TV Seattle, Washington
 KIRO-TV Seattle, Washington
 KIVA-TV Yuma, Arizona
 KJEO-TV Fresno, California
 KKTU-TV Colorado Springs, Colo.
 KLEW-TV Lewiston, Idaho
 KLFY-TV Lafayette, Louisiana

KLIX-TV Twin Falls, Idaho
 KLTV-TV Tyler, Texas
 KLV-TV Denver, Colorado
 KMAU-TV Wailuku, Hawaii
 KMBC-TV Kansas City, Missouri
 KMID-TV Midland, Texas
 KMJ-TV Fresno, California
 KMMT-TV Austin, Minnesota
 KMOT-TV Minot, North Dakota
 KMOX-TV St. Louis, Missouri
 KMSO-TV Missoula, Montana
 KMTV-TV Omaha, Nebraska
 KNOE-TV Monroe, Louisiana
 KNOP-TV North Platte, Nebraska
 KNOX-TV Grand Forks, N.D.
 KNTV-TV San Jose, California
 KNXT-TV Los Angeles, California
 KOA-TV Denver, Colorado
 KOB-TV Albuquerque, N.M.
 KOIN-TV Portland, Oregon
 KOLD-TV Tucson, Arizona
 KOLN-TV Lincoln, Nebraska
 KOMO-TV Seattle, Washington
 KONO-TV San Antonio, Texas
 KOOL-TV Phoenix, Arizona
 KOSA-TV Odessa, Texas
 KOTA-TV Rapid City, S.D.
 KOTI-TV Klamath Falls, Oregon
 KOTV-TV Tulsa, Oklahoma
 KPAP-TV Sweetwater, Texas
 KPHO-TV Phoenix, Arizona
 KPIC-TV Roseburg, Oregon
 KPIS-TV San Francisco, California
 KPLC-TV Lake Charles, La.
 KPRC-TV Houston, Texas
 KPTV-TV Portland, Oregon
 KRBC-TV Abilene, Texas
 KRCA-TV Los Angeles, California
 KRDO-TV Colorado Springs, Colo.
 KREM-TV Spokane, Washington
 KREX-TV Grand Junction, Colo.
 KREY-TV Montrose, Colorado
 KRIS-TV Corpus Christi, Texas
 KRLL-TV Dallas, Texas
 KRNT-TV Des Moines, Iowa
 KROC-TV Rochester, Minnesota
 KRSD-TV El Paso, Texas
 KRON-TV San Francisco, Cal.
 KSBW-TV Salinas, California
 KSBY-TV San Luis Obispo, Cal.
 KSD-TV St. Louis, Missouri
 KSL-TV Salt Lake City, Utah
 KSLA-TV Shreveport, Louisiana
 KSTP-TV Minneapolis, Minn.
 KSWO-TV Lawton, Oklahoma
 KSWV-TV Röswell, New Mexico
 KSYD-TV Wichita Falls, Texas
 KTBS-TV Shreveport, Louisiana
 KTHV-TV Little Rock, Arkansas
 KTIW-TV Sioux City, Iowa
 KTNT-TV Tacoma, Washington
 KTRE-TV Lufkin, Texas
 KTRM-TV Houston, Texas
 KTSM-TV El Paso, Texas
 KTTS-TV Springfield, Missouri
 KTTV-TV Los Angeles, California
 KTVA-TV Anchorage, Alaska
 KTVB-TV Boise, Idaho
 KTVI-TV El Dorado, Arkansas
 KTVH-TV Wichita, Kansas
 KTVI-TV St. Louis, Missouri
 KTVK-TV Phoenix, Arizona
 KTVU-TV Oakland, California
 KUMV-TV Williston, N.D.
 KUTV-TV Salt Lake City, Utah
 KVAL-TV Eugene, Oregon
 KVAR-TV Phoenix, Arizona
 KVER-TV Clovis, New Mexico
 KVMM-TV Monahans, Texas
 KVOA-TV Tucson, Arizona
 KVOO-TV Tulsa, Oklahoma
 KVOZ-TV Bellingham, Wash.
 KVTI-TV Sioux City, Iowa
 KWTU-TV Oklahoma City, Oklahoma
 KWWL-TV Waterloo, Iowa
 KXGO-TV Fargo, North Dakota
 KXJB-TV Valley City, N.D.
 KXLY-TV Spokane, Washington
 KXTV-TV Sacramento, California
 KYW-TV Cleveland, Ohio
 KZTV-TV Corpus Christi, Texas

Film producers who subscribe to the TV Code as affiliates were listed by NAB as:

Brennan-Westgate Prod. Inc.
 California National Prod. Inc.
 CBS Films Inc.
 Chertok TV
 Desilu Productions Inc.
 Wyatt Earp Enterprises Inc.
 Filmaster Productions Inc.
 Flying A Pictures Inc.
 Four Star Films Inc.
 Gallu Productions Inc.
 Gross-Krasne Inc.
 Key Productions Inc.

Mark VII Ltd.
 Marterto Productions Inc.
 Robert Maxwell Associates Inc.
 McCadden Productions
 Overland Productions Inc.
 Lindsley Parsons Productions Inc.
 Revue Productions
 Hal Roach Enterprises
 Screen Gems Inc.
 Superman Inc.
 The Jack Wrather Organization
 Ziv TV Programs Inc.

THEY SEEK CANADIAN STATIONS: Canada's Board of Broadcast Governors has started its round of public hearings on competitive TV licenses, with the biggest battle in Toronto. In the 4 sittings now scheduled, 24 applicants will seek 5 channels: 3 applicants seek one channel in Winnipeg; there are 5 for one channel in Vancouver; 7 for 2 channels in Montreal and 9 for the single Toronto outlet. The Montreal situation brings 3 applicants for an English-language TV station and 4 for a French language station.

Until now, the BBG and its predecessor as regulator, the Canadian Broadcasting Corporation's Board of Governors, have permitted only one TV station in a single market. Total English-language TV stations is 37 (excluding satellites), with 8 of them owned & operated by CBC and 7 French, with 2 owned & operated by CBC. CBC operates the only 2 networks—one English, stretching coast to coast, and the other French, largely Quebec province.

Now the door is being opened to competitive TV stations, on the basis of one competitive license in each city where BBG believes population & wealth can support another station. The new stations will operate independently of CBC but there is talk of a tape & film network to give wider programming of Canadian events.

Full details of ownership of companies seeking the new licenses have not been disclosed, but in most cases the newspaper or radio station affiliation of the applicants has been established.

Applicants and Their Backgrounds

Applicants at the Winnipeg hearings, starting Jan. 13, will be J. O. Blick, Joseph Harris and R. S. Misener, each acting separately on behalf of companies still to be incorporated. Blick owns CJOB Winnipeg. The Harris application includes Clifford Sifton, with interests in the *Regina Leader-Post*, the *Saskatoon Star-Phoenix* and CKCK-TV & CKCK Regina. Also included is brother Victor Sifton, publisher of *Winnipeg Free Press*, and other Winnipeg businessmen. The Misener application is a Winnipeg business group.

Vancouver sittings start Jan. 18. Metropolitan TV Ltd. includes the *Vancouver Sun*, the *Vancouver Province*, radio CKWX Vancouver, radio CKNW New Westminster, and Vancouver businessmen. The A. M. McGavin application is built around radio CFUN Vancouver. B.C. Television Co. Ltd. and Pacific Television Co. Ltd. include B.C. businessmen in all phases of industry, and the Vantel Television Co. application is headed by Art Jones, a swift-rising young film executive.

Montreal hearings are scheduled for March 7. Canadian Marconi Co. seeks the English TV license to add to its CFCF, the oldest radio station in Canada. The other 2 English applicants are Mount Royal Independent Television Ltd. and Sovereign Film Distributors Ltd., both strong Montreal business groups.

The 4 French-language applicants are La Compagnie de Publications de "La Presse" Limitee, which publishes the influential daily newspaper *La Presse*, and operates French-language radio CKAC; radio CKVL of nearby Verdun; Film producer Pail L'Aanglais on behalf of a company to be incorporated, and Raymond Crepault, also on behalf of a company to be incorporated.

Less is known about ownership of the 9 Toronto applicants. To be heard March 14, they include Baton Aldred Rogers Bestg. Ltd. (*Toronto Telegram* and radio CKFH); Maclean-Hunter Publishing Company and Brit-

ish TV interests; Spencer W. Caldwell on behalf of a company to be incorporated; Rogers Radio Bestg. Co., which operates the 50-kw CFRB; Consolidated Frybrook Industries Ltd., headed by Jack Kent Cook of CKEY; Henry Borden, on behalf of a company to be incorporated which will include Southam Publishing Co. with newspapers in Vancouver, Calgary, Edmonton, Winnipeg, Hamilton, Ottawa & Medicine Hat; Upper Canada Bestg. Ltd., including British TV interests; Beland H. Honderich, on behalf of a company to be incorporated and expected to include the *Toronto Star*, Canada's biggest-circulation newspaper; and J. S. D. Tory, Q.C., on behalf of a company to be incorporated and to include Toronto's morning newspaper, the *Globe & Mail*, and British TV interests.

Full details of ownership will be revealed when the applications are heard.

Four other sittings will take place to hear additional applications. The BBG will meet in Edmonton May 9 and then move south to Calgary for its 2nd Alberta hearing; the next will be in Halifax, N.S., on the East coast, June 20, and immediately afterward BBG moves to Ottawa for the cleanup sitting.

One-watt ceiling for vhf boosters, as proposed by FCC in its new set of standards for translators (Vol. 15:49 p4), won't do. That's the gist of early criticisms filed in advance of Commission's Jan. 11 deadline for comments on 8 major proposals to resolve booster issues. Those who agreed that the one-watt power limitation is too low were: Better Community TV Assn., Omak, Wash.; Edgemont (S. D.) Chamber of Commerce; Upper Methow Valley TV Corp., Winthrop, Wash.; Pateros (Wash.) Brewster TV Assn.; Wash. State TV Reflector Assn. Most said they can't provide adequate service with anything less than 3 watts. On the other hand, Video Utility Co., Spokane, concurred generally with FCC's proposals. It also suggested that an operators' association should be formed to name regional coordinators to advise what channels should be used.

A new vhf channel in Syracuse, if dropped in by FCC, will be applied for by a group headed by Dr. W. R. G. Baker, Syracuse U. Research Corp. pres. and ex-GE vp. His associates in the new W. R. G. Baker Radio & TV Corp., of which he is chmn., are: Pres. T. Frank Dolan, pres.-treas. of the Edward Joy Co.; vps Daniel W. Casey, Flack Advertising Agency, and Robert J. Conan, pres. of the Pomeroy Organization; secy., Richard N. Groves, pres. of the R. N. Groves Co., treas., Leonard P. Markert, vp of the Will & Baumer Candle Co. The board comprises the officers and William V. Stone, exec. vp of the Lincoln National Bank & Trust Co.

Reduction in radio station fees to ASCAP, "estimated at \$800,000 a year," was provided for in an order signed by N.Y. Federal Court Judge Sylvester J. Ryan Jan. 5. The settlement was between ASCAP & All-Industry Radio Music License Committee, thus ending litigation between ASCAP and radio stations, which had petitioned for the fixing of a reasonable fee for the right to perform ASCAP music. Negotiations had been in progress for over a year. ASCAP estimates the cut in its income will probably amount to \$350,000 a year in sustaining fees paid by stations for non-sponsored programs, and about \$400,000 on commercial fees paid by stations.

Facility change: KTWQ-TV (Ch. 2) Casper, Wyo. boosted power Jan. 5 to 70.8 kw, using a 5-kw driver. It simultaneously began color telecasting.

TWO NEW STARTERS OPEN UP 1960: The year's first new stations are KNBS (Ch. 22) Walla Walla, Wash. and KDSJ-TV (Ch. 5) Deadwood, S.D., satellite of KRSD-TV (Ch. 7) Rapid City, S.D. KNBS began Jan. 3 with ABC-TV. It's near the SE corner of the state, about 35 mi. from KEPR-TV (Ch. 19) Pasco-Kennebec, Wash. The other nearest outlet is KLEW-TV (Ch. 3) Lewiston, Ida., over 60 mi. distant. KDSJ-TV got program test authorization Jan. 6 to begin picking up NBC-TV programs of parent KRSD-TV. It's near the Wyo. border, only about 30 mi. from KRSD-TV, but the Black Hills block reception between the 2 towns. The new starters change on-air totals to 561 (86 uhf).

KNBS has 12-kw GE transmitter and a 100-ft. guyed Utility tower with helical antenna at its site on Pike's Peak. Studios are at 123 E. Adler St., Walla Walla. Warren L. Gray, ex-KHJ-TV Los Angeles, is pres.-gen. mgr. & 32% owner; William Barclay, ex-KNXT Los Angeles, vp-chief engineer & 20% owner; Lyle Bond, ex-KHJ-TV, PR dir.; William Wallace, ex-KHJ-TV technical dir., operations mgr. & 8% owner. Base hour is \$200. Rep is Weed.

KDSJ-TV has 5-kw Gates transmitter on Crusher Hill near Lead, S.D. Owners are Eli, John & Harry Daniels, who also operate KRSD-TV and radio stations KRSD & KDSJ. KDSJ-TV is sold as a bonus with KRSD-TV, which has a \$150 base hour. Rep is Meeker.

* * *

In our continuing survey of upcoming stations, these are the latest reports from principals:

KORN-TV (Ch. 5) Mitchell, S.D. hopes to begin operation early this year, reports owner R. V. Eppel, who is also pres. & gen. mgr. Construction of studio-transmitter house has almost been completed and 5-kw Gates transmitter has been ordered. Utility 500-ft. tower, now ready, will have RCA antenna. M. A. Johnson will be commercial mgr., J. Doherty from radio KORN, chief engineer. Network affiliation hasn't been signed, nor has base hourly rate been set. Rep not chosen.

KRET-TV (Ch. 23) Richardson, Tex. plans to ask FCC for program test authorization by Jan. 15 to operate as a non-commercial outlet. Owner is Richardson Independent School Dist. It will use 1-kw RCA transmitter, with Ling Electron studio equipment. Alford antenna was installed on Rohn 100-ft. tower last week. Electron Corp., which is building the station, has asked for authorization for experimental operation of its own 50-watt transmitter at KRET-TV.

WFSU-TV (Ch. 11, educational) Tallahassee, Fla. hopes to begin March 1, writes dir. Roy Flynn for grantee Fla. Educational TV Commission. It has ordered GE transmitter, and will use a 700-ft. Klein tower.

KERA-TV (Ch. 13, educational) Dallas plans to begin programming next Sept. 10, now that it has contracted to take over equipment & property of WFAA-TV (Ch. 8) for \$400,000. WFAA-TV plans to move into its new building in 1961 and meanwhile KERA-TV will operate from temporary studios at WFAA-TV site on Harry Hines Blvd. E. O. Cartwright, pres. of KERA-TV, states that over \$100,000 is on hand, another \$100,000 has been offered by Fund for Adult Education and remaining \$200,000 is being collected.

CJCN-TV (Ch. 4) call letters have been requested for Grand Falls, Newfoundland, by owner CJON-TV (Ch. 6) St. John's Nfld., reports vp Don Jamieson. It hopes to begin programming this month from studios on High St. in Grand Falls, but also will pick up some CJON-TV programs

via microwave. A prefabricated transmitter house is ready for the RCA transmitter at Norris Arm site, about half-way between Grand Falls & Gander. The base hourly rate is not set, but it will be available in combination with CJON-TV. Reps will be Weed and Stovin-Byles Ltd.

CKSA-TV (Ch. 2) Lloydminster, Alta. has ordered a Canadian GE transmitter and plans to program next June. It has a third of its construction completed, will use 605-ft. Micro tower. The base hour is not set, rep not chosen.

* * *

New \$2 million-plus plant of **WFAA-TV & WFAA Dallas** is scheduled for completion by Feb. 1961. It will be at Young & Houston Sts., adjacent to the building of owner *Dallas Morning News*, and will bring together WFAA, now in the penthouse of the Santa Fe Bldg., and WFAA-TV, which is selling its property on Harry Hines Blvd. to upcoming educational **KERA-TV (Ch. 13)**.

Recent Ampex Videotape recorder shipments bring total VTRs in use to 561. The latest deliveries, as reported by Ampex: **KXTV Sacramento**, **WPTV Palm Beach**, **KHVH-TV Honolulu**, **WHET Evanston, Ind.**, **WANE-TV Ft. Wayne**, **KVTV Sioux City, Ia.**, **KGGM-TV Albuquerque**, **KXJB-TV Valley City-Fargo, N.D.**, **WKBM-TV Youngstown**, **KCPX-TV Salt Lake City (2 recorders)**, **WRVA-TV Richmond**, **KREM-TV Spokane**, **WHTN-TV Huntington-Charleston**, **WNCT, Greenville, N.C.**, **U. of Ala.**, **GE (Philadelphia), U.S. govt.**

KCOP Los Angeles was probably first in telecasting history to carry a stock-selling message for a Hollywood movie company. Commercials urged viewers to purchase 22,000 shares of Cary Productions—at \$10 a throw. The company seeks financing for its upcoming "Buffalo Soldiers" production.

Assn. of Maximum Service Telecasters adds the following members: **KSTP-TV St. Paul-Minneapolis**, **KHQ-TV & KXLY-TV Spokane**, **KERO-TV Bakersfield**, **KXTV Sacramento**, **KTVU Oakland-San Francisco**, **WWTV Cadillac, Mich.**, **WTOM-TV Cheboygan, Mich.**, **KVAR Phoenix.**

NAB help wanted: Members of NAB have been asked by station relations mgr. William Carlisle to recommend "a qualified prospect" for employment as a field representative. The job, to be filled early this year, entails travel, service calls, recruitment of new members.

NAB's engineering conference committee, headed by Warren Braun (**WSVA-TV & WSVA Harrisonburg, Va.**), holds its final meeting Jan. 13 at Washington headquarters to prepare for 14th annual engineering sessions at the 38th NAB convention, April 3-7 in Chicago.

New NAB edition of "Engineering Handbook" is scheduled for free distribution to members late in April or early May. It later will be put on public sale by publisher McGraw-Hill at \$25 per copy.

TV Code operations were scheduled to be discussed Jan. 11 by asst. NAB Code affairs dir. Harry H. Ward at a meeting of the Motion Picture & TV Council, a local group, in Washington's Cleveland Park public library.

Canadian GE will distribute & service broadcast equipment made by EMI Electronics Ltd., London, including the EMI 4½-in. image orthicon and vidicon cameras which will be distributed in U.S. by Telechrome (Vol. 15:51 p3).

RCA shipped 2 color-TV tape recorders last week to **WFBM-TV Indianapolis, Ind.**

Networks

CBS LOOKS AT '59: CBS issued its annual summary last week. Stressed throughout the 25-page report were the network's post-quiz-scandal clean-up measures and its emphasis on prime-time public-affairs & news programming. Although sales & ratings were played down in the report, CBS had its most successful year to date.

In industry relations, the first major "image building" project last year was CBS's advocacy of the equal-time amendment (Vol. 15:19 p4) in the spring. Later, in the wake of the quiz investigations, a program practices dept. headed by Joseph Ream was created (Vol. 15:47 p3) "to assure that broadcasts were what they purported to be." Big-money quiz shows were dropped, merchandise plugs were banned and CBS Inc. pres. Dr. Frank Stanton "laid down the law" on payola (Vol. 15:49 p9).

While striving for an industry image, CBS managed, however, to maintain a strong position in the programming & sales areas. Of the 15 nighttime shows introduced last fall, only one, *The Lineup*, died in mid-season (Vol. 15:48 p13). For the first 10 months of 1959 the network showed a 7.8% increase in gross time sales over the corresponding period in 1958 and scored 14% higher sales than "the second network," said the report. A total of 139 sponsors advertised on the network during the year, including 32 new to CBS and 11 new to network TV. Among those new to CBS were Coca-Cola, Bell & Howell and Firestone.

The network increased its affiliates to 205 from 197 the previous year, but delivered only 8.6 million homes per average nighttime minute, as compared to 8.9 million in 1958, CBS told us. This is, however, 13% more homes per minute than NBC and 20% more than ABC, said CBS.

No more dramatic program change was seen in 1959 than CBS' news & public-affairs upsurge. *CBS Reports*, which was announced last May by Dr. Stanton (Vol. 15:19 p3), was implemented in the fall and joined by almost 11 hours of *Eyewitness to History* programs, which covered the Khrushchev & Eisenhower goodwill tours. Both series were sponsored—*Reports* by Bell & Howell and B. F. Goodrich, and *Eyewitness* by Firestone Tire & Rubber Co. In a move to give greater autonomy to its public-affairs programming, the network appointed Sig Mickelson pres. of CBS News in mid-year. John Karol was named vp & dir. of special projects, network sales dept., at year's end.

Among executive realignments, one overshadowed the rest—the appointment of James T. Aubrey Jr. as pres. of CBS-TV, following the resignation of Louis G. Cowan (Vol. 15:50 p9). Last spring programming exec. vp Hubbell Robinson Jr. resigned to become an independent producer and was replaced by Oscar Katz. Later in the year William Dozier resigned as vp, programs, Hollywood, to join Screen Gems, and was replaced by Guy della Cioppa.

"Major significance" of the RCA-NBC consent decree requiring the network to get rid of its WRCV-TV & WRCV Philadelphia (Vol. 16:1 p9) is cited by Acting Asst. Atty. Gen. Robert A. Bicks in his year-end report on Justice Dept. anti-trust cases. The report lists the RCA-NBC judgment as a highlight of anti-trust div. successes in 1959, which brought "real progress toward efforts to keep calendars current and handle litigation promptly & effectively." During the year, 63 cases were closed, more anti-trust cases were filed than in any year since 1943 and 50% more merger cases were started than in any year since the 1914 Clayton Act became law, according to Bicks.

ARB's Station Coverage Study: American Research Bureau's 1960 coverage study, measuring all TV reception in the 50 states, has been signed for by ABC-TV & CBS-TV. Negotiations with NBC-TV are currently in progress. ABC & CBS now subscribe to all ARB services, NBC to all but this latest report. The new study is based on 2 "nationwide sweeps" of over 125,000 homes each. The first survey was concluded in Nov. 1959, the second will take place in March, coinciding with the U.S. census.

The new report will be broken down by individual city, state or county, as requested by the individual subscriber. In addition to station coverage, the study will measure total audience, viewer preference, audience composition and the percentage of overlapping coverage. ARB indicated that "most major agencies have expressed interest" in the study and "are expected to sign for national coverage following formal presentations this week."

Outgoing NCAA TV committee recommended that the Association's new contracts with TV networks for telecasting of college football games be extended to 2 years. The new committee, selected Jan. 8 at NCAA's N.Y. convention, is to formulate a plan for the extension and meet with the networks by early spring. Participating colleges in nationally televised grid games last season received as much as \$125,000 (to be divided between the school & its conference), it was also learned. At the same time the NCAA indefinitely suspended national TV coverage of U. of Oklahoma football games because of infractions of athlete-recruiting rules.

NBC-TV is lowering its 10-11 a.m. rate from 50% to 40% of the Class A rate, putting the network "in line competitively with CBS," which lowered the rate for this hour last Dec. from 50% to 33⅓% of its Class A rate. ABC's rate for this time will remain at 33⅓% of its Class A rate. NBC's change is effective Feb. 1.

Walt Disney was denied a motion for summary judgment in its suit against AB-PT by N.Y. Supreme Court Justice Edward Weinfeld Jan. 6. No date has yet been set for the trial.

NETWORK SALES ACTIVITY

ABC-TV

Sugarfoot-Bronco, Tues., 7:30-8:30 p.m., participations.
Haggar Co. (Tracey-Locke)

CBS-TV

Rawhide, Fri., 7:30-8:30 p.m., alt. wk. one-third sponsorship.
Colgate-Palmolive (Ted Bates); Binney & Smith (J. T. Chirurg Co.)

Captain Kangaroo, Mon.-Sat., 8:15-9 a.m., alt. wk. 15-min. segs.
Wyler & Co. (R. J. Scott)

Douglas Edwards with the News, alt. wk. 15-min. seg.
American Home Products (Ted Bates)

NBC-TV

Racing from Hialeah, Sat., 4:30-5 p.m. eff. Jan. 15. Half-sponsorship.
Phillies Cigars (Werman & Schorr)

Programming

Public say in programming and a definition of the term "public interest" were urged by Gilbert Seldes at the Jan. 5 Radio & TV Exec. Society seminar. Louis Hausman, dir. of TIO, cautioned against 2 extreme points of view about programming—the huckster's and the ivory-tower egg-head's—"the one that says 'if the public likes it, it's good,' and the other one that says 'if the public *doesn't* like it, it's good.'" The average run of programming, he said, has "risen some in the past 10 years." However, if the medium is to "upgrade the taste of its audience and still maintain that audience," it must "move the people literally inch by inch without cheating them of what they came to TV for—entertainment." Seldes, who is dir. of the Annenberg School of Communications, at U. of Pa., suggested the public might be heard from in "open hearings prior to renewal of a station's FCC license," or by "regularly scheduled on-the-air discussions of programming content." In defense of the industry he said "TV has had the job of defining its own principles while going about the day to day task of securing business."

Higher viewing ratings & more news scoops from fringe areas are being obtained by KREM-TV Spokane with a novel *Community Profile* program. The show, which operates with the cooperation of some 100 community newspapers, is a 5-7 min. spotlight (history, govt., economy, etc.) on a particular community in the Ch. 2 station's broadcast area. Script data is furnished by the local community newspaper which also gives the program editorial space. Station mgr. Robert Temple says that "KREM-TV isn't just a TV station anymore; it's becoming a personal friend to each community in our market. We are amazed at the far-reaching effects of this 'grass roots' program." *Community Profile* is presented twice weekly during the 6:30-7 p.m. newscast.

NBC affiliates will preview new program series planned for presentation on the network, it was decided at a meeting last week of NBC management and the TV affiliates board of delegates. The previews will be carried to all interconnected NBC-TV stations by closed circuit on regular network lines. Special screenings of film shows also will be held for affiliate managers visiting N.Y. Heretofore network-station programming liaison has been confined to advance brochures & press releases describing forthcoming shows, and meetings with network personnel.

KTTV Los Angeles has obtained exclusive TV rights to the International Beauty Congress to be held in Long Beach, Cal., in Aug. It plans to video tape, film and microwave it for global distribution. KTTV will feed the 10-day event to as many U.S. & foreign stations as request it, utilizing film for overseas distribution, and live & tape for domestic. KTTV has covered the Miss Universe contest at Long Beach for 5 years. That competition has moved to Florida.

NBC will not negotiate with Gillette for renewal of the Fri. boxing bouts, N.Y. *Journal-American* sports columnist Jimmy Cannon reported last week—as we reported in Nov. (Vol. 15:47 p9). He says the last TV fight likely will be that of the last week in June, when the current contract runs out.

Sports Network Inc. is televising Big Eight basketball this season, Sat. 2:45 p.m. The series, sponsored in part by the American Tobacco Co., debuted Jan. 9, and will be seen throughout the Midwest for 8 more weeks.

Film & Tape

ABC-TV BROADENS FILM BASE: "All our new nighttime 60-min film shows will receive 26-week renewals, including *The Alaskans* and *Adventures in Paradise*," (Vol. 16:1 p15) ABC-TV program vp Tom Moore told us last week. He said he considered the rating performance of the telefilm lineup "an indication of real success," contrary to critical opinion (Vol. 15:52 p9).

There's growing evidence, however, that several 60-min. properties on ABC-TV are by no means out of the woods, renewals & ratings notwithstanding. For one thing, the renewals cover only 13 new film episodes (to complete the usual 39) plus 13 reruns during the summer—they do not extend into the fall-winter season of 1960-61. For another, ABC-TV program executives are making an unusually large number of telefilm production deals designed to: (1) provide the network with a generous selection of replacements for next fall and (2) spread the program risks among many, rather than a handful, of film suppliers, with ABC-TV involved as a co-owner through pilot financing.

The broadening of ABC-TV's film-supply base suggests a tapering-off of the financial romance between Warner Bros. & ABC-TV, despite the 10-program WB telefilm lineup on that network; a swing away from Disney Productions (a pioneer ABC-TV supplier, but currently suing the network and represented on ABC by only one show); and from 20th Century-Fox (one show on ABC-TV, which managed to gain ratings in time for renewal; one show, *Five Fingers*, cancelled on NBC-TV).

ABC-TV's 1960-61 Film Plans

Here is a rundown on ABC-TV telefilm plans as gathered by our N.Y. & L.A. bureaus from network & independent production sources:

Screen Gems: The Columbia Pictures-owned telefilm firm will soon rival Warner Bros. as a prime supplier of ABC-TV shows. Already on the network from the SG stable are *The Donna Reed Show* & *The Man From Blackhawk*. Scheduled for fall start are 2 more 30-min. shows: the public-affairs series based on Sir Winston Churchill's writings and an all-cartoon comedy series produced by SG subsidiary Hanna-Barbera, *The Flagstones*. ABC-TV is currently using daytime reruns of *Rin Tin Tin*. Recently completed, with ABC-TV financing, was a 60-min. SG pilot of a revamped *Naked City* series, and other SG-ABC series are being discussed.

Four Star Productions: Already one of ABC-TV's major suppliers with 3 shows currently scheduled (*The Rifleman*, Robert Taylor in *The Detectives*, *Black Saddle*), this producer is involved with ABC-TV in at least 2, possibly 3 new pilots. The most elaborate is a 60-min., ABC-financed *Stagecoach West* pilot, with deals also in the works for pilots of *J.P. (Justice of the Peace)* and a remake of an earlier pilot starring James Whitmore, to be titled *The Law & Mr. Jones*.

MGM-TV: Two major 60-min. film properties have already been optioned by ABC-TV from MGM: *The Islanders* (pilot completed) and *Asphalt Jungle* (pilot being made). ABC-TV is directly involved in the financing of these series, and will participate in all residual & rerun deals as a co-owner, we're told by MGM.

Desilu Productions: One of ABC-TV's strongest successes this season has been the Desilu-produced *The Untouchables*, whose rotating sponsorship policy could be a head start for ABC-TV in magazine-concept selling. Desilu & ABC are planning to co-produce a new pilot of *Guest-*

ward Ho!, originally conceived as a CBS-TV project based on the John Patrick book. They are discussing other shows.

CBS Films: Currently preparing "at least 4 and as many as 6" pilots for network sale, program vp Robert Lewine told us he has "discussions scheduled in the near future with ABC." Since current ABC policy is to seek co-production deals through financing, a unique situation could easily develop here in which ABC-TV would be, in effect, co-producing a TV series with an offshoot of rival network CBS-TV. It would not, however, be the first CBS Films series on ABC-TV; that distinction rests with Sam Gallu's *Navy Log* series.

William Goetz: Known in the film industry primarily as a feature-film producer (*Sayonara*, etc.), Goetz & ABC currently have a production deal which calls for him to produce two 60-min. dramatic films on location in Israel, dealing with Biblical events in the life of King David. These are expected to be aired as semi-cultural specials on ABC-TV, and may possibly be shown in other countries, combined into one film, as a theatrical attraction.

Other Organizations: A checkup among other producers shows that ABC-TV is ranging widely through the telefilm industry in its search for new liaisons. Deals are known to be in the discussion stage between ABC and Goodson-Todman (currently represented on ABC-TV with *The Rebel & Philip Marlowe*), Irving Pincus (co-producer of *The Real McCoys* on ABC with Walter Brennan), Jack Webb's Mark VII Productions (whose long-term exclusive deal with NBC-TV is expiring) and Marterto Enterprises (producers of *The Danny Thomas Show* on CBS-TV).

Few of these deals are mere "indications of interest" on the part of ABC-TV. Most bring ABC-TV into direct partnership with leading producers on a number of big-budget projects in which the network will participate as a co-owner in rerun deals. They also provide ABC-TV with a steady & varied source of supply of 60-min. & 30-min. shows for any form of multi-program magazine-concept sales plan (Vol. 16:1 p8) the network may launch next fall.

Canada TV Film Asks Aid: Trans-Video Productions Ltd. officials—Robert Maxwell, exec. vp, & Guy Herbert, vp & managing dir.—have charged that the content requirements of BBG are blocking development of the Canadian TV-film industry. They told Dr. Andrew Stewart, chairman of BBG, and member Carlyle Allison that the Canadian rules make it virtually impossible to produce there a high budget, internationally-salable TV series. Trans-Video cannot produce for Commonwealth consumption alone, and must have quality production values to enable it to compete in the U.S. market with the Hollywood-produced product. To do so, it needs to import key technical personnel and some performers, although Trans-Video saw Canadian performers and technicians taking over almost completely, in time.

Maxwell and Herbert proposed a new formula that would recognize TV films as Canadian, provided (1) they were produced in Canada and (2) more than 55% of the production cost is spent on Canadian talent & materials. "The Canadian TV film industry," they added, "will never get on its feet unless it allows American capital to invest in its future with some hope of gain."

Purchase by United Artists of controlling interest in Ziv TV productions (Vol. 15:51 p10) was "still under way," a UA-TV spokesman told us Jan. 7. Problem: the price. We are reliably informed deal will probably be concluded.

Film Writers Vote Strike: Membership of the Writers Guild of America voted last week to strike the major film studios in both TV and movies Jan. 16. The Guild received authority from its members to extend the strike to the networks and independent telefilm producers if current negotiations fail (Vol. 15:52 p4; 16:1 p4).

Michael Franklin, executive director of WGA West, told us the action against the majors was motivated principally by the studios' refusal to budge on the Guild demands for a cut of any post-1948s sold to TV. He said virtually no progress has been made in 3 months of negotiations with the majors, the Alliance of TV Film Producers and the networks.

While the post-1948 issue is the key in talks with the majors, the chief issues in negotiations with the TV independents and networks involve increase in minimums; increase in residuals so that reruns would be based on the fee a writer receives rather than minimum; payment for foreign reruns; separation of rights, and recognition of adapters' rights.

WGAW's contract with the independents expires Jan. 15 and with the networks Jan. 30, and Franklin said there is every likelihood of strikes in those areas also. WGAW's last strike in TV, against the Alliance, was in 1952-53 and lasted 14 weeks. The Guild's contract with the major studios in movies expired last Nov., but a strike had been delayed in hopes a settlement would be reached.

Meanwhile, presidents of the major film companies agreed to a precedent-setting face-to-face showdown meeting with the Screen Actors Guild to avoid the imminent strike against their studios (Vol. 15:52 p4; 16:1 p4). The conference will take place late this month, before SAG's contract expires on Jan. 31. The crisis, which threatens to close every major studio in Hollywood, was precipitated when the talent guilds demanded a cut of post-1948 movies sold to TV, and the majors flatly refused.

Due in Hollywood from N.Y. for the key talks are Loew's Inc. Pres. Joseph R. Vogel; Columbia Pictures Pres. Abe Schneider; Paramount Pres. Barney Balaban; 20th-Fox Pres. Spyros Skouras and Universal-International Pres. Milton R. Rackmil. Other company presidents, headquartered in Hollywood, are Jack L. Warner of Warner Bros. and Steve Brody of Allied Artists.

Studios, meanwhile, were making preparations for a strike. William Dozier, vp in charge of Coast operations for Screen Gems, the Columbia subsidiary, told us if there is a strike by both actors and writers guilds, "we'll just put on reruns." He wasn't too concerned about the writers' action, commenting "We're way ahead on scripts—we had been anticipating this possibility."

Adolphe Wenland, Hollywood "giveaway king," whose statement that he has been an unpaid, voluntary worker for U.S. Treasury Dept. savings bond div. for years, was met with skepticism by Edmund J. Linehan, bond ad & prom. dir. (Vol. 16:1 p13), has provided us with evidence that he has done such work for 14 years. Wenland has in his possession letters of commendation for his work from Treasury Dept. officials, including Jacob Mogelever, chief of the press section, when he praised Wenland in 1951; Earl O. Shreve, national dir. of the bond div., when he wrote his commendation in 1955; Vernon Clark, also once a savings bond drive dir. Wenland also has press releases from the Treasury Dept. mentioning his work for it. He repeated that he has never received a cent for his work, and said he's sending photostatic copies to Linehan.

HOLLYWOOD ROUNDUP

SAG-AFTRA Merger Gets Cole's OK: Recommendation of a merger of the 2 largest actor unions, the Screen Actors Guild and AFTRA, was made last week by David Cole in the report prepared at the request of the unions (Vol. 15:24 p19). The proposal will probably be submitted to the memberships of both unions for their approval. AFTRA has long sought the merger, but SAG brass have been cool to the idea. SAG has received a proposal from AFTRA that the merger study committees of the unions meet in Hollywood during the week of Jan. 18 to discuss the Cole report. SAG's board will consider it at Jan. 11 meeting.

Production of a pilot, *Here's Hollywood*, is planned by Jess Oppenheimer for NBC-TV. Mobile Video Tape will be used for the pilot of the daily daytime series which will feature interviews . . . Producer Hal Hudson and Four Star are planning 2 new Western pilots, which will be showcased on *Dick Powell's Zane Grey Theatre*. Dean Jones will star in one, the other is uncast.

Producer Bill Burrud plans a new travel-adventure series, *Flight to Adventure*, with the pilot to be filmed in La Paz, Baja California, late in Jan. Jon Lindbergh, son of the famous Charles, will supervise flight sequences . . . Bischoff-Diamond Corp. plans a pilot of *K-9 Corps*, a series to deal with the use of trained dogs in the prevention & solution of crime.

Producer Hal Kanter has been signed to create, produce and direct pilots for 2 new comedy series for 20th-Century Fox Television. One series, *Down Home*, will star Pat Buttram. The other is an untitled comedy to star Luciana Paluzzi, of the studio's *5 Fingers* series which has been cancelled. William Self is exec. producer of "Home." Both pilots go into production in Feb.

Rodney-Young Productions, owned by producer Eugene B. Rodney and Robert Young, plans an expansion of its activities by producing pilots and financing independents "with a good track record." The company previously has confined its schedule to production of the successful *Father Knows Best* series, a co-production deal with Screen Gems.

Producer Ben Brady has signed the Wiere Bros. to star in *Oh! Those Bells*, a situation comedy which his Davana Productions will produce with CBS-TV financing. The pilot's production date hasn't been set. Brady is currently producer of CBS-TV's *Have Gun—Will Travel*.

Paramount has closed a deal for Jerry Stagg, John L. Greene and Phil Shuken to make 2 pilots for its TV operation. The first will be a situation comedy, *Happily Ever After*, with Stagg as exec. producer and his partners writing it. Stagg, producer of *John Gunther's High Road*, has moved from the Hal Roach lot to Paramount Sunset.

Warner Bros. plans to reshoot the pilot of its comedy *Room for One More*. It will also do a pilot for a 60-min. series, *The Roaring Twenties*.

Donald Tait, ex-Ziv TV, has joined Cinema Research as production consultant . . . Four Star Television has signed Joe Hoffman to produce its 60-min. pilot, *Michael Shane*, for NBC . . . Hans Conreid, who starred in 20th-Fox Television's pilot, *Mr. Belvidere*, has obtained his release from the studio . . . Zsa Zsa Gabor has resigned from the board of Herts-International Corp. . . . James Pratt, TV producer for Walt Disney, leaves Feb. 1.

NEW YORK ROUNDUP

Ben Adler Adv. Service has been appointed by Trans-Lux TV to design & distribute station-level promotional aids for T-L's syndicated *Felix the Cat* cartoon series. The Adler firm has hitherto specialized in theatrical movie promotion campaigns, and has promoted such not-for-kiddies fare as "The Lovers," "And God Created Woman," "Love Is My Profession," and "Lady Chatterley's Lover." New exploitation kits include the usual trailers, slides & stills but also have special National Safety Council tie-ins, decals, Day-Glo banner strips, life-size standees for displays, shopping bags, autographed Felix postcards, etc.

WNTA-TV received over 15,000 letters or telegrams last week urging that *Play of the Week* be kept on the air. The public response followed N.Y. Times TV critic Jack Gould's Dec. 30 column depicting the show's economic plight. WNTA-TV newscaster Mike Wallace also made an on-the-air plea for public support of the show. The station informed us Jan. 7 that the 2-hour show will be continued, although the weekday starting time will be moved from 8 p.m. to 8:30 p.m. effective Jan. 18.

Fremantle Italiana S.R.L. has been granted a charter under Italian law and will operate in Rome as a full affiliate of Fremantle International. Lionello Torossi, Fremantle's agent in Italy since 1953, will head the new organization. Fremantle now has 4 foreign affiliates, including Fremantle of Canada Ltd., Fremantle de Mexico S.A., & Talbot TV Ltd. The latter handles distribution in the United Kingdom and Continental Europe with the exception of Italy. Fremantle of Australia Ltd. is expected to begin operation early this year.

Ziv's *Tombstone Territory* was sold in 18 markets during the second half of Dec. 1959, putting the off-network first run syndicated series in 151 markets to date . . . ITC's *Four Just Men* has been bought by Studebaker (Lark) Dealer's Advertising Assn. for N.Y., Syracuse, Albany, Binghamton, Watertown & Plattsburg. The series is now in 151 markets, with auto-industry sponsorship accounting for "nearly 40% of total sales."

NBC-TV will strip reruns of *The Loretta Young Show* in the Mon.-Fri. 2-2:30 p.m. time period starting Feb. 8. The network purchased the rerun distribution rights to the 226 film backlog, as well as future episodes, from Miss Young. Reruns of *Yancy Derringer* will be the first series stripped in NBC's anthology *Adventure Theatre* which goes in at 4:30-5 p.m. on the same date. The 34-episode "Derringer" backlog was bought from Don Sharpe Productions. The network will replace *House on High Street* (4 p.m.) with *The Comedy Hour*, comprised of *The Thin Man* repeats and other comedy shows.

Dynamic Films Pres. Nathan Zucker predicted last week an increase in "every type of film production for N.Y. in 1960." The use of film in TV commercials "will regain much of the ground lost through experimentation in the new tape product," Zucker said, adding "tape is a valuable tool but not the panacea it has been claimed to be."

Ken Marthey, ex-McCann-Erickson & Benton & Bowles TV commercial producer, has been appointed a film-commercial staff dir. at Robert Lawrence Productions, N.Y. . . . Louise N. Stone has been appointed dir. of sales of Robert Lawrence Animation, N.Y. . . . Peter F. De Caro has been elected treas. of Bob Klaeger Productions.

Film Export Assn. Adds Members: Several Hollywood telefilm production companies, including Desilu Productions, joined the TV Program Export Assn. last week, after hearing a talk by consultant William H. Fineshriber, outlining the purposes of the group (Vol. 16:1 p15). Fineshriber told us he didn't think the smaller, one-series companies would join because of the stiff annual dues (\$7,500), but all the major TV-film companies are or will be members, he's convinced. He and the interim committee will meet in N.Y. this week (Jan. 14) to discuss further plans and the first meeting of the association's board will be held there late this month.

Addressing the Alliance of Television Film Producers, Fineshriber emphasized the growing importance of the foreign market for syndicators. He said a first-run syndicated series, costing \$30,000-\$35,000 an episode, is a risky gamble on the domestic market today, and that about \$20,000 is a good return for domestic syndication. The figures are lower than they were a year ago, and the returns now obtainable in the foreign market are far lower, but Fineshriber predicted the latter will eventually account for more than 50% of total income—as it does for the movies today. He hit the "inequity" of Japanese TV import regulations, the United Kingdom's 14% quota, increasing difficulties for American exporters throughout Latin America and dollar obstacles in the Philippines, France, Brazil and Thailand.

Revue Revs Up Pilots: Revue Productions, Hollywood's leading telefilm company, has stepped up pilot-production tempo with 8 definitely scheduled and more than that number planned. The programming is versatile, with comedy a dominant factor in the new properties.

Just completed is *Barnaby Hook*, an adventure series about a newspaperman. Dan Duryea stars, Richard Irving produces. An untitled situation comedy, starring Fred Clark, is also in production.

A joint venture of Revue and producer Jack Chertok is *The Brown Horse*. Revue plans to pilot *Bulldog Drummond*, a private-eye series, the pilot to go into production in Feb. at Lake Louise, Canada. Another location pilot is the tentatively titled *Texas State Trooper*, not yet cast. It is aimed at the syndication market, will be filmed in Texas. Producer Nat Holt, who turns out *Wells Fargo* for Revue, has finished a pilot on *The Tall Man*, starring Barry Sullivan. It's a co-production deal with Revue. Definitely scheduled for production, but not yet cast, are pilots of *Love and Wahr*, a comedy-drama, and *This Gun for Hire*, an action series.

Producers Resent Payola Quiz: Hollywood telefilm producers are receiving questionnaires from the 3 networks asking them to state whether they have ever received any benefits from anything heard or seen on their shows. Most of the producers we checked on this were resentful, and some said flatly that they wouldn't sign. They believe the networks are going beyond the intent of FCC's survey of TV stations seeking to determine the incidence of payola (Vol. 15:49 p6). Not being employees, producers think they are being unfairly dragged into a mess not of their making.

TV film does imitate a practice of its cinematic older brother—that of using free props. Example: A car is obtained at no cost for use in the story; it thereby gets a hidden plug, so to speak, on screen. Not all, but most producers practice this and they see nothing unethical in it.

Advertising

Special ANA session "to give membership a first-hand account of the important developments affecting all advertisers," since ANA's annual meeting last Nov. has been called for Feb. 2 at the Hotel Plaza, N.Y. FTC Chmn. Earl Kintner will address the session along with representatives of newspapers & magazines as well as the broadcast media. "Definite action is called for on the part of responsible advertisers, agencies & media, in view of public and government reaction to certain advertising practices," ANA Pres. Paul West said. "It is self-evident that there must be a higher degree of self-regulation & standards of practice for advertisers, agencies & media if private industry is to continue to employ advertising to the full extent."

TV camera trickery wasn't used in its automobile commercials featuring Libbey-Owens-Ford safety glass in side windows, GM has asserted in a denial of FTC charges that the advertising was deceptive (Vol. 15:45 p2). Moreover, GM said in its formal reply to FTC's complaint, the challenged commercials were discontinued voluntarily before the charges were filed. Asking dismissal of the case, in which L-O-F also was cited, GM said "everything that could be accomplished by this proceeding has already been accomplished by the voluntary good faith discontinuance." The charges were disputed by L-O-F in a statement issued when the complaint was filed.

TV's a built-in salesman for rugs, TvB's Louis Sirota noted for the Associated Merchandising Corp. Video has intensified family use of the livingroom, producing a gratifying & lucrative increase in the wear & tear on floor coverings, he told the meeting of department store rug buyers. "The market is a ready & ripe one for new sales," he advised, and can be tapped by a TV ad campaign.

Branham Co. will open a Minneapolis office Feb. 1 in the Northwestern Bank Bldg., with Robert Brockman in charge of TV-radio operations.

New reps: WNEW-TV New York to Petry Jan. 1 from Weed. WISH-TV Indianapolis to H-R Television Jan. 1 from Bolling.

Ad People: Henry R. Bankart, Henry A. Haines, Willard J. Heggen named Compton senior vps . . . Guy B. Mercer appointed vp & plans board member, Needham, Louis & Brorby, Chicago . . . Floyd G. Van Etten, Theodore E. Schulte, Mable C. Anderson elected J. Walter Thompson vps, Chicago office.

Richard Mercer, Harold Longman and E. E. Norris elected BBDO vps . . . Brantz M. Braun, William L. Ballard and James R. Kavanagh elected Ted Bates vps . . . John Egan, ex-Compton Advertising, named Doyle Dane Bernbach TV-radio programming dir. . . . Michael Barnett named Doherty, Clifford, Steers & Shenfield vp . . . Henry M. Calder named a Lennen & Newell vp . . . Len Carey, ex-BBDO, appointed exec. vp, C. J. LaRoche.

Obituary

Willson (Bill) Tuttle, 47, vp for TV-radio on the Coast for Fuller, Smith & Ross, died in Hollywood Jan. 6 following intestinal surgery. Surviving is his widow.

Edgar Parker Small, 50, a founder and retired vp of Ted Bates & Co., died Jan. 3 of a heart attack in Easton, Md. Surviving are his wife and 4 sons.

Television Digest

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Personals: Alfred R. Beckman appointed ABC vp in charge of the Washington, D.C., office, succeeded as ABC-TV station relations dir. by Robert Coe, promoted from regional mgr., ABC-TV station relations dept.; Edgar G. Shelton Jr., asst. to the pres. for national affairs in Washington, elected vp . . . Lester Bernstein, NBC corporate affairs dir., elected vp . . . W. Thomas Dawson, ex-CBS-TV, appointed ad & promotion vp, CBS radio.

Howard Berk promoted from publicity dir. to dir. of information services, CBS-TV Stations & Spot Sales, succeeding Charles J. Oppenheim, who resigned to enter family business, Parfums Raphael . . . Charles A. Henderson named to new post of press relations mgr., NBC press & publicity dept., Cornelius K. Sullivan to new post of administration & services mgr., same dept. . . . Joseph J. Jacobs named asst. gen. counsel, ABC . . . Richard Kallsen promoted from CBS News correspondent in Beirut, Lebanon, to chief of new Caribbean bureau; Russell L. Jones moves from CBS News, Washington, to succeed Kallsen in Beirut.

Joseph S. (Dody) Sinclair, WJAR-TV Providence, R.I., mgr., elected a vp of parent company, The Outlet Co. (dept. store) . . . Robert E. Draughon promoted to sales promotion mgr. of Griffin group's KTUL-TV Tulsa and KATV Little Rock . . . John J. Gemma named operations & traffic dir for KNXT Los Angeles and CBS-TV Pacific network, replacing Henry J. Schaefer, now WBBM-TV Chicago bus. mgr. . . . Thomas B. Fitzpatrick promoted to asst. chief of FCC hearing div., succeeding David I. Kraushaar, recently named a hearing examiner . . . Eugene F. Mullin Jr. & J. Parker Connor establish law firm of Mullin & Connor, Suite 300, Southern Bldg. (Sterling 3-2455), Washington, leaving Rhyne, Mullin, Connor & Rhyne . . . Walter E. Branson named vp of TV Stations Inc., station-owned film buying organization . . . Richard D. Lane named ARB Midwest agency sales mgr.

Louis Wolfson, ex-radio WLOS Asheville, N.C., to vp, WFGA-TV Jacksonville, Fla. (both Wometco stations) . . . Rex King, ex-WSTV-TV Steubenville, Ohio, named gen. sales mgr., KELO-TV Sioux Falls, S.D. . . . Judd A. Choler, ex-WCAU-TV Philadelphia, appointed sales promotion dir., KMOX-TV St. Louis, succeeding Thomas Stanton, now an account exec. . . . Norman G. Gray promoted from salesman to local sales mgr., KXTV Sacramento, Cal. . . . Dr. John W. Dempsey, U. of Detroit political science professor, named news & public affairs dir., WJBK-TV Detroit. He will continue teaching.

J. Luckett Yawn Jr., Miami News bus. mgr., elected

secy. & a dir. of Biscayne TV Corp. (WCKT Miami), replacing John L. Foy, resigned . . . John R. Heim promoted to dir. of FTC's Bureau of Consultation, in charge of voluntary compliance program . . . Arthur Mermin & Ralph O. Winger advance to partnership in Cahill, Gordon Reindel & Ohl, N.Y., NBC legal counsel . . . Sylvia D. Kessler joins Washington law firm of Krieger & Jorgensen.

Bud Rogers Moves to Taft: One of TV's pioneer telecasters decided to have a look at greener pastures last week. Lawrence H. (Bud) Rogers, who's been synonymous with pre-freeze WSAZ-TV Huntington-Charleston, W.Va., since its inception in 1948, quietly announced he was moving over to Taft Bcstg. Co. as vp in charge of operations. He'll make the switch March 1, report direct to Taft Pres. Hulbert Taft Jr., and assume supervisory charge of Taft's 5 TV & 4 AM-FM radio stations (WKRC-TV & WKRC Cincinnati; WTVN-TV & WTVN Columbus, O.; WBRC-TV & WBRC Birmingham, Ala.; WKYT Lexington, Ky.; WBIR-TV & WBIR Knoxville, Tenn.).

Huntington won't seem the same without Rogers, and he told us it was no easy matter to resign as pres.-gen. mgr. of the station and as pres. of the corporation which operates WSAZ-TV & WSAZ. However, he felt that he needed more challenge.

Behind the switch is a conflict of interests. Majority control of WSAZ-TV has passed from Roger's family (his father-in-law, *Huntington Herald-Dispatch* and *Advertiser* Pres. Walker Long, owns 40% of WSAZ-TV), and Rogers has been unable to effect the plans & policies he believes necessary for the station's growth. Rogers will remain on the WSAZ Inc. board until the end of the fiscal year, July 31. He will also continue as pres. of Kanawha Valley Bcstg. Co., which owns radio WKAZ Charleston.

Meetings next week: RTES timebuying-selling seminar (Jan. 19). Carl Lindemann Jr., NBC-TV for daytime programs, and Frank Minehan, Sullivan, Stauffer, Colwell & Bayles vp & media dir., discuss "What's the Difference in Daytime Audiences?" Hotel Lexington, N.Y. . . . National Religious Bcstrs. 17th annual convention (19-21), Mayflower Hotel, Washington . . . Ninth annual Sylvania awards (21), Hotel Plaza, N.Y.

Bipartisan broadcasts by Sens. Scott (R-Pa.) & Clark (D-Pa.), who started a unique home-state public service program series last year (Vol. 15:40 p4), will be resumed during this session of Congress. They issued a joint announcement that the filmed & taped political discussions will be carried every 2nd Sunday by 7 TV & 14 radio stations in Pa. The first program in the new series was prepared in Senate studios for Jan. 10.

Applications for 8 CBS Foundation fellowships for 1960-61 "to help increase understanding of TV & radio as news & public affairs media" are being accepted by the foundation. Staff members of CBS News, CBS o&o stations and CBS-TV & radio affiliates are eligible for the grants, if they are affiliated with news & public affairs depts.

Obituary

Claire Mann, 48, TV & radio commentator on beauty & health, and for 10 years producer of a daytime series on WABC-TV, died Dec. 24 of cancer at her home in N.Y. She is survived by her husband, Dr. Stephen Nordlicht, and her father.

Trade Report

JANUARY 11, 1960

1959 TV PRODUCTION—6,349,008: EIA officially tallied 1959 TV set production at 6,349,008 units last week, as it supplied its members with output figures for the final statistical week (ended Jan. 1) of last year. Radio figures showed 15,619,809 sets produced—highest yearly output since 1947 and tied with 1946 for 2nd biggest radio production year in history.

TV production for 1959 marked healthy comeback from the 4,920,428 produced in 1958, but set no record (production has exceeded 7 million units 5 different years). Eleven-month retail sales figures (p. 22) also issued this week, indicate that year's TV sales may come out slightly more than 5.8 million, while radio sales (excluding auto) will reach 9 million or a little more.

Here are the TV-radio production figures for the final 2 statistical weeks of 1959 (year's totals subject to slight changes after final EIA audit):

	Dec. 18-25	Dec. 26-Jan. 1	1959 total	1958 total
TV	103,342	76,643	6,349,008	4,920,428
Total radio.....	278,550	218,846	15,619,809	11,747,449
auto radio	130,156	94,868	5,554,855	3,715,362

OPTIMISM & ENTHUSIASM AT CHICAGO MARTS: When steel strike settlement was announced during opening day of Chicago markets, the last barrier to all-out optimism was removed—and TV-radio-appliance manufacturers almost unanimously used same phrase in forecasting 1960: "A banner year." Dealers, too—attending new-line showings & NARDA convention—were enthusiastic about prospects.

Rarely have we attended an industry event where good feeling was so nearly universal. There was even optimism in the 2 product areas which troubled the industry most last year: the Japanese radio import situation and the disappointingly slow movement of stereo. And in many cases, more orders were being written than last year—although the winter marts are not primarily selling events.

From our talks with manufacturers & dealers at the show, and from our own observation of the main-tent show at the Merchandise Mart as well as the sideshows clustered in Loop hotels, here is the Spirit of 1960 in consumer electronics, as it looks to us (further information on the various topics will be found on the pages indicated):

Biggest news of all in every branch of the trade is that product upgrading will continue, with emphasis this year continuing & expanding last year's trend to quality, as opposed to price. Prices as such, on model-for-model basis, probably won't increase, but average price of TVs & stereos sold at retail will. Although increase in steel prices undoubtedly will cause rises in white goods, some manufacturers felt that steel settlement actually has staved off boosts in TV & stereo—because such higher priced steel substitutes as aluminum and wood now won't have to be used.

The market signaled full-fledged industry-wide launching of the 23-in. tube. Virtually every TV manufacturer now has it in its line. Principal exceptions: Magnavox & Emerson, both expected to add 23-in. sets this spring. Admiral's 23-in. set at \$199.95 list (dealer price \$132) had everybody talking—and there's no doubt other manufacturers will add a model at this price by next summer.

The coming of the 19-in. square-cornered tube this spring & summer brought twinkles to the eyes of just about every set maker. Everybody sees it as the big new development of 1960, and there's feeling that it may be a more significant development than the 23-in., being a really "new size." No 19-in. sets were far enough along to be shown—even in mock-up form—but there's no doubt that this size is as uncontroversial as the 23-in. was controversial last year. No 2 ways about it—it's in. (For summary of new tube size developments, see p. 19.)

Fine-furniture trend was never more in evidence. Styling of most higher-priced drop-in TVs & stereo had most pronounced furniture look yet—and there were more fine-furniture or furniture-designer "name" tie-ins in TV-stereo—a la Motorola's Drexel connection and its new tie-in with Heritage, Westinghouse-Perlmutter and Capehart-Tomlinson.

Even the industry's traditional "tin can"—the boxy table model—is getting a fine-furniture upgrading. Much more prevalent at this year's show were furniture "bases" (not tables), which surround & disguise the prosaic table TV in period or modern dress. Almost every major maker showed them.

"Home entertainment centers"—TV-AM-FM-stereo-phono—were added by several manufacturers, and the combination seemed to be showing strong signs of new life, keyed to stereo. For example, Westinghouse dropped in 4 new ones. Magnavox added whole new combination series. In lower priced field, Muntz discontinued all non-TV stereo units in favor of TV combinations.

In stereo, "3-channel" approach definitely is taking hold as are outriggers & tiny satellite speakers. Unhappy about Better Business Bureau's censure of the term "3-channel" as possibly misleading (Vol. 15:51 p14), manufacturers are casting about for another name. Three-channel leader Motorola seems to be soft-pedaling the phrase and highlighting instead "3 separate amplifiers, 3 separate speaker systems." Others are saying "3 sound channels." Optimism about stereo is guarded, but most makers agreed with our forecast last week (Vol. 16:1 p17) that business this year will be about 10% better than 1959.

There was more interest in color TV than at any time in last few years. At meetings with manufacturers, some dealers were asking "when will you have it?" Set makers were eyeing the possibility of going into color on the same scale and by the same approach as Admiral (whose full color line uses RCA-made chassis) because of that manufacturer's success in its limited-quantity flyer into color last year.

Rumors abounded that this manufacturer or that one was going into color with a line of RCA-built sets—but if there was any truth to them, no set maker mentioned was willing to confirm. Denials of plans for 1960 color sets came from Zenith, Motorola, Westinghouse, Sylvania, others. It's known, however, that RCA is negotiating with set makers to supply more color lines this year. Nevertheless, no one saw a major technical or price breakthrough—or any real mass market—in color's near future.

Another sign of the expanding market this year is re-entry of old names and entry of at least one new one into TV field—a unique phenomenon in the light of the attrition of TV brand names in recent years. Capehart showed magnificent line of furniture stereo & TV-stereo combinations, promised full TV line, including portables & table models, next June. Sonora label, revived by Trav-Ler, was present in Chicago with short low-priced TV line. Metz of Germany showed stereo lines which included combinations with RCA Victor 21-in. TV chassis. Metz officials said they had placed initial order for 5,000 RCA TV chassis (see p. 20).

There were more competitive U.S.-made pocket transistor radios shown this year—but also more Japanese ones. Manufacturers were sharply divided on whether imports have reached their peak, and what effect the midgets have had and will have on U.S. radio market. Some even argued that Japanese had done American radio makers a favor by expanding market, opening new channels of distribution, etc. (see p. 21).

Not that everything was milk & honey at the Chicago 1960 kick-off. Some trade experts—but not all—predicted that the extremely tight credit situation would blunt the sales boom both with regard to new housing starts & consumer installment buying. And other industry leaders warned of continuing threats in industry practices—Philco Pres. James M. Skinner Jr. in "price selling," Westinghouse consumer products vp Chris J. Witting in "shoddy practices" by manufacturers, distributors & dealers, Zenith Pres. Joseph Wright in U.S. electronics firms' technical assistance to foreign competitors. (For details, see pages 19 & 20.)

ELECTRONICS IMPORTS UP, EXPORTS DOWN: Growing international electronics competition has resulted in a drop of nearly 5% in U.S. exports of electronic products during the first 9 months of 1959. And U.S. imports of electronic items were more than 2½ times greater than those of same 1958 period.

Nevertheless, U.S. electronics' balance-of-trade is favorable—our country still exports well over 5 times more than it imports. These figures were compiled by the electronics div. of the Commerce Dept.'s Business & Defense Administration on basis of U.S. & foreign govt. statistics. They show that Jan.-Sept. 1959 electronics imports totaled more than \$48.8 million, while exports totaled \$261 million.

Lion's share of electronics exports to the U.S. were Japanese radios. U.S. govt. figures show more than \$30-million worth were imported here during the 9-month period. Japanese figures, using different base, place the total radio exports to U.S. at \$37.5 million.

Other foreign electronics sources for America are West Germany (\$10.2 million in radios, radio-phonos & TVs plus \$3.9 million in sound recording equipment last year), United Kingdom (\$9.2 million in record players last year) and the Netherlands.

In U.S. electronics exports, biggest single decline from 1958 was registered in radio communications equipment—from \$91.4 million to \$69.9 million—while TV-radio broadcast equipment exports increased by 65% to \$7.4 million from \$2.2 million, mainly as a result of the rise in demand for TV studio equipment. TV picture tube exports rose 21%, while receiving tube exports dropped 17%.

Noting trend to greater competition from foreign electronics firms, Commerce Dept. adds that "there is also evidence of greater participation by U.S. firms in international trade through licensing arrangements with or direct investments in foreign firms."

For your convenience, the Commerce Dept. tables on U.S. electronics imports & exports and on shipments of radios from selected countries are reprinted on page 22.

THE 23 AND THE 19: Although they're look-alikes, the new 23-in. and the upcoming 19-in. picture tubes will serve entirely different functions in TV lines, in the opinion of manufacturers with whom we discussed the subject at the Chicago market last week.

While some set makers gave the impression that they were being dragged, kicking & screaming, into the 23-in. set field, every manufacturer we contacted was enthusiastic about the square-cornered 19-in. and there are indications that some unique set designing is now being carried on around the newcomer.

The 23-in. is now in nearly every major line—and will be in all of them by summer—although some manufacturers are giving it more emphasis than others. Admiral and Sylvania still seem to be staunchest proponents, with longest lines & greatest stress on the new size. Admiral sales vp Carl E. Lantz predicted that by year's end the 23-in. would account for 75% of his company's large-screen TV set sales.

Probably 3rd most enthusiastic 23-in. set manufacturer is Zenith, which prominently displayed its new long lines of square-corner tube sets. Zenith has gone to 110-degree deflection for the new tube, abandoning the "dog-house" on back of the set rather than slimming cabinets.

Most other set makers exhibiting in Chicago had 23-in. tubes in new high-end merchandise. The Corning twin-panel approach was used in most—but not all—cases. It's the most widely available 23-in. tube now. Westinghouse showed 2 new 23-in. sets using the Corning bonded safety glass approach as the predecessors of 16 new models, due this week. But Westinghouse officials said they planned to use the Kimble non-bonded 23-in. with standard safety glass when the tube is more plentiful.

GE introduced two basic models of the 23-in. set in Syracuse last week, but did not include them in its Chicago display. GE became the first manufacturer to use Kimble Glass non-bonded 23s, and announced the new sets would retail for about \$30 more than comparable 21-in. models.

Motorola is the only company using 2 different 23-in. tubes. Two 23-in. models in its Drexel furniture series have 110-degree Corning twin-panel tubes, while the 2 in its regular line use 90-degree Kimble bulbs with Pittsburgh Plate Glass bonded-on implosion plate.

Magnavox, which has not yet introduced a 23-in. tube, is stressing 24-in. sets, and the official company line is "a bigger tube at less cost." But it's understood that Magnavox is also readying 23-in. models this spring.

* * *

The 19-in. square-cornered tube will be featured in nearly every TV line by this summer—and in some as early as next March.

Where will the 19-in. fit in the line? We asked several manufacturers and found there's no general agreement

whether the 19-in. will end up as a substitute for the 17-in. portable, the low-end 21-in. table model, or as a completely new size unto itself. A slight majority seems to feel that the latter will probably be the case.

"The 19-in. set," we were told by Sylvania Home Electronics Pres. Robert L. Shaw, "is a table model. It will start a new category, beginning in the 2nd quarter of this year." He indicated it would fall between the 17-in. portable and the 21- or 23-in. table model.

Westinghouse TV-radio mktg. mgr. C. J. Urban told us he saw the new size cutting into the 21-in. table model's market more than the 17-in. portable. He said it also will arouse considerable interest for hotel, motel & institutional use—since it has a bigger picture (19 sq. in. more) than a 17-in., but isn't as bulky as a 21-in.

Motorola plans to have 19-in. portables & table models in its June lines. "We've found that weight is no longer an important consideration in a portable" (the 19-in. is heavier than the 17-in. tube), said a top official. Nevertheless, Motorola plans to design the 19-in. as "a distinct new set," not a replacement for any sets now in the line.

Other major set makers told us they were counting on the 19-in. to replace the 17-in. in portable lines, except at the low end.

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Zenith's Wright Looks Ahead: The 1960s will see a wider variety of new electronic products & services than the '50s—along with an increasing consumer interest in quality of goods. So said Zenith Pres. Joseph Wright in a luncheon address to NARDA's Chicago convention last week.

Reiterating Zenith's claim to the No. 1 TV sales rank for 1959, he said the industry had underestimated the public's willingness to pay for quality—but now "the highest-price line is also the biggest selling line." He said Zenith will "very shortly" introduce a new home magnetic-tape music system. This was understood to be the system being developed by Minnesota Mining and others in which cartridge-loaded tapes are stacked for automatic playing. He predicted the perfection of electronic refrigeration for the home during the '60s, and said "developments in the next few years to simplify receivers & transmitters" would make color a mass item.

He injected the traditional Zenith plug for pay TV, predicting that the Phonevision system will be in "full-scale commercial operation in the next 5 years." He blamed the 1958 TV-receiver sales slump at least partly on poor programming. And, with what may even have been a note of sadness in his voice, he pointed out that broadcasters have stopped attacking the pay-TV proponents. "They're in so much hot water," he said, "they're not paying any attention to us."

(For his comments on Japanese imports, see p. 21.)

APPLIANCES VS. AUTOS: "No industry sells price as much as ours and no industry degrades itself more than we do." Philco Pres. James M. Skinner Jr. gave that message to TV-appliance dealers at last week's NARDA convention in Chicago. In a comparison of the automobile & TV-appliance industries, he pointed up these similarities & contrasts:

The TV-appliance industry has done as good a job as the auto industry in product development, "but we have not sold it as well." He cited Commerce Dept. figures showing that, while prices of all commodities have risen 20% in the last 10 years, appliances have gone up only about 4% as against a 43% rise in car prices. TV prices have been reduced 43% in the same period, while the product has been vastly improved.

"In spite of talk about service problems," TVs & appliances are at least as reliable as autos. A TV set has "the same magnitude" of component parts as an automobile. "We normally expect to service our automobile 6 or 8 times a year, and, in addition, to buy new tires, spark plugs, brake lining, replace the coolant, the battery, fan belt, etc., at regular intervals—these are expensive service operations. Do we have nearly as much trouble—really—with our TV sets whose tubes wear out with use just as automobile tires, and whose internal mechanism is far more sophisticated than that of our automobile?"

The challenge for both TV & appliances is to "increase our share of the consumer's dollar," the Philco president told the dealers. Since 1958, the percentage of the consumer's income spent for food, clothing and similar necessities has dropped from 49% to 39% "and is expected to decline further." Major appliance expenditures have remained constant at 4% of total consumer spending for goods. And "it should also be noted that the appliance industry is in competition with such items as swimming pools, power mowers, travel, college educations, etc., for the consumer's discretionary income."

In the past decade the consumer has averaged 8.4% of his total-goods spending on new cars. But the auto industry, said Skinner, "has elected to charge him more per car in succeeding years, rather than to provide the lower costs which our industry has done . . . They have done this, in my opinion, by doing a better selling job as an industry than we have done."

Secret of the auto industry's constant improvement: selling up. Car manufacturers & dealers, said Skinner, have continually emphasized product rather than price—price-cutting being effected only by larger trade-ins.

Conceding that he had no "panacea," he urged dealers to exploit product advances in TV & appliances rather than price—thereby increasing both the prestige & the profitability of the industry.

* * *

"Code of ethics" for TV-appliance dealers was proposed by Westinghouse consumer products vp Chris J. Witting addressing a NARDA convention luncheon Jan. 4. He enumerated these "senseless practices" which have injured the industry and "have sent consumers elsewhere with the dollars that should have been spent with us:"

(1) The switch and the "spiff" to dealers for switching brands. (2) The manufacturer- or distributor-sponsored trip, which uses money which should be applied to advertising or brand-development. (3) Poor TV & appliance service. (4) "Cherry-picking"—the stocking of only top models & specials instead of a full line. (5) Buying of distressed goods.

Full Capehart TV Line: One of TV-radio's oldest names—Capehart—was doing business again last week in a Chicago new-line showing. The former Dynamic Electronics-N.Y., which purchased the Capehart business last year (Vol. 15:33; 16:1), showed a high-priced furniture-styled stereo line which included 4 TV combinations.

This June, Capehart plans to have a complete TV line, including portables, table models & consoles, in addition to its present combinations—encompassing all price ranges except the very lowest. Capehart also plans to have portable phonos, tape recorders, transistor radios (made by Shiro of Japan) and a complete line of hi-fi components (tuners, amplifiers, changers, speaker systems).

The stereo line shown in Chicago consisted of 2 series—the Signature, with cabinets by Tomlinson of High Point, N.C., ranging from \$795 to \$3,000, and the Panamuse series from \$345 to \$815.

Capehart hopes to franchise 500 dealers nationally during its first year, on an exclusive-territory basis. Franchise agreement has already been signed for N.Y.-N.J. with the MARTA 72-dealer group. All Tomlinson furniture dealers also are entitled to carry all Capehart items.

The company has discontinued the Dynamic phono label, but Pres. Jack Winer says his firm's private-label business in 1959 was 40% ahead of 1958. Capehart's plant has undergone expansion and is capable of "doing at least twice our present business." The firm will make its own TV chassis as well as its stereo systems & hi-fi components.

* * *

Novel hybrid combination—German stereo & radio with U.S. TV—was displayed in Chicago by West German cabinet & TV-radio phono maker Metz. Heading group which is importing the Metz units is David Krechman, TV-radio industry veteran who headed the old TV-producing Jackson Industries Inc. and Trans-Vue Corp.

What makes the Metz combinations unique is the fact that they contain U.S.-made RCA TV chassis (Vol. 15:52 p18). Krechman told us he had initially ordered 5,000 RCA 21-in. chassis, which are installed in the imported stereo sets by RCA technicians at Metz International's depot in Carlstadt, N.J.

The Metz AM-FM-SW-stereo-TV combination lists at \$595 (selling price about \$500), is priced to dealers at \$375. Krechman said he plans to use 23-in RCA chassis in the West German sets as soon as they're available. Metz also has a stereo line priced from \$199 to \$699.

* * *

Another line of U.S.-German hybrids was announced by Majestic International Corp., distributor of Grundig radios & hi fi. Majestic showed 3 Grundig TV-stereo combinations containing German-built TV chassis with U.S.-made picture tubes. Two are 23-in. sets; one is 21-in. Majestic has previously marketed German-made TV sets here. Pres. Leonard H. Ashbach predicted 1960 sales of the line would total \$25 million, as opposed to the previous record of \$15 million.

* * *

A German table-model TV was shown in Chicago by Videola-Erie, which merchandises the West German Fonovox and Loewe Opta lines. The Loewe Opta deluxe set, studded with piano-key type pushbutton tone switches & channel selectors, probably won't be imported because of the high price, company officials said. Videola-Erie had one hybrid combination on display—West German stereo-radio unit with U.S. TV chassis built by Tech-Master, an affiliate of Videola-Erie.

More about

OPTIMISM ABOUT JAPAN THREAT: Far-away Japan was far & away the most ubiquitous presence at the Winter Marts in Chicago. It was everywhere, in name & emulation. Studding the displays of virtually all manufacturers were American versions of Japanese-inspired mite-size transistor radios—and some were Yankee-made with Nippon components. Studding our conversations with industry leaders in Chicago were numerous references to Japanese progress in color TV, transistor TV, instrument styling and, of course, in radio-market swallowing.

TV executives we interviewed were unanimous in their conviction that Japan represents no threat to the U.S. TV market, that no color-TV "breakthroughs" are brewing in Nippon, that American engineering is constantly widening the technical gap between the 2 countries. Sylvania Home Electronics Pres. Robert L. Shaw also stressed that Japanese designers so far have shown little understanding of American furniture tastes, that Nippon cabinetry will find no home in U.S. homes.

The same industry leaders parted company on the question of Japan's position in the U.S. radio market. For every U.S. manufacturer who told us Japanese radio imports were at high tide, there was one who warned that the flood is yet to come. For every one who claimed that American know-how is pushing Japanese radios back where they came from, there was one who foresaw smaller, better and cheaper Japanese imports.

Has Japan Broadened U.S. Radio Base?

Most surprising, we found that U.S. leaders are sharply divided on the damage the foreign invasion is doing to the American market. It would appear that while some publicly belt foreign imports, they privately take off their hats to the Japanese for broadening the radio market, finding new retail outlets, spurring product improvement.

One forthright TV-radio marketing executive told us: "How can the American radio market say it's being hurt by Japanese imports? Sure, share-of-market is down, but our smaller share of a much bigger market enabled most U.S. radio makers to sell more sets last year than they have in a long while. The Japanese have stirred things up. They've shown us new ways to retail, new distribution outlets—such as jewelry & hardware stores—and they're making us produce smaller, better product at lower prices. This is good for industry, as last year's sales clearly show."

Admiral sales vp Carl E. Lantz believes the worst is over. "We at Admiral believe that the Japanese transistor radio imports have reached their peak and should begin to taper off during the year ahead, with American manufacturers increasing their share of the market," he said. Admiral electronics vp Ross Siragusa Jr. told us that American manufacturing techniques & increasing know-how are rapidly overtaking the Japanese. He pointed to Admiral's 7-transistor \$29.95 radio as an example of the industry's retaliatory power.

Both can get quick argument on the subject. Motorola consumer products exec. vp Edward Taylor believes we're far from high tide. He points out that Japan makes a good product for a good price, and that Motorola has sold and continues to sell a slew of radios with Japanese parts.

Zenith Pres. Joseph S. Wright, conversely, warned that the home electronics industry in effect is digging its own grave by giving aid & comfort to foreign competition.

He pointed to the sharp imbalance of U.S. & Japanese wage scales and said foreign competition is producing & selling products here at some 60% of the prices of comparable products offered by companies helping them. "Before we're through," he said, "those who helped foreign competition will realize they've made a serious mistake." He suggested: "Let's send Japan Jimmy Hoffa, Reuther and the others—to help even things out."

The made-in-Japan confusion is apparent. Companies like RCA, Admiral & Zenith continue to plow an All-American course. Others, like GE & Motorola, use Japan-made components. Still others, like Columbia, Olympic and revived Capehart, have made-in-Japan radios in their lines. Obviously, the answer to whether the Rising Sun has set depends on where you sit.

* * *

Battery-operated transistor TV sets, due to be announced this spring by at least 3 U.S. manufacturers, are also planned for production soon in Japan by a half-dozen set makers. First to be announced were by Sony (Vol. 16:1 p20) and Victor Co. of Japan. Both are 8-in. sets. The Sony set will sell domestically at slightly under \$200. U.S. TV makers have stated that transistor portable TV sets here must be sold for less than \$250 to be acceptable. This is the price of Philco's reflex transistor portable Safari.

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Gas-operated TV set was demonstrated by Westinghouse at Chicago's Merchandise Mart last week in an experimental adaptation of a thermoelectric generator which converts heat from a butane bottled-gas flame. A standard portable TV chassis was used. Other developmental products displayed by the company's new products dept.: (1) A civil defense 2-band portable radio with built-in radiation detector, which can be operated from battery or by means of a hand-cranked generator. Either house current or the hand crank can be used to recharge the battery. (2) A 3-dimensional TV set on which visitors could view their "frozen" pictures on storage tube polarized glasses.

EIA's "end the stereo & hi-fi confusion" campaign (Vol. 15:49 p17) has been approved by the phonograph section under Pilot vp L. M. Sandwick, after a presentation by the N.Y. ad firm of Muller, Jordan & Herrick. The program now goes to manufacturers, who will be asked to contribute "on a sliding scale related to equipment sales in various price categories." EIA requested their responses by Feb. 1. The major aspect of the campaign will be a series of ads in mass-circulation magazines, EIA said, "emphasizing the faithfulness of today's reproduced music and its values for the American family." Trade ads & the production of an informational booklet are also planned.

Revised TV-radio excise tax rules, bringing them in line with technical changes in the 1958 Excise Tax Act, have been formulated by the Internal Revenue Service. It set Jan. 18 as a deadline for "submission of views" by any interested manufacturers. The new regulations leave the present 10% manufacturer's excise tax on sets unchanged. The principal proposed changes apply the tax to sets generally, but exempt equipment which is "suitable only" for military, marine & navigation purposes. Under the old rules, taxable sets were defined as "entertainment" sets.

New Philco research div. will consolidate all the company's research operations under one roof in a new plant in Whitpain township in suburban Philadelphia. Research dept. chief Donald G. Fink will be director & gen. mgr. of the division.

More about

ELECTRONICS IMPORTS & EXPORTS: Tables of U.S. electronics imports & exports compiled by the Commerce Dept. (see p. 18) are the best available, even if they're incomplete—thanks to the antiquated product classifications still used by the U.S. govt. Such items as radio-phonos, record players & changers, radar equipment and microphones aren't included in the tables because they are not separately tallied in official import statistics—but included in catch-all classifications.

U.S. IMPORTS OF ELECTRONIC PRODUCTS
(add 000)

Commodity	1957	1958	Jan.-Sept.	
			1958	1959
TV cameras & parts.....	\$ 28.2	\$ 44.2	\$ 11.2	\$ 79.3
TV tubes & parts	105.4	324.0	215.1	207.8
Other TV apparatus & parts....	165.6	1,036.7	570.4	469.2
Radio apparatus & parts	15,324.9	28,171.0	16,548.8	43,260.9
Pbotoceils, tubes & parts.....	486.7	523.8	374.9	955.6
Phonographs, etc.	187.5	137.6	75.9	771.9
Phonograph needles, etc.	124.7	13.1	12.1	11.6
Other phono parts	354.1	399.9	210.8	475.7
Subtotal	\$16,777.1	\$30,655.3	\$18,019.2	\$46,232.0
Phonograph records	2,476.7	2,974.2	2,177.2	2,568.0
TOTAL	\$19,253.8	\$33,629.5	\$20,196.4	\$48,800.0

U.S. EXPORTS OF ELECTRONIC PRODUCTS*
(add 000)

Commodity	1957	1958	Jan.-Sept.	
			1958	1959
Radio & TV best. equipment.....	\$ 11,200	\$ 12,823	\$ 8,826	\$ 14,603
Radio communication equipment..	116,516†	123,404	91,405	69,882
Detection & navigational app....	45,871	44,175	35,302	35,030
TV receivers	19,584	25,036	15,965	14,989
Radio receivers	7,101	7,848	5,401	4,801
Radio-phonographs	867	1,367	846	694
Coin-operated phonographs	16,594	14,277	10,667	10,387
Other phonographs & parts	8,746	9,724	6,518	7,289
Recorders, parts & accessories....	10,929	12,187	8,842	8,119
Electron tubes & parts except blanks	47,336	52,027	36,641	36,439
Semiconductors	4,230	7,778	5,772	6,461
Other equipment & components....	52,207	56,081	40,250	44,939
Subtotal	\$341,181	\$366,727	\$266,435	\$253,633
Phonograph records & blanks.....	11,001	11,456	8,083	7,495
TOTAL	\$352,182	\$378,183	\$274,518	\$261,128

* Excluding computers & test equipment. † Not strictly comparable with later years; includes certain exports classified under Detection & Navigation.

The following table of U.S. radio imports does not agree with previously released statistics on exports from various countries because of time lag between export from country of origin and import into the U.S., difference in valuations, trans-shipments, etc. Not included in the table are radio-phonos for which separate import statistics are not available.

U.S. IMPORTS OF RADIO APPARATUS & PARTS
From Principal Countries of Origin
(add 000)

Country of origin	1955	1956	1957	1958	Jan.-Sept.	
					1958	1959
Japan	\$ 232	\$ 2,482	\$ 5,590	\$16,040	\$ 7,959	\$30,753
W. Germany	1,632	3,124	4,946	3,504	2,113	4,292
United Kingdom	392	1,014	1,899	2,537	1,814	2,393
Netherlands	585	801	1,281	2,445	1,540	2,645
Other countries	510	1,071	1,609	3,645	3,122	3,177
TOTAL	\$ 3,351	\$ 8,492	\$15,325	\$28,171	\$16,548	\$43,260

Zenith will relocate labs & production facilities of subsidiary Zenith Radio Research Corp. from Redwood City, Cal. to a new 30,000-sq.-ft. plant purchased at Menlo Park, Cal., Chmn. Hugh Robertson reports. In addition to the modern building on a 2.88-acre site, Zenith purchased an adjoining 2.5-acre site for future growth. The new facility will provide expanded research, engineering and production facilities for its microwave tube and X-ray work.

TV-RADIO SALES & OUTPUT: Retail sales & production of TV sets took their usual seasonal dip in Nov. from Oct., but were well ahead of both the year-ago & year-to-date 1958 totals, EIA reported last week. Actually, Nov. was a big TV sales month, with the retail volume running at a seasonally adjusted annual rate of more than 6 million sets. Radio posted higher Nov. than Oct. retail sales, although production was down. Nov. & Jan.-Nov. sales & output also were appreciably ahead of the totals for the comparable 1958 periods.

TV retail sales in Nov. totaled 598,070 sets, down from 637,147 in Oct., but markedly ahead of the 499,038 sold in Nov. 1958. Cumulative 1959 sales totaled 5,046,971 TV sets vs. 4,490,568 sold in Jan.-Nov. 1959. TV production in Nov. was 560,770 vs. 706,583 the preceding month and 437,772 produced in Nov. 1958. The year-to-date production totaled 5,756,210, sharply ahead of the 4,505,578 sets made during 1958's first 11 months. Nov. production included 46,544 uhf receivers—vs. 55,113 in Oct. & 34,822 in Nov. 1958. Jan.-Nov. uhf production reached 387,524 vs. 388,802 for the same 11 months of 1958. EIA's month-by-month 1959 vs. 1958 TV comparisons:

	1959		1958	
	Production	Sales	Production	Sales
January	437,026	501,704	433,983	581,486
February	459,492	448,173	370,413	448,727
March	494,032	425,749	416,903	416,756
April	389,251	263,998	302,559	243,132
May	431,911	279,536	266,982	237,189
June	571,003	344,795	377,090	250,362
July	350,360	370,575	274,999	279,010
August	547,445	492,449	507,526	405,790
September	808,337	684,773	621,734	605,638
October	706,583	637,147	495,617	523,440
November	560,770	598,070	437,772	499,038
Total	5,756,210	5,046,971	4,505,578	4,490,568

Radio sales in Nov. (excluding auto) went over the million mark for the first month this year—reaching 1,016,634 vs. sales of 839,912 in Oct. and 931,355 in Nov. 1958. Nov. production totaled 1,346,079 units (including 290,815 auto radios & 50,131 FM) vs. 1,795,718 in Oct. (including 531,116 auto & 62,959 FM). The following table compares Nov. & Jan.-Nov. radio figures with the same 1958 periods:

	1959		1958	
	Nov.	Jan.-Nov.	Nov.	Jan.-Nov.
Total output	1,346,079	14,069,049	1,438,061	10,342,833
auto radio	290,815	4,973,777	476,977	3,156,695
FM sets	50,131	480,894	63,161	303,808
Sales (excl. auto)	1,016,634	7,142,424	931,355	6,172,984

Multiple-TV homes will be counted for the first time by the Census Bureau in a sampling of about 15 million of 55 million households covered by the 1960 population count starting April 1 (Vol. 15:34 p17). Owners of 2 or more radio sets (excluding auto radios) also will be tallied for the first time in the housing census to supplement the general U.S. nose-count. Questionnaires, left by 160,000 enumerators at about every 4th house among the 55 million which receive advance census report forms, will ask: "Do you have any TV sets?" Instructions for checking answers ("1 set," "2 sets or more," "no TV sets") will be: "Count only sets in working order. Count floor, table and portable TV sets as well as combinations." Radios will be similarly covered in the household questionnaires, which also seek first-time data on ownership of automatic washers & dryers and air conditioners.

TV & radio chassis-misbranding would be forbidden under bills (HR-9310 & 9349) introduced by Reps. Bray (D-Ind.) & Moulder (D-Mo.). The measures cover "misbranding & false advertising of decorative hardwood or imitation hardwood products."

GOVT. ELECTRONICS FORECAST: "Excellent" is the outlook for all electronics in 1960, according to the Commerce Dept.'s Business & Defense Services Administration, in a report prepared under the supervision of electronics chief Donald S. Parris.

BDSA envisions all electronics achieving a \$10 billion total for the first time in history—with consumer products rising from 1959's \$1.95 billion to \$2.2 billion.

Black-&-white TV is seen rising, but at a slower rate than last year. The bullish factors are aggressive promotion of sets with advanced styling, new 19-in. & 23-in. tubes, population growth, new households. Bearish: "The recognized near-saturation of the market for 'first' sets."

Home radio sales are also expected to rise at a rate slower than in 1959, but it's anticipated that American producers will counter Japanese penetration "with more automated production, vigorous promotion and competitive pricing." Auto radio is expected to increase, but at a slower rate than the anticipated 20% increase in cars—because fewer small cars have radios. Continued growth is anticipated for stereo, tape, hi-fi components.

Military electronics is expected to rise 15%, commercial & industrial 10%, tubes 5-6% (picture tubes 4%), semiconductor devices 30%, components 12%.

The reasons for electronics' bright 1960 outlook, according to BDSA: "The very favorable prospects for the economy as a whole, the rising trend in consumer spending, the continued need for more sophisticated weaponry, the rapidly expanding space programs, and the increased demand for more efficient time & labor-saving equipment in commerce & industry."

* * *

Two more predictions by industry leaders, received last week, complete our roundup of forecasts of the home electronics outlook (for other opinions, see Vol. 15:51 p15). GE TV receiver dept. gen. mgr. Herbert Riegelman:

The '60s will be outstanding for the TV industry. Retail sales of TV sets may well reach 6.4 million in 1960. Three dynamic factors which were first felt in 1959 will influence TV sales to an even greater degree in the next decade: the growing demand for individualized sets, the yet untapped replacement market and vast new technical improvements in reception & transmission techniques.

Hoffman consumer products vp-gen. mgr. Ray B. Cox:

New developments & innovations in products as well as the general upturn in business should enable TV & stereo hi-fi phonograph sales to show increases in 1960 over 1959. Other factors that brighten the 1960 TV sales outlook are an expected increase in the TV replacement market and the traditionally higher sales in an election year.

An innovation that is expected to have as heavy an impact on industry TV sales in 1960 as did the 23-in. tube in 1959 will be the introduction of the 19-in. tube in 1960.

Factory production of TV receivers in 1960 should reach 6.3 million units. Stereo sales should also increase because the public is becoming better informed.

As for Hoffman, we expect significantly higher sales in both TV and stereo in 1960. We expanded our national distribution substantially during the past year and expect to continue expansion at the distributor and dealer level.

We expect Hoffman TV sales in 1960 to be 30% higher than in 1959. Our TV sales in 1959 were up 39% over 1958 sales. Sales of Hoffman stereo hi-fi equipment during 1959 were up 39% from 1958 and we predict another 25% increase in 1960. We also expect increased popularity for TV-radio-stereo home entertainment units.

Trade Personals: Leonard C. Truesdell, Zenith mktg. exec. vp, named pres. of Zenith Sales Corp., new wholly owned marketing subsidiary for TV-radio-stereo and parts & accessories in U.S. & abroad. Other officers of the new marketing company are Clifford J. Hunt, vp-distribution; Erik Isgrig, vp-advertising; John A. Miguel, vp-export . . . George W. Chane, ex-finance & management engineering vp, appointed to new post of RCA vp for finance & administration.

James R. Oberly promoted from appliances vp, Admiral Corp., to international operations vp and chmn. of Admiral International Corp. & its subsidiary companies, a new post. B. H. Melton promoted from appliance div. national sales mgr. to succeed Oberly as appliances vp . . . Albert G. Nelson named Magnavox asst. treas.

Henri Busignies promoted from ITT Labs pres. to vp & gen. technical dir. of parent ITT; I. Nevin Palley, ex-Temco Aircraft, succeeds Busignies as ITT Labs pres., and becomes also pres. of ITT Federal div.; A. G. Kandoian promoted from vp-communication systems to vp & gen. mgr., ITT Labs; P. C. Sandretto promoted from vp & technical dir., Labs, to deputy group exec.-U.S. defense group; E. J. Whalen named contract admin. dir., defense group.

Chester J. Antognoli named Standard Coil sales vp . . . W. W. Bullock promoted from vp-mgr., RCA Victor commercial records creation dept., to new post of vp-mgr., mkt. service & business affairs, succeeded in his former position by Robert L. Yorke, ex-West Coast operations mgr. . . . Leslie D. Catlin appointed management services dir., Stromberg-Carlson electronics div.; David Y. Keim named engineering dir. . . . Mario A. DeMatteo, ex-Cornell-Dubilier Electric Corp., named gen. sales mgr., Pyramid Electric Co. (capacitors & rectifiers).

Barnard I. Belasco appointed ad & sales promotion mgr., Raytheon semiconductor div. . . . Gail K. Pinkstaff, ex-Master Photo Dealers' & Finishers' Assn., Jackson, Mich., named exec. vp & managing dir., NARDA, succeeding A. W. Bernsohn (Vol. 15:49 p21) . . . Roderic L. O'Connor, pres. of Eidophor, a wholly-owned subsidiary of Ciba States Ltd., elected a dir. of Ciba States Ltd. and Ciba Pharmaceutical Products . . . C. Carver Pope elected to new post of personnel vp, Clevite Corp. . . . Vincent (Tom) O'Brien named Emerson NE regional mgr., military mktg.

R. Burton Power Jr., former chief scientist in the office of U.S. Chief of Ordnance, elected Tung-Sol engineering vp . . . Kenneth A. Hoagland, ex-DuMont Labs, named to new post of engineering dir., Thomas Electronics . . . D. L. Richter named mgr., recording, RCA Victor Record div. . . . Charles A. Parry named head of telecommunications directorate set up by Northrop's Page Communications engineers to supervise project engineering and research & development . . . James Y. Nishimura, ex-Audio Labs and ex-Jerrold, named CATV systems & components mgr. of Intercontinental Electronics Corp., Mineola, N.Y. . . . William N. Krebs, chief of FCC marine radio div. who started govt. radio service with Navy Dept. in 1926, retires.

Herbert H. Hughes named acting administrator, Business & Defense Services Administration, succeeding Horace B. McCoy, who resigned after 40 years with govt. to become pres. of Trade Relations Council of the U.S., 19 W. 44th St., N.Y. . . . John R. Collins named chief of components & military applications branch, electronics div., Business & Defense Services Admin., U.S. Dept. of Commerce. He was chief, electronics & scientific equipment section, industrial, scientific & technical div., Bureau of Foreign Commerce.

Dr. Lawrence W. Von Tersch, Michigan State U. electrical engineering dept. head, elected National Electronics Conference pres., succeeding Virgil H. Disney, dir., Electronic Research div. of Armour Research Foundation, Chicago; William O. Swinyard, Hazeltine Research vp, named chmn., succeeding the late A. Crossley, Crossley Associates, Chicago; Joseph J. Gershon, De Vry Technical Institute, Chicago, elected exec. vp; James H. Kogen, GPE Controls, Chicago, appointed secy., succeeding G. E. Anner, U. of Illinois; Dr. H. E. Ellithorn, U. of Notre Dame, treas., succeeding G. J. Argall, De Vry Technical Institute; R. J. Parent, U. of Wis., elected asst. treas.

Carroll D. McMullen, of Toledo, was elected 1960 pres. of NARDA, succeeding Joseph Fleischaker. Other new officers: Hardy Rickbeil (Worthington, Minn.), M. B. Magers (Kansas City), Frank Pieratt (Lexington, Ky.), vps; Victor P. Joerndt (Kenosha, Wis.), treas. Reelected were Mort Farr (Upper Darby, Pa.), chmn.; Harry Price (Norfolk, Va.), exec. committee chmn.; Upton Ziesler (Manitowoc, Wis.), secy.

Courtney Pitt, who resigned as Philco finance vp in 1956, has been made a full partner in Baker, Weeks & Co., Philadelphia investment firm.

Obituary

John C. Merman, 56, former Daystrom vp, died Jan. 3 in Philadelphia. He is survived by his widow, a son, 2 daughters, and 2 grandchildren.

Finance

Walt Disney Productions suffered a slight decline in earnings despite a substantially higher gross income in the fiscal year ended Oct. 3. A principal reason for the decline in net, Pres. Roy O. Disney said, was "higher production costs on certain TV products." He also noted "a general softening in theater attendance, not only in the U.S. but also in most foreign markets where the increasing impact of TV is creating the same sort of adjustment period which the motion picture industry has experienced in the U.S." For the fiscal year ended Oct. 3:

	1959	1958
Total gross income	\$58,432,399	\$48,577,262
Net income	3,400,228	3,865,473
Per common share	2.15	2.51
Common shares	1,581,011	1,537,054

Bendix Aviation Corp. reports a 29% jump in net income on a sales increase of more than 10% for the 1959 fiscal year ended Sept. 30. Sales to the automotive industry (radios, brakes, etc.) rose to \$112.4 million from \$81.1 million in the previous fiscal year. For the fiscal year ended Sept. 30:

	1959	1958
Net sales	\$689,692,312	\$623,731,537
Net income	27,404,274	21,171,902
Per common share	5.37	4.18
Common shares	5,104,365	5,063,825

Cornell-Dubilier suffered a sizeable net loss for the fiscal year ended Sept. 30. Included in the component-maker's report, however, are non-recurring charges of \$2,555,867 & tax credits of \$690,000. For the fiscal year ended Sept. 30:

	1959	1958
Net sales	\$24,729,755	\$26,328,735
Net income (loss in '59) ..	(2,883,537)	188,686
Per common share	—	28¢
Common shares	507,390	512,390

Nucleonics, Chemistry & Electronics Shares Inc. nearly doubled its net assets in the fiscal year ended Nov. 30:

	1959	1958
Net assets at market ...	\$6,684,261	\$3,471,883
Net assets per share	13.57	10.62
Capital shares	492,584	327,068

Electronic Communications Inc. doubled its earnings on a strong sales increase in the fiscal year ended Sept. 30:

	1959	1958
Total sales	\$32,771,830	\$23,849,331
Net income	855,139	424,353
Per common share	1.40	67¢
Common shares (1959) ..	590,076	590,076

American Electronics Inc. expects a 4th-quarter net of some \$200,000 (23¢ a share) and shipments topping \$9.5 million, Chmn. Phillip W. Zonne has reported. The anticipated last-quarter performance would boost total 1959 profit to \$553,000 (63¢), increase shipments to above \$25 million. In 1958, American suffered a \$2.2 million loss after tax credits, on sales of \$17.3 million. Zonne believes 1960 profits will "reach and could possibly exceed" \$1 million (nearly \$1.20 a share). He forecast shipments approximating \$32 million. American's backlog is about \$16 million. During 1959, the electronics concern booked \$30 million in new business, up from \$18-\$19 million in 1958.

Decca Records anticipates a drop in 1959 profits from operations, although gross revenue will "approximate" 1958's. Pres. Milton R. Rackmil attributes the profit drop to rising costs & "intense" competition. Last year, Decca's income from operations was \$1,548,511. Decca also owns 87% of Universal Pictures' common shares, and had 1958 earnings of \$1,227,871 from that source. Rackmil, who also is Universal's pres., did not indicate Decca's share of Universal's 1959 earnings (Vol. 15:52 p20).

Zenith scored record sale & earnings in 1959, with the volume soaring to "more than \$250 million" and profits moving "well ahead" of the \$12,116,165 (\$4.10 a share) earned in 1958 on \$195,041,624 sales, Pres. Joseph S. Wright reported last week. He noted that 1959's 4th-quarter sales set a record for the period. Wright said that Zenith's order backlog is "substantially higher" than it was a year ago, forecast higher earnings in 1960 on sales calculated to be "in the neighborhood of 20% higher" than 1959's volume.

Westinghouse shareholders approved a 2-for-1 split of common stock at a special meeting in Pittsburgh last week. The approval increases the number of authorized shares from 25 million to 50 million. Par value of each was cut in half to \$6.25. Chmn. Gwilym A. Price said that 83.2% of shares were voted, the vote being 99.79% in favor.

Skiatron Electronics trading on the American Stock Exchange has been suspended by SEC for another 10-day period until Jan. 16 to "prevent fraudulent, deceptive or manipulative acts or practices" while SEC proceedings against the company are pending (Vol. 16:1 p12). An administrative SEC hearing for the company is scheduled for Jan. 13 in Washington.

Reports & comments available: GE, report, Thompson & McKinnon, 2 Broadway, N.Y. 4 . . . GT&E, comments, Hornblower & Weeks, 40 Wall St., N.Y. 5 . . . General Instrument, report, Herzig, Farber & McKenna, 39 Broadway, N.Y. 6 . . . Thompson Ramo Wooldridge, report, Eastman Dillon, Union Securities & Co., 15 Broad St., N.Y. 5 . . . Electrical goods mfrs., profile, Jan. 1 *Forbes*.

WEEKLY **Television Digest**

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The authoritative service for executives engaged in all branches of the television arts & industries

SUMMARY-INDEX OF WEEK'S NEWS

Congress

REUSS CLAMP-DOWN BILL is first of many due as open-season on TV-radio starts in Congress. Its chances: dim. Payola hearings start Feb. 8 (pp. 1 & 6).

Film & Tape

GE THERMOPLASTIC RECORDER excites industry at developmental demonstration—possibly heralding compact, fast, low-cost film-recording system, perhaps in 2 to 3 years (pp. 2 & 10).

TV'S POSITION NOT SERIOUS now in Hollywood writer's strike. Good supply of scripts on hand (p. 3).

15 PILOTS AT SCREEN GEMS: Columbia subsidiary planning comedy, action, suspense in new series projects (p. 10).

SYNDICATION'S BIG RISKS continue in a tough, competitive, \$100-million U.S. & overseas market (p. 12).

Networks

CBS GOES EDITORIAL, issues guide to TV & radio o&o's for speaking out on public issues (pp. 3 & 7).

FCC

DOERFER'S PUBLIC-SERVICE PLAN asks 3 networks to rotate responsibility for providing nightly 30-min. cultural shows. Networks considering (pp. 4 & 6).

FCC HEARS INDUSTRY VIEWS in its continuing programming investigation; more to come Jan. 25th (p. 5).

Manufacturing & Distribution

FACTORY TV SALES totaled 6,285,000 in 1959, phono sales reached 4.3 million, radio 15.4 million. Breakdown of TV sales by cabinet type (p. 16).

Finance

SKIATRON "ERRORS" CONCEDED by pay-TV firm's counsel at SEC hearing on stock ban, but he says SEC registration statement was filed in "good faith" (p. 19).

Advertising

TVB STIRS THINGS UP with new study of recent trends in magazine advertising, which show rising costs, falling newsstand circulation and lower efficiency for all but specialized magazines. MAB replies promptly (pp. 4 & 9).

FTC FIRES BIG SALVO against TV commercials for Standard Brands, Colgate-Palmolive, Alcoa, Lever Bros. More payola charges also filed (p. 8).

Auxiliary Services

CROSS-CURRENTS IN TRANSLATOR COMMENTS filed with FCC. CATV proposes 5-year status quo, then shift to uhf. Stations caution against technical & economic interference (p. 5).

Other Departments

PROGRAMMING (p. 14). **PERSONALS** (p. 15). **STATIONS** (p. 15).

REUSS CLAMP-DOWN BILL FIRST OF MANY: After slow early-session start (Vol. 16:2 p4), Congressional open-season on broadcasters got under way with bang last week. House investigators, led by Rep. Harris (D-Ark.), set Feb. 8 as D-Day for attack on TV-&radio payola (see p. 6) and Rep. Reuss (D-Wis.) launched legislation to end all legislation for govt. controls of medium.

Nobody took Reuss bill seriously as something which has any real chance of getting through Congress. Harris smiled when asked about its prospects. "No comments," he said. Author himself joked about it. But it did reflect anti-broadcasting sentiment stirred up by quiz & payola disclosures—and more measures like it can be expected before this session ends.

"Improving the level of TV & radio broadcasting" is what he had in mind in drafting his multiple-part bill (HR-9549) to amend Communications Act, Reuss assured House. He added blandly, tongue in cheek: "Since that is the intent of my bill, and since that also happens to be what the broadcasting industry & its friends claim to want, I expect to have their support for this legislation."

Reuss formula "to advance education & culture" via TV & radio included these ingredients: (1) Govt. requirement that all stations devote at least 20% of prime time to "public-service" shows. (2) Govt. creation of Advisory Board on Education & Culture, composed of non-broadcasters, to guide policies. (3) Regular monitoring of stations by FCC. (4) Competitive bidding for commercial stations, with licenses going to those

who put up best "public-service" prospectus and most cash, which would be allocated to educational TV. (5) Establishment of "higher standards" for non-political FCC by enforcing rigid ethical rules.

Also heard from in House last week was another critic of broadcasting practices—Judiciary Committee Chmn. Celler (D-N.Y.). Carrying out pre-session promise, he introduced bill (HR-9486) amending Clayton Anti-Trust Act to prevent "concentration of ownership & control of communications media." It would forbid newspaper & magazine publishers to control TV & radio stations if that would give them "substantial" monopoly anywhere. Broadcasters similarly would be restricted in "acquiring interests in news publications."

String of legislative bombs from Harris subcommittee also threatens broadcasters. As prelude to payola hearings, it is expected to come up before end of Jan. with recommendations for measures outlawing TV quiz frauds such as it uncovered last year.

GE RECORDER RESEARCH EXCITES INDUSTRY: TPR . . . Remember those initials— you'll be hearing them again & again in the next few years. They may possibly be in your own future. They stand for "Thermoplastic Recording."

Industry interest in GE's developmental film-recording system—which could best be described as "casual" until last week (Vol. 16:1 p5)—changed to something akin to excitement after GE Research Labs' "progress report" demonstrations of the TPR principle to the networks, FCC, NAB & the press in N.Y.

System's development is further along than many people had suspected, and although demonstrations were extremely crude, they were sufficient to give far more than an inkling of what TPR may be able to do in commercial, military & industrial fields. Though GE refused to give any timetable, telecasting industry engineers who viewed demonstration speculated that commercially acceptable TPR TV recorder might be available any time from 2 to 5-10 years, depending on how much money & effort GE puts into development.

There is no question that a breakthrough was witnessed last week—to use a word which has become inflated through over-use in electronics industry. Looking beyond last week's demonstrations, industry engineers saw these potential developments growing out of GE's new concept in recording: A lightweight TV recorder, suitcase-size, completely portable—possible forerunner of an "instant home-movie" machine . . . low initial cost, low film cost . . . an hour's programming on a reel which is small enough to fit in hip pocket . . . as flexible as movie film for editing & special effects . . . recordings duplicated by a process easier than making conventional duplicate film prints . . . telecast quality at least as good as televised 35-mm film . . . no processing time required . . . monitoring possible while recording . . . film completely re-usable.

Admittedly, this is crystal-gazing. GE spokesmen parried or ducked every question about availability dates, commercial production, prices—stressing continually that "considerable work still must be done before commercially practical equipment can be made available for potential commercial markets." The only hint they did give about future timing was statement that some sample equipment might be delivered to the military before end of this year.

Here's what was shown: Two developmental models of the TPR—each a little smaller than an Army footlocker (not including power supply & other electronic equipment). Thermoplastic recordings made earlier from a TV receiver were projected through a modified 16-mm movie projector onto a screen. Color slides made by using the technique were shown. Slides—but no moving pictures—were made at the demonstration from a closed-circuit TV set-up.

Invention, credited entirely to 34-year-old GE research physicist Dr. William E. Glenn, has implications far beyond TV. In fact its bandwidth potential is so great, according to Glenn, that the system can handle as much as 50 mc of information—about 10 times the amount required to record video signal. This obviously opens up whole new fields of data storage—for computers, satellites, business applications, etc.

For TV recording, TPR film is run 5 inches per second, while the recorded track on the film need be only one-tenth of an inch wide.

It was inevitable that comparisons should be made with magnetic video-tape recordings. From our conversations with industry engineers, this is the consensus: Will it replace magnetic video recording? Perhaps some day, but not for a long, long time. This is still an experimental system—a principle. There are many problems to be licked, including such bugs as susceptibility to dust (which shows up on the screen as a big white snowball), easy damage to the film. While video tape potentially can give a live-quality image, TPR—being an optical recording—probably will be limited to the quality of a good 35-mm film print,

which all broadcasters consider eminently satisfactory. But one top engineer noted, "with this system we're still plagued with a projector & all the problems inherent in a projector."

"The thermoplastic process [has] advantages, as well as disadvantages, and its future applications have been, and will continue to be, under study by Ampex," said Ampex Pres. George I. Long in a statement issued after GE's news conference. He added that magnetic tape offers the most "efficient, economical and practical means of recording sound data and TV pictures." Magnetic recording art "is still in its infancy," said Long, "and in our research programs we foresee significant developments which will increase data-packing density, reduce size of equipment and extend applications, assuring a growing market."

Probably because of the stock-market stir caused when news of TPR leaked 3 weeks ago, all of GE's spokesmen at the press conference played down its TV potential, emphasizing that the demonstration used TV images only because that was easiest way to show how TPR works. For example, GE industrial electronics vp H. A. Strickland Jr. said he expected "new & presently unserved markets for information recording" to be greatest growth area for TPR and that "we would expect both economic & performance considerations to determine its degree of acceptance" in competition with established photographic & magnetic media. Ampex stock gyrated last week, gaining 7 points Tues. (day of GE demonstration), losing 4 Wed., gaining 3 Thurs., losing 1 $\frac{3}{4}$ Fri., closing at 104.

No, TPR isn't here yet, may still be long time off. But telecasters were intrigued at their glimpse of another way to record TV pictures—one which may have important applications to TV film distribution, news-reel photography, spot commercials. In words of ABC engineering vp Frank Marx: "It has a tremendous potential . . . bright future . . . No doubt about that." (For more about TPR, see p. 10.)

CBS GOES EDITORIAL: Long-awaited plans for editorials by CBS-TV (and radio) became official this month with Jan. 7 draft of new set of "Rules & Guideposts for Editorials on CBS-Owned Stations." The report serves the double function of giving green light to CBS editorials and establishing ground rules for their handling. New rules (see p. 7) seek to have stations keep clear of political hassles, achieve "fairness & balance" for conflicting views, and present the viewpoints of opponents.

Editorial move represents important breakthrough. CBS is the first network to tackle the hot topic of on-air editorials. Not only the o&o outlets, but affiliates and other broadcasters are now provided with a springboard from which to develop their own rules & regulations for taking a stand on local & national issues. CBS is expected to discuss new policy at length in the forthcoming Washington meeting between top CBS executives and network's affiliates (Vol. 15:52 p16). Note: When we asked station mgrs. whether they editorialized—or planned to—in questionnaire last Sept. (Vol. 15:38 p4), of 169 who replied, 51% said "yes."

STRIKE! BUT TV POSITION NOT SERIOUS NOW: Although Writers Guild of America called a strike against both the major movie studios and the Alliance of TV Film Producers members, effective Jan. 16, TV is least likely to suffer from any all-out strike action (Vol. 15:52 p4; 16:1 p4; 16:2 p13).

That's because strike which will actually shut down Hollywood studios is not the writers' strike, but that of Screen Actors Guild. Most film & TV studios have backlog of scripts, so they aren't concerned about any immediate production halt caused by WGA strike action. However, if powerful SAG strikes when its major-studios contract expires Jan. 31, that would force a shutdown. That's applicable to major film studios but not to their TV operations, where they have separate contracts.

While SAG has showdown meeting with major-studio presidents this week on crucial question of post-1948s, the outcome won't necessarily affect TV. Expiration date of SAG's contract with Alliance of Television Film Producers is March 31, and negotiations will probably begin in Feb.

Because most TV companies have stockpiles of scripts, they'll be able to complete their regular production schedules of current series. The bulk of pilot projects will have been filmed before SAG contract expiration date. More important, our sources among production companies & the Guild do not believe there will be an actors' strike against the TV producers.

Neither side in writers dispute was showing any early signs of retreating from its avowed position late last week. In telefilm, WGA wants foreign payments, residuals pegged to initial (not scale) payments, retention of many rights now demanded by producers. In the feature realm the biggest hassle centers on WGA's demands for participation in the sale to TV of post-1948 pictures;

DOERFER'S PUBLIC-SERVICE PLAN: Unusual (for an FCC official) proposal was made in N.Y. Jan. 14 by FCC Chmn. John C. Doerfer, who urged that TV networks agree to set aside 30-min., Mon.-Fri. strip every 3rd week for public-service programming at 7:30 p.m. and rotate responsibility for producing what Doerfer called "cultural & education programming" to fill that across-the-board slot.

Networks reacted almost immediately, all 3 issuing statements as soon as capacity audience attending RTES monthly "Newsmaker" luncheon returned to their offices. General network reaction: It's an interesting idea, and we'll give it thorough study.

Doerfer's reference to "lack of public service" in prime-time hours nettled program officials of the 3 networks, however. In commenting on his speech, all 3—particularly NBC-TV—pointed out that a sizable upswing in peak-hour public-affairs specials & series is already in motion. (NBC-TV alone has aired 30 news & information specials in first 4 months of the current fall-winter season. CBS-TV also has increased the tempo of non-entertainment programming—and, on pre-Doerfer Dec. 22, announced it would reserve a full hour of prime-evening time each week next season for information, culture and educational programs.)

Wide variety of other topics was covered by Doerfer in his address, ranging from under-the-statute payola for DJs to the FCC's latest plans for spectrum management (see p. 6). Doerfer indicated that FCC is really planning to speed up processing this year and to play more active role in many broadcast areas.

TV HITS BACK AT MAGAZINES: Another TV-vs.-print media battle is currently causing a round of charges & counter-charges—but this time the shoe's on the other foot. It's TvB that's on the offensive, and the Magazine Advertising Bureau—which renewed its sniping at TV last fall—that's on the receiving end.

Argument centers on new 42-page study now in hands of TvB members, but not broadsided by TvB to ad agencies, TV clients, etc. Titled "The Changing Face of Magazines," TvB's analysis (based on 1958 figures) shows magazines' share of national advertising decreasing under the "pinch of a giant vise" (TV).

MAB reacted angrily with prompt reply (see p. 9), but there were reports in N.Y. last week that all MAB members were by no means united in opposition to TvB study. Split is more or less along lines of "general" vs. "specialized" magazines, we're told, since TvB study reports that latter group is making best strides in magazine field.

CROSS-CURRENTS IN TRANSLATOR COMMENTS: When FCC finishes studying the several dozen comments on its proposed low-power vhf translator rules (Vol. 15:49 p4), its collective head ought to be in a whirl—so varied are the recommendations.

Possibly most interesting idea came from community antenna operators, who seem to have quit fighting City Hall, deciding to take the "long view." National Community TV Assn. urged: (1) Let all existing translators continue—but change to uhf within 5 years. (2) Limit them to one watt. (3) Require them to interfere with no one. (4) Grant only uhf to new translators.

These suggestions were backed by Jerrold Electronics (which said it would offer a uhf receiving converter-antenna package for about \$25) and by Adler Electronics (which reported it would build one-watt uhf translators to sell for same price as existing vhf translators).

Translator operators are unhappy about the one-watt ceiling & engineering requirements. Many said these restrictions would prevent them from reaching their viewers—technically & financially

CBS, NBC and AMST urged that care be taken to assure full protection of existing services.

Western broadcasters, by & large, went for the FCC proposal—except that they want safeguards against establishment of translators in their communities, fearing their economic impact as much as, or more than, that of CATV. Uhf stations were also fearful of encroachment, several asking that translators be forbidden within grade B contours of uhf stations. Joint Council on Educational TV requested specific mileage separations from existing stations—100 miles co-channel, 30 miles adjacent—with certain exceptions.

Vhf-translator manufacturer Benco called FCC's proposal "fair compromise," said it will offer type-approved equipment, stand ready to convert existing translators to new standards.

Most important to watch henceforth is reaction of translator operators to CATV proposal. If they buy the 5-year status quo, their Senators will take heat off FCC. Commission in turn probably will be delighted to wrap the whole thing up with knowledge that it will eventually shift the service to more-controllable uhf.

The FCC

FCC HEARS INDUSTRY VIEWS: FCC's inquiry into programming last week heard some of the strongest "hands off" language to date—primarily from attorney W. Theodore Pierson and Storer Bcstg. vp-secy John E. McCoy.

Hearings are due to resume Jan. 25 with industry witnesses. It's expected that Westinghouse's Donald McGannon will be first, followed by NAB and the networks. The FCC staff hopes to conclude the entire hearing by the first week of Feb. Highlight digests of last week's testimony:

W. Theodore Pierson, attorney for 10 licensees, offered a tough & shrewd legal & practical analysis. He conceded that some court decisions approve of "program guidance & dictation by the Commission," but said he believes that the Supreme Court wouldn't go so far today. Evils in the industry, he said, can be eliminated by providing plenty of competitive facilities & the careful choice of licensees—not by program surveillance. Much of his statement was devoted to the premise that broadcasting is "but a mirror of public mores & tastes" and that the govt. neither can nor should attempt to determine what the public should have. Any "general standards" outlined by FCC, he said, "will stereotype stations' formats and greatly restrict or entirely eliminate competition for audience."

Scores Programming Criteria for Licensees

Pierson attacked the concept of requiring licensees to match performance with promises, asserting this would rob broadcasters of flexibility. FCC examination of "overall past programming," he said, is "a euphemism for censorship." He also inveighed against the use of program proposals in comparative hearings, stating that in TV contests such proposals "were fabricated by each out of whole cloth and purposely self-serving"—and equally attractive. He referred caustically to talk of "public service" programs, said he had never found anyone who could define them. His own definition: "all programs that serve a public want."

Commercial practices are something else. "We believe that it would be proper," he said, "for the Commission to require the licensee to promise to adhere to certain commercial practices, such as those incorporated in the NAB Code." He also recommended licensing of networks to "remove once & for all the fiction that a licensee can in reality choose & select the programs he [gets] from the network."

On cross-examination, Pierson asserted that the courts would change their opinions about FCC's programming rule in the light of experiences since their last decisions. Therefore, he indicated, FCC has no duty to consider programming at all. He repeated his claim that the Commission can consider licensees' qualifications only in areas other than programming.

John E. McCoy, Storer Bcstg. Co. vp-secy. who was once a top FCC attorney, said he doesn't know the extent of FCC's powers over programming, because the Supreme Court has never ruled squarely on the question. In the absence of such a ruling, he urged the Commission not to assume it has powers over program quality.

Much of McCoy's 27-page statement dealt with the 1946 FCC Blue Book which outlined the Commission's concepts of good programming. He said he doesn't know what "balanced" programming is, that the emphasis on the virtues of sustaining & "talk" programs makes little sense to him, that the method of logging programs as "commercial" or "sustaining" is archaic & misleading.

McCoy went through a 2-hour period of questioning, much of it by Comr. Hyde (just back from Geneva), who had a substantial role in the formation of the Blue Book.

McCoy said that networks shouldn't be licensed, that "we feel every step toward greater govt. regulation leads to another step toward govt. regulation." Comr. Cross asked about advertiser influence, indicating he favored the "magazine concept." Said McCoy: "I've seen the phrase and I don't know what it means."

How about cutthroat competition, asked Comr. Ford. The remedy is civil action in the courts, said McCoy. How about asking licensees to tell what they've done to seek out community needs, asked Ford. The answers, by station lawyers, would turn out to be "stock phrases," said McCoy.

And so it went—ping-pong. Chmn. Doerfer wound it up with: "One question—what's the difference between community needs & community wants?" McCoy said that it was a "matter of definition" but that he thought they were the same.

"I thought they were different," said Doerfer. "I can think of a lot of things that I want but that I don't need."

McCoy answered, rather slowly: "I was talking about radio." Everyone, including Doerfer, guffawed with delight.

Herbert E. Evans, pres. of Nationwide Insurance Co.'s Peoples Bcstg. Corp. (KVTV Sioux City and radios WRFD Columbus, WGAR Cleveland, WTTM Trenton, WMMN Fairmont, W. Va. & WNAX Yankton, S. D.), said FCC "can & must be more than an electronic traffic cop." At the same time, Evans said, the industry itself "is moving in the right direction" through its voluntary codes.

Donald F. Conaway, AFTRA exec. secy., said there was little wrong with TV & radio that application by FCC of its 1946 Blue Book policies wouldn't fix.

William L. Putnam, head of uhf WWLP Springfield, Mass., said the greatest problem in the industry is the neglect of local needs by wide-area coverage stations. His solution: Move all TV to uhf. He said he doesn't subscribe to NAB's Code because "it is a series of negative prohibitions and doesn't give positive yardsticks" and "I've got better places for the \$400-plus."

Frank E. Kelly, vp of Fund for the Republic, reviewed studies of mass communications which it has undertaken over the past 2 years, concluded there "are no easy answers" to a basic question confronting FCC: "How can a federal agency regulate a communications medium without engaging in censorship?"

Stanley Adams, pres. of ASCAP, again attacked broadcaster-owned BMI, stating: "It engages collectively in payola by entering into contracts to pay subsidies to music-publishing firms, including publishing firms created for this purpose by disc jockeys, performers & recording companies hand-picked by BMI." Counsel Sydney M. Kaye for BMI promptly stood up in the audience to declare that BMI would offer testimony to refute the charges.

Robert Montgomery asserted that NBC had pressured him & sponsor Schick, forcing the latter to buy sports programs as a condition of getting *Robert Montgomery Presents* in prime time. He urged that networks be divorced from production—at least that FCC give consideration to restricting networks to a percentage of production of the programs they carry. "Disassociation of carrier & content," he said, "has always been a healthy thing."

Lowell Thomas said he had never had any interference from sponsors or networks, and that self-regulation can cure abuses. He said he has never paid any attention to ratings, that sponsors are always enormously interested in public-affairs programming and that he doubted that any govt. regulation on programming would be helpful.

More about

DOERFER'S 9 PROBLEMS: A 9-point roster of problems is facing FCC this season, but will be tackled by the Commission as rapidly as possible in 1960, FCC Chmn. John C. Doerfer promised the RTES audience last week. The problems (and FCC's action on them):

1. **Procedures:** Doerfer admitted FCC was "12 months behind in the processing of AM applications," but added that "only Congress can aid us—by adopting the legislation we have proposed or endorsed."

2. **Spectrum management:** In his opinion, a "single body will be eventually created" to maintain a "continuous study & inventory of effective use of the entire spectrum."

3. **CATV & boosters:** Doerfer referred to the pending legislation designed to "significantly facilitate the continued operation of a TV station which is providing the only available locally-operated TV broadcast program service." He declared: "This is a serious innovation into the American concept of broadcasting . . . the inevitable corollary of protection from competition is eventual regulation of service & rates. If such principal were established in the CATV and the booster fields, it would [be] a short step to eventual service regulation of all of broadcasting."

4. **Clear channels, skywaves:** The proceedings surrounding clear-channel & daytime skywave matters "will be terminated in 1960, at least on Commission level."

5. **Political broadcasts:** He saw no major election-year problems ahead for broadcasters in the realm of equal-time claims as a result of the amended Section 315. However, he foresaw "difficulties" with that portion which calls for discussion of conflicting views on public issues.

6. **Allocations:** "Nothing short of a Congressional act" would bring about a complete switch to uhf from vhf, Doerfer said. This is behind FCC's current consideration of short-mileage drop-ins.

7. **Payola:** There is "not as much payola as was first assumed—little of it in the smaller markets," Doerfer revealed, citing as his source the questionnaires recently returned by broadcasters queried by FCC on payola practices. New rules, "or if necessary, legislation" to combat payola are the next step, he indicated.

8. **Network practices:** "Some definite determination of the extent of our powers [in the field of network practices] should be forthcoming shortly, after the staff can summarize the testimony in the present investigation."

9. **Programming:** "There is no express language in the Communications Act which authorizes the Commission to intensively scrutinize programming," he stated firmly, pointing to "the danger of building up a bureaucracy that would ultimately dictate the character of programming." There should, however, be more prime-time public-affairs programming, Doerfer told his audience and offered a network-level formula for a fresh supply (see p. 4).

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Miami Ch. 10 conspiracy retrial of ex-FCC Comr. Richard A. Mack & Thurman A. Whiteside, now scheduled to start Jan. 25 (Vol. 15:52 p16), will be held in Washington—not Miami, as asked by defense counsel. Attorneys for Mack & Whiteside were turned down at a preliminary hearing in Washington's U.S. District Court when they argued that the case properly belonged in the District Court for Southern Fla. The defense last week also lost another move to have the Supreme Court hear an appeal from the District Court's refusal to order acquittal of Mack & Whiteside in their first trial, which ended in a hung jury. The Supreme Court denied a petition for a rehearing.

Congress

More about

HARRIS GETS SET: House hearings on TV & radio payola practices—awaited breathlessly by the press and apprehensively by broadcasters—will finally get under way Feb. 8 for a scheduled one-week run, Commerce Legislative Oversight Subcommittee Chmn. Harris (D-Ark.) announced last week.

He said "all phases" of payola would be explored in the public proceedings, indicated that disc jockeys would be among witnesses summoned, refused to say what other witnesses might be called, and insisted that the subcommittee intends to keep the hearings going only long enough to establish a TV & radio payola "pattern."

"I hope it will not take over a week for such matters. It isn't necessary," Harris told more than 30 reporters who hurriedly converged on Commerce Committee's hearing room in response to a sudden news-conference call.

Some of the reporters expressed incredulity that the oversighters would let headline-promising payola drop so quickly. They reminded Harris of the scope of pre-hearing work by subcommittee staffers who proposed a 20-point agenda for hearings following field explorations across the country (Vol. 15:51 p6). In addition to payola itself, the staff report covered ad plugs, other reported abuses.

"It is such a big problem that the subcommittee cannot afford to make spot investigations of every station in the country," Harris said, adding wryly: "There's a great demand among the stations to let them know if we've got anything on them."

Other Commerce Committee Plans

In announcing his committee's program for 1960 (with all work scheduled to be suspended in time for July political conventions), Harris also said:

(1) Nothing will be done this session on a spectrum study started last year by his communications & power subcommittee (Vol. 15:24 p4). "There are those who feel that there have been enough studies in the last 10 years and something ought to be done," Harris conceded, but he said his subcommittee can't do much until govt. & non-govt. users resolve their "differences of opinion."

(2) There may be hearings—perhaps next month—on an omnibus bill (HR-4800) which Harris introduced at the start of the 1959 session for reform of procedures of FCC and other regulatory agencies.

(3) There'll be "action" by the communications subcommittee on a bill (S-12) by Senate Commerce Committee Chmn. Magnuson (D-Wash.) for \$51 million in state grants to buy educational TV equipment. But subcommittee members may want to do some more ETV field work first—possibly touring Albuquerque, St. Louis, Omaha and Champaign, Ill.

(4) The Oversight Subcommittee's budget for 1960 is \$410,000, of which \$112,000 is available from unexpended 1959 spectrum-study funds and \$23,000 from left-over Oversight money, leaving \$275,000 to be appropriated by the House. When he gets the money, Harris said, he'll add 7 or 8 more employes to the subcommittee's 25-member staff—most of them investigators.

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First radio daytimer bill of the new Congressional session—extending stations' sunrise-sunset operations from 6 a.m. to 6 p.m. (HR-9627)—has been introduced by Rep. Abernathy (D-Miss.).

Networks

More about

CBS EDITORIAL PLANS: In a move designed "to serve the public interest by stimulating thinking & decision-making about important public issues," CBS has evolved a set of ground rules for handling on-the-air editorials by its o&o stations. Here are highlights of the new CBS policy, as drafted by the network's Editorial Board:

1. CBS o&o's don't require network approval to air editorials, although the network's editorial board is available for consultation. Nor need there be a "uniformity of editorial views" among the stations.

2. TV-radio industry topics and national issues without local angle are not to be treated by station editorials. (That function will be handled by network editorials.)

3. Station management, not individual shows or personalities, will decide when stations will editorialize. All editorials must be "clearly identified as such."

4. Apart from "consensus editorials" (with which no group is likely to disagree), all "partisan editorials" should be handled with "painstaking concern for fairness & balance" although the concept of equal time, CBS stated, "does not apply to editorials."

5. When partisan editorials are being aired, stations may dress up the treatment with production gimmicks, but should "make use only of those production techniques within the framework of the realistic limitations of opposition production." Well-balanced editorial programs, however, are not thus limited.

6. CBS o&o's should not "support candidates" for office, although stands may be taken on issues before the electorate. Editorials should also not be delivered by news personalities "whose impartial presentation of the news may thus be questioned."

7. Suggested length for editorials: "Only rarely" less than "5 mins. long."

Copies of the ground-rules memo—latest in a string of policy memos at CBS—have already been sent to the managers of CBS o&o's and are now in effect covering editorials on both the TV & radio outlets, we were told last week by Richard D. Heffner, CBS consultant on editorials who helped frame the directive. CBS has no plans to circulate the memo to non-o&o affiliates except on a by-request basis.

Network TV daytime billings gained only 4% in Oct. over Oct. 1958, pulling the cumulative increase for Jan.-Oct. down to 23.1% compared with 1958's first 10 months, TvB reports. As a measure of Oct.'s daytime performance (reflecting a catching-up with ABC's Oct.-1958 expanded programming), Aug. billings were 28.2% ahead of the year-ago month, Sept. 20.1% ahead; cumulative gain for 1959's first 9 months was 26.1% (Vol. 15:51 p9). Cumulative gross time charges show daytime billings of \$166,735,280 for Jan.-Oct. 1959 vs. \$135,440,502 for 1958's same 10 months. Oct. 1959 daytime billings totaled \$18,914,305 compared with \$18,183,000 for the year-ago month. Night-time billings rose 16.8% in Oct. to \$40,116,447 vs. \$34,343,147 for Oct. 1958; year-to-date billings of \$343,400,912 were 5.6% ahead of the \$325,202,285 nighttime business recorded in Jan.-Oct. 1958. Leading TV network advertiser in Oct. 1959 was Procter & Gamble, with \$3,908,934 in gross billings. Anacin tablets was the leading net-advertised TV brand, with \$905,809 in billings.

Sneak Preview of ABC's Plans: With ABC-TV's program shopping for 1960-61 under way, programming vp Tom Moore told us last week that there's "a strong desire on the part of advertisers to find warm situation comedies that have the residual value of public-service shows." He cited as examples *Father Knows Best* and *Leave It To Beaver*. One such property already lined up by Moore for the fall is *Harrigan and Son*, Desilu-produced father & son situation comedy starring Pat O'Brien. ABC-TV's fall plans include an expanded version of *The Pat Boone Show*, continuation of *Take A Good Look* and "the possibility of employing additional live shows."

The network's nighttime-specials schedule will be upped "from 14 this year to about 18, certainly no more than 20," informed Moore, but ABC-TV will not follow the other networks' lead in daytime specials—except for the possibility "of at least one Dick Clark daytime special."

Commenting on ABC-TV's expanded film production supply base (Vol. 16:2 p12), Moore confirmed—and added to—our list. Negotiations with Paramount & Revue for production of one pilot with each show are now in the works, he reported. Although ABC-TV has no "contract of exclusivity" with Warner Bros., the program vp indicated "no change" in the network's "satisfactory relationship with the studio" which has 10 film series on ABC-TV.

NETWORK SALES ACTIVITY

ABC-TV

"The Citadel," & "Ninotchka," 90-min. adaptations, Feb. 19, 8:30-10 p.m. & April 20, same time.
General Mills & Westclox (BBDO)

Who Do You Trust, Mon.-Fri., 3:30-4 p.m., 3 weekly participations for 13 wks. starting in March.
Peter Pan Foundations (Ben Sackheim)

CBS-TV

Markham, Thurs., 9:30-10 p.m. eff. end of Jan.
Renault (Kudner)

Tomorrow, six 60-min. public affairs specials for 1960-61 season.
American Machine & Foundry (Cunningham & Walsh)

Tightrope, Tues., 9-9:30 p.m., alt. wk. sponsorship.
American Tobacco Co. (Sullivan, Stauffer, Colwell & Bayles)

Person to Person, Fri., 10:30-11 p.m., full weekly sponsorship eff. Feb. 19.
Pharmaceuticals Inc. (Parkson)

The Verdict Is Yours, Mon.-Fri., 3:30-4 p.m., alt. wk. 15-min. segs.
Lever Bros. (Ogilvy, Benson & Mather)

Captain Kangaroo, Mon.-Sat., 8:15-9 a.m., alt. wk. 15-min. segs.
Arnold, Schwinn & Co. (George Bond)

1960 Masters Golf Tournament, April 9 & 10, full sponsorship.
Travelers Insurance Co. (Young & Rubicam)

NBC-TV

"One Loud Clear Voice," *Sunday Showcase* presentation, Jan. 17.
Procter & Gamble (Benton & Bowles)

NBC Opera, "Cavaleria Rusticana," Jan. 31, 3:15-4:30 p.m. & "Don Giovanni," April 10, 2-4:30 p.m.
Florists Telegraph Delivery Assn. (Keyes, Madden & Jones)

Advertising

FTC FIRES ANOTHER SALVO: Four of TV's heaviest advertisers & their agencies came under a concerted barrage of FTC charges last week in the agency's war against deception on the air (Vol. 16:2 p7). And FTC kept up its fusillade against payola, bringing 4 more record manufacturers & distributors into its gunsights.

Accused of "deceptive demonstrations over TV and in other advertising media" were Standard Brands Inc., Colgate-Palmolive Co., Aluminum Co. of America and Lever Bros. Co. Also cited were Ted Bates, agency for Standard Brands & Colgate-Palmolive; Ketchum, Macleod & Grove for Alcoa; and Foote, Cone & Belding for Lever Bros. In addition, Foote, Cone & Belding vp-account exec. William H. Bambric was accused of complicity in the challenged Lever Bros. commercials.

Cited in FTC's anti-payola campaign—marking up a total of 31 complaints since that phase of the broadcasting wars started last Dec. 3—were: United Telefilm Records Inc., 701 7th Ave., N. Y., and Pres. Morton Craft; M. S. Distributing Co., 1700 S. Michigan Ave., Chicago, and Pres. Milton T. Salstone & vp M. G. McDermott; A & I Record Distributing Co., 1000 Broadway, Cincinnati, and Pres. Isadore Klayman; James H. Martin Inc. & Music Distributors Inc., 2419 & 1343 S. Michigan Ave., Chicago, both headed by Pres. James H. Martin.

Meanwhile, FTC Chmn. Earl W. Kintner disclosed he will ask Congress—as expected—for a 10% increase in its \$7-million dollar annual budget to help pay for its stepped-up drives against false advertising & payola. He said about 100 payola cases already are in his agency's active investigative files.

Kintner Asks Business Cooperation

In a speech prepared for the Institute of Distribution in N.Y., Kintner said businessmen must "look beyond their noses" to make sure they don't operate against the public interest. Referring to FTC's anti-deception war, he added: "It must deserve & receive the active cooperation of business in prosecuting the slick operator who has only contempt for the law."

And in an interview in Jan. 15 *Sales Management*, Kintner said: "The Federal Trade Commission will be as tough as is necessary to encourage the advertising industry to clean its own house."

In last week's advertising cases, FTC alleged that "various demonstrations over TV or, in some cases, in newspapers or periodicals, do not prove what they purport to prove," namely:

(1) That Standard Brands' Blue Bonnet Margarine "is superior to competitive margarines." (2) That Colgate-Palmolive's Palmolive Rapid Shave Cream has special "moistening properties" in "actual shaving use." (3) That Alcoa's "new super-strength" aluminum wrap "has certain qualities superior to 'ordinary wrap.'" (4) That Lever Bros.' Pepsodent Toothpaste "is effective in removing tobacco stains from the teeth of all smokers."

Said FTC in announcing the complaints Jan. 14: "These misrepresentations tend to deceive purchasers and have diverted trade unfairly from the manufacturers' competitors in violation of the FTC Act." FTC challenged such TV commercials as these:

Standard Brands: "Blue Bonnet is made by the new exclusive 'flavor gem' process. When Blue Bonnet is spread like this, you see 'flavor gems' just like on the 'high price' spread . . . but no 'flavor gems' appear on this other popular margarine . . ."

Colgate-Palmolive: "Video advertising shows a hand holding a razor & shaving what purports to be a piece of dry sandpaper to which Palmolive Rapid Shave has been applied. The misleading implication here is that the preparation's 'moisturizing' action makes it possible to immediately shave off the sandpaper's rough surface . . . The truth is . . . the supposed sandpaper is actually a 'mock-up,' made of glass or plexiglas [with] sand applied."

Alcoa: "Look! These leftover hams were wrapped & unwrapped the same number of times. The ordinary foil is tattered & torn. Ham is dried out, tasteless . . . but not a rip in new Alcoa wrap. Ham is juicy, tasty!"

Lever Bros.: "This is a cigaret-smoking machine. It deposits yellow smoke-stain on enamel like the hard surface of your teeth. [Sound of rapping on enamel.] With the Pepsodent, we brush across the stain. Then rinse with plain water. [Water effect] . . . See? The smoke stain is gone where we used Pepsodent."

Each of the advertising-case respondents was given 30 days from Jan. 14 to file answers to the complaints. Similar 30-day deadlines for the payola complaints were set.

At the same time London Records Inc., N.Y., one of the first record manufacturers cited by FTC for payola (Vol. 15:49 p12), denied any illegality in such practices. In a formal answer to the FTC complaint, London conceded "it has directly & indirectly given valuable consideration to disc jockeys." But the firm said FTC should dismiss "each & every allegation" because payola isn't unlawful. Another manufacturer named in the initial batch of payola complaints—RCA—chose not to contest the charges, signed consent order last month (Vol. 15:51 p6).

AAAA Moves in Ad Cleanup: The American Assn. of Advertising Agencies is speeding up the process of having member agencies act as watchdogs against "objectionable advertising in TV, radio & print" placed by other 4-A agencies. It is now "the responsibility of the agency which placed the advertising to take corrective action" and to reply to the complainant. Failure to comply with the new system can bring a report by the 4-A Committee on Improvement of Advertising Content to the 4-A board, and possible expulsion of the member agency.

One major indication last week that ad agencies were already going to some lengths to keep in the clear with their own association as well as industry & govt. regulatory groups came in *Advertising Age's* report that "virtually every major advertising agency is in the process of revising commercials or making new ones to replace some current sell." The story added that film industry sources estimate "there will be \$500,000 worth of new commercials"—above the routine crop—made to comply with the FTC's current get-tough policies (Vol. 15:48 p1 et seq.).

"The 6 leading cigaret companies, jointly, are spend at the rate of between \$1.8-1.9 million dollars a week on nighttime network TV . . . Two computers of cigaret sales disagreed on which brand came through 1959 as No. 1 brand. One gave it to Pall Mall and the other to the long-time champ, Camels. They also differed on total turnout: 63.2 billion vs. 65.2 billion."—*Sponsor*.

Information clearing house for advertising executives has been established by the Advertising Federation of America's Bureau of Education & Research. The service offers library, bibliographical and reference sources on all phases of advertising & marketing. George T. Clarke is director. TIO recently announced a similar service for TV.

More about

THAT MAGAZINE-TV WARFARE: Agency media buyers had a chance last week to get 2 entirely different views of how magazines are making out against TV, in the form of a new TvB presentation (see p. 4) and a retort from the Magazine Advertising Bureau. High-lights of the latest inter-media conflict:

TvB: Magazines, states the TvB analysis, are getting a dwindling share of national ad revenues, dropping from 16.6% of the total in 1949 to 12.1% in 1958. Their efficiency as ad media is "drastically reduced," since circulation has risen only 25% while page rates in ANA-studied magazines have gone up 76% for a resultant increase of 41% in cost-per-1,000 circulation. The trend in distribution is away from "more valuable newsstand sales" to a 1958 figure of 72.8% of circulation by subscription. To use regional editions of magazines actually costs the advertiser a "premium" on circulation cpm ranging from 55% to 108%. "Specialization," said TvB, is the "future for magazines."

MAB: Total magazine advertising for 1959 was "a record high of \$787 million" beyond production charges, a gain "of 13%" replied MAB. It plans to have the final version of its anti-TV *The Profitable Difference* presentation ready for showing to agencies & clients by the end of Feb. The percentage of total national advertising in magazines last year will prove to be "consequentially larger than in the recession year of 1958." Also, in 1959 "the percentage increase in magazine advertising exceeded the percentage of gain in TV advertising, network & spot" and "magazine circulations are at an all-time high." The MAB also forecasts a record 1960 gross for magazines of \$885 million, a 12% hike over the 1959 level.

TvB officials denied last week that the TV industry group was trying to start a media war. "We were simply filling a request by a number of local-station TvB members for sales ammunition to use in discussing the national magazine picture and the trend toward regional magazine editions," said a TvB spokesman.

New reps: Headley-Reed (which has been rep for Donald W. Reynolds' KOLO-TV Reno) Jan. 1 became rep for Reynolds' other TV properties: KLRJ-TV Las Vegas (from Avery Knodel); KFSA-TV Fort Smith & KGNS-TV Laredo (both from Venard, Rintoul & McConnell). Other changes: KROD-TV El Paso to Bolling Jan. 1 from Branham. WLOF-TV Orlando to Headley-Reed Feb. 1 from Young. *Elkhart Truth* stations WKJG-TV Ft. Wayne & WSJV South-Bend Elkhart to Branham Feb. 1 from H-R Television.

Best-liked TV commercials in major U.S. markets are film spots for Hamm's Beer and Maypo Cereal respectively, stated ARB's latest report (Nov. 1959) on audience taste in TV salesmanship. In 3rd position was Kaiser Foil, edging the well-known Bert-&Harry spots for Piel Bros. Beer from the top 3 for the first time in 1959. Two newcomers: Rival Dog Food (19th) and Alpine Cigaretts (21st).

Ad People: Matthew J. Culligan, ex-NBC radio exec. vp, appointed McCann-Erickson gen. corporate exec. in charge of advanced projects div. . . . William R. Groome and Edward P. Heath elected Ted Bates vps.

Charles Feldman named senior vp & creative dir., Young & Rubicam . . . John Veckly, ad dir. of U.S. Steel, elected ANA treas. . . . Alfred J. Seisel, pres. of Harold J. Seisel Co., elected pres., League of Advertising Agencies.

McCann-Erickson Reorganized: Chmn. Marion Harper Jr. announced a revision of McCann-Erickson Inc.'s basic structure last week. M-E will now function as 4 separate organizations, with a 5th to be added later this year. McCann-Erickson Advertising (U.S.A.) and McCann-Marschalk (formerly Marschalk & Pratt, M-E-owned subsidiary) will function as regular ad agencies, handling client purchasing and billing in TV, radio, print & other media. McCann-Erickson Corp. (International) will handle similar activity overseas. Communications Affiliates Inc., a new creation, will handle special service activity for clients. The major change is in the last-named div., which will handle special client problems of research, publicity, promotion, sales, etc. on a fee basis (thus avoiding the problem of reducing agency earnings by tossing in such services as part of what a client receives for the 15% normal agency commission).

Under McCann-Erickson (U.S.A.) will be McCann-Erickson Productions, headed by the agency's vice-chmn. C. Terence Clyne. This div. will concentrate on network TV-radio and will work directly with packagers & networks in the selection of properties submitted to clients. Commercials for TV shows will be handled by the agency itself.

Commercial Saturation Point: It's high time TV took a long, well-researched look at the number & type of commercials allowed in back-to-back slottings and in network & local programs. This was the area of agreement reached by 2 TV executives, representing the viewpoints of broadcasters & agencies, at the RTES Jan. 12 luncheon seminar.

Crosley Bestg. Co. sales vp H. P. Lasker said bluntly that there are "too many standards" governing multiple-spotting, ranging from what the NAB Code allows to what agencies & stations sometimes agree on privately. Multiple commercials in shows where "viewers expect such commercials" (such as "shopping-guide" daytimers), he stated, can be quite acceptable, but the same rules don't apply to crowding spots into station breaks.

Lasker's opinions were backstopped by William E. (Pete) Matthews, media vp of Y&R, who thought NAB's Code was generally "liberal" on commercials, but might be revised to provide 1-min. breaks (instead of 30-sec.) between network shows to give spot advertisers more opportunity, with added copy & production, to "spread themselves." In some situations, Lasker stated, TV may be tossing too many commercials at once at the viewer, and, in others, more might be aired without creating adverse reaction.

Subliminal perception advertising conveys its message to radio or TV audiences, but the audiences have the power to resist it, industrial psychologist Dr. Robert E. Corrigan, testified at a meeting of the Cal. Assembly subcommittee probing such advertising.

U.S. Station Rate Increases

Station	Base Hour	Minute	Date
WABC-TV New York.....	\$4250 to \$4675	\$1110 to \$1400	Jan. 3
WNHC-TV New Haven	1500 to 1600	330 to 355	Dec. 1
KMBC-TV Kansas City	660 to 1300	300 to 350	Jan. 1
KWTV Oklahoma City	900 to 950	240 to 250	Jan. 1
WTRF-TV Wheeling	625 to 700	140 to 155	Dec. 1
KGHL-TV Billings, Mont.....	200 to 250	45 to 62.50 ¹	not reported

¹ 20 Sec. only.

Canadian Station Rate Increases

CFCM-TV Québec City	525 to 600	140 to 165	April 1
CHEX-TV Peterborough	269 to 290	52 to 58	Jan. 1

Film & Tape

More about

THERMOPLASTIC RECORDING: First full-scale demonstrations of GE's Thermoplastic Recording technique in N.Y. Feb. 12 in New York's Hotel Pierre (p. 2) were witnessed in the afternoon by some 200 newsmen, and in the evening by network, FCC & NAB engineers.

Representing FCC was chief engineer Edward Allen; engineering mgr. A. Prose Walker and asst. engineering mgr. George W. Bartlett represented NAB. Among network personnel were CBS-TV engineering & affiliate relations vp William B. Lodge and ABC engineering vp Frank Marx; NBC was not represented. This special showing to TV topkicks indicates that GE considers TPR a potential TV tool, despite its officials' reluctance to say so during the earlier showing for newsmen.

Here's how TPR's operation was described: Actual recordings are made by an electron gun in a vacuum. (Entire front of recorder had transparent plastic cover with rubber gasket for a seal. When reels are put in place and door is closed, a pushbutton starts a vacuum pump which evacuates the air in one minute. To destroy the vacuum and open the door for removal of reels, another button is pushed.)

The developmental system can use a standard TV camera or a regular TV set or monitor for pickup. Input signal voltage is about one volt. The video signal is fed to a special electron gun which deposits a charge on the special transparent thermoplastic film or tape. The film is instantly heated, changing the electrical charge to ripples in the film surface. When cooled, the ripple pattern is frozen into place. The film may be erased by heating.

Recordings May Be Projected or Scanned

The resulting film may be shown with a projector using a modified Schlieren optical system, or it may be picked up for TV with a flying-spot scanner. The picture image on the film may be seen if held up to the light, but it is more difficult to see than the image on conventional movie film. The TPR inventor, Dr. William E. Glenn, has also developed a color optical system & electron gun.

The film recordings shown at the demonstrations were made from regular broadcast signals taken from the IF of a standard black-&-white TV set. The films were crude but eminently recognizable; scratches & dust appeared to be major problems. Thermoplastic film recordings, according to Glenn, are currently about twice as susceptible to damage by mishandling as are standard photographic films.

Thermoplastic film may be edited like movie film; special effects may be used; portions of a frame may be erased. Presumably animation, stop-motion and other photographic tricks can be used.

Glenn predicted that Thermoplastic films could be easily duplicated by a pressing process; pressing tapes, he said, should be a "less critical" process than pressing phono records.

We were impressed with the apparent simplicity & compactness of the equipment, which appears to herald low cost & portability in the ultimate TV equipment.

The tremendous information-handling capacity of the system makes it ideal for data-storage uses far more complex than TV—such as satellite data recording, radar recording, computer use. GE Labs' Lloyd C. Harriott, for example, explained that it is now "realistic to think of storing entire libraries of business reports, drawings or engineering data in equipment the size of an office desk."

GE research vp Dr. Guy Suits dramatized the capacity of the film this way: "In principle, TPR could record the 24 volumes of the Encyclopædia Britannica on a reel the size of a spool of thread, and it would take only a minute to record each volume."

This very fact that there is no built-in bandwidth or information-carrying ceiling was cited as a big potential advantage of the system by several broadcast industry engineers. Its potential in TV, in the opinion of these engineers, boils down to whether the delivered pictures are competitive with tape pictures—in quality, price & convenience. And before this is definitely known, they all agree there will be a considerable wait.

* * *

RCA has shipped 40 TV tape recorders to stations & networks, govt. agencies and overseas users—and 100 more are on order—RCA industrial electronic products exec. vp. T. A. Smith announced last weekend. "Demand is expected to grow at a more accelerated pace," he said. RCA has formed a new recording products, high power & nucleonics dept., one of the prime functions of which "will be development of advanced types of recording devices for the broadcast industry," according to broadcast & TV equipment div. gen. mgr. C. H. Colledge.

15 Pilots of Screen Gems: The Columbia Pictures TV subsidiary is currently planning at least 15 pilots, may top 20. Like most, SG is emphasizing comedy, while seeking a broad balance in its various pilots.

Expected to go into production within the next month are these pilots for which Harry Ackerman is exec. producer: *For the Love of Mike*, a comedy starring Shirley Jones, (Ed Rissien, producer); *My Sister Eileen*, comedy, not cast; *Man Alive*, adventure, not cast; *Show Wagon*, a Western, not cast (Winston O'Keefe, producer); *Miss Peters Speaking*, a comedy by Norman Krasna & Bill Manhoff, not cast (Eddie Buzzell, producer); an untitled comedy starring Walter Slezak; *Togetherness*, a comedy created by Nate Monaster & Norman Tokar (Winston O'Keefe, producer), to be showcased on SG's *Alcoa-Good-year Theater*.

William Sackheim is exec. producer on 4 pilots, *The Insider*; *Girndl and Her Miserable Stories*, a suspense vehicle created by David Swift; *Proud Land*, a Western, starring John Larch, to be showcased on *Alcoa-Goodyear Theatre* (a joint venture with Hilda Productions Inc.); and *Tom Sawyer*.

Screen Gems also plans a pilot of *333 Montgomery*, drama, which is aimed at the syndication market. Among projects which haven't yet been firmed for piloting is an untitled South Seas series which would be produced for SG by Robert L. Jacks.

In addition producer Herbert B. Leonard has two 60-min. pilots being made in association with SG, *Route 66*, an action series, and *Naked City*.

* * *

ABC has given Screen Gems the green light to prepare scripts and plan on production for *The Big Walk*, for next season. Gene Roddenberry is producer. The pilot was made last year, but not sold.

Westinghouse Bestg. Co. is launching another syndication series. Already scheduled for the 5 WBC stations and booked on stations in nearly 50 other markets, is the 30-min. video-taped *Reading Out Loud* series, featuring prominent personalities reading aloud literary classics. One restriction: Telecasting must be non-commercial.

NEW YORK ROUNDUP

United Artists purchase of Ziv TV was still in its closing stages late last week. What was keeping the 2 firms apart was not, Pres. Herbert Golden of UA-TV told us, a "question of money." On this, UA and the 2 banking houses owning 80% of Ziv (Lazard Freres and F. Eberstadt Co.) seem largely agreed. UA, apparently, must clarify what the acquisition of Ziv will mean in terms of the government anti-trust suit already pending against UA, what realignment of TV executive personnel will be necessary, and whether *Hudson's Bay*, the next UA-TV syndication property due to be fed into sales channels, will be handled through UA's sales force, or through Ziv's.

A wild coincidence of telefilm selling found actor Efreim Zimbalist Jr. portraying private eye Stuart Bailey in 2 Fri.-night TV shows scheduled for the 9-10 p.m. period Jan. 15 on arch-rivals WNEW-TV & WABC-TV N.Y. Zimbalist was making his regular every-other-week appearance as star of the Warner Bros.-produced 77 *Sunset Strip* on ABC-TV in an episode titled "Switchburg." At the same time, he was to be seen on independent WNEW-TV in the rerun of a 60-min. WB 1957 telefilm titled "Anything for Money," based on a Roy Huggins story that is part of an NTA-syndicated package of some 90 telefilm episodes aired by WNEW-TV as *Hour of Stars*.

TV film musicians employed by members of the Alliance of TV Film Producers Inc. will vote by Feb. 8 in an NLRB election to determine whether they want the AFM or the rival Musicians Guild of America to represent them in collective bargaining. In ordering the secret balloting, NLRB excluded Ziv, Revue and Mark VII from the Alliance-wide bargaining unit—the first 2 disclaim the producers' organization as agent; Mark VII has AFM contract.

TV Program Export Assn. interim committee met in N.Y. Jan. 14 and set 3 p.m. Jan. 20 as the time for the assn.'s first board meeting. Place is Rockefeller Center Bankers' Trust Co. Details of other business discussed at the Jan. 14 session were not announced.

"This Week in Sports," weekly 15-min. sports review, will be sponsored starting in mid-Feb. in 15 Western markets by the Denver Studebaker-Packard Dealers Assn. Produced by Hearst Metrotone News, the show has been on the air continually since 1948.

Cal. National Productions reported sales of *Pony Express* in 56 markets within 3 wks. after the series was introduced. American Petrofina Co. bought the 39 half-hour adventure series for 20 markets.

MCA-TV's pre-1948 Paramount features were picked up by 5 more stations last week: WCIA Champaign, Ill., KTHV Little Rock, KSHO-TV Las Vegas, WANE-TV Ft. Wayne, KERO-TV Bakersfield, Cal.

CBS-TV Workshop's first presentation will be "The Brick & the Rose," written by Lewis John Carlino, a participant in the workshop's TV-writing seminars. The play will be telecast noon-12:55 p.m. Jan. 24.

Richard Rodgers has been signed to compose the background music for ABC-TV's 1960-61 series based on Churchill's memoirs . . . John E. Pearson has been named gen. mgr. of ITC of Canada Ltd. . . . Lee Francis has resigned as ad & promotion mgr. of ABC films.

HOLLYWOOD ROUNDUP

Screen Actors Guild has notified AFTRA it's studying the merger plan submitted by David L. Cole but has deferred AFTRA's request for a meeting because of its crucial negotiations with the major studios (Vol. 16:2 p14). SAG said, however, that naming special committees in Hollywood, Chicago and N.Y. to study the Cole plan, which is lengthy & complex, will require thorough analysis. SAG promised to meet with AFTRA as soon as negotiations with the majors are concluded.

There are now only 2 *Sunset Strip* films left in which Edd (Kookie) Byrnes appears. Warner Bros. had made one last try to patch things up when Byrnes continued to hold out for a contract readjustment, put him on suspension (Vol. 15:44-46). Byrnes has now been on layoff for 9 weeks, since he refused to report for work after WB refused his demands.

Filmaster Productions will produce 2 pilots in Feb.: *The Beachcomber*, starring Cameron Mitchell (producer Joseph Shaftel), an adventure series created by Walter Brown Newman, and *F.S.O.*, a 60-min. venture (Nat Perrin producer) . . . Screen Gems producer Robert L. Jacks may pilot a South Seas series. The project is untitled.

Mark VII Productions is producing the pilot of a comedy, *Calvin & Clyde*, for ABC-TV, Herman Saunders producing . . . ABC-TV and Warner Bros. are in negotiation for a half-hour *Bugs Bunny* series for next season. The show would be reruns of the post-1948 WB cartoons plus new animation.

CBS-TV production sales unit will have a series of demonstrations of its commercial video-taping services on the West Coast Jan. 19-27, the first to be held Jan. 19 at KIRO-TV Seattle. Others will be Jan. 21, KPIX San Francisco; Jan. 16-17, Television City, Hollywood.

Screen Gems' *Dennis the Menace* has been renewed for 13 weeks, thus is set for this season . . . Gene Roddenberry has been signed as a producer-writer at Screen Gems.

Producer Sam Gallu will film four 90-min. specials for CBS-TV next season: 2 original dramas & 2 adaptations. The specials, budgeted at \$150-250,000 each, will be theater-distributed abroad.

Warner Bros. plans a new series, *Black Gold*, about the oil fields of Texas & Oklahoma . . . Desilu Productions is negotiating for Elena Verdugo to be one of the stars of its new 60-min. comedy series, still untitled.

Screen Gems is preparing the pilot of *Togetherness*, a comedy written by Nate Monaster & Norman Tokar, which will be showcased on its *Alcoa-Goodyear Theatre* series. . . . SG has also changed its *Never Plead Guilty* series to *333 Montgomery*. It will probably go into syndication.

Filmaster Productions has acquired the Shamrock studio in Winter Park, Fla. to produce commercials, industrial films, movies and TV films . . . Filmaster has resumed production in Hollywood of its *Hannibal Cobb* series starring James Craig. Fritz Goodwin produces the 5-min. segments for Video International Productions.

Spartan Productions is finishing the pilot of a 30-min. show, *The Great Leslie*, done with animation, artwork and still photos. Blake Edwards and Don Peters produce.

SYNDICATION'S PROBLEMS: How's the \$100-million syndication business? The 1960 prospects are "great" or "bright" or "never better," most leading syndication concerns have told us in recent weeks. Does this mean that the industry has solved its major problems? Decidedly not, for there are more problems confronting the distributors of non-network telefilms & features than ever before, syndicators privately admit.

The biggest single problem that faces a syndication house when it launches a new telefilm series or feature package is the shortage of time-slot availabilities. In major Eastern markets, virtually all of the 10:30-11 p.m. periods on network affiliates are occupied by network programming. After 11 p.m., viewing drops steadily, and most advertiser demand is for participations in feature films or in NBC-TV's *The Jack Paar Show*.

The emergence of ABC-TV's nighttime lineup as a strong competitor of the other 2 networks also causes a time shortage among that network's affiliates, as well as a full-scale logjam in 2-station markets. And, as a final time problem, syndication must compete with local live shows for afternoon, evening and nighttime positions.

Production costs are another headache to syndicators. "There's no one single item that's causing us a problem," said the sales vp of a syndication firm currently billing over \$20 million annually. "It's a combination of a lot of little increases that create a steady upward spiral." Syndicators must therefore weigh carefully the anticipated costs of a show against the relatively-fixed prices that stations or regional sponsors are willing to pay. A wrong guess means red ink.

Talent costs are a related problem. There's been a trend lately toward over-scale payments to telefilm stars coupled with over-scale residual payments for reruns. A syndicator purposing to launch an off-network rerun film series into syndication must then make another hard-cash guess. If he begins market-by-market sales, he must pay the big residual on his first sale, and operate at a deficit until the sales catch up to his rerun payment (which may be \$5,000 per episode).

Overseas syndication of telefilms, which in ideal situations can produce as high as a third of the series' gross income, is also full of pitfalls, ranging from stiff quotas to currency regulations and language-dubbing problems. An American TV Program Export Assn. has been formed (Vol. 16:1 p15), but improvement of foreign TV sales conditions is only beginning. Feature films are hard to sell overseas, and are often severely limited by foreign theatrical exhibitors & movie unions.

Tape syndication, which became a reality in 1959, is still having growing pains. Duplicate tape prints are costly, shipping is often a problem, and many tape-equipped stations prefer kinescope prints because their video-tape playback facilities are in other use.

The supply of available pre-1948 feature films for TV is steadily dwindling, and an early solution to the demands of talent & creative unions for a share in post-1948 movie sales to TV is by no means in sight. But this is only part of the problem. As the sales director for a leading syndicator of both telefilms & features put it to us: "Either we haven't got enough features to meet the demand of stations in a TV market—or they refuse to pay the price we must ask for what we do have."

In the face of such odds, it's almost a surprise to find that there's a steady flow of product into the syndication market from the veteran distributors. Most of the large

firms try to bring a new telefilm series into syndication at least once every 3 or 4 months. A few (notably Ziv TV) launch shows as often as one every 2 months. Feature film firms space their packages further apart, usually scheduling a new batch at least twice a year (or more often, if they are small groupings).

Here's what leading syndicators reported to us recently about their new market entries in the year past:

ABC Films: With a total of 10 series (new & rerun) on the U.S. market, ABC Films continued syndication sales of 3 off-network properties—*The People's Choice*, *Meet McGraw*, & *Jim Bowie*. No major first-run series were launched, and the network-owned distribution firm considered the period primarily "a reorganization year for us." At least 4 first-run series are due in 1960, however. Last March, Henry Plitt, an executive of a southern theatrical chain, was named pres. of ABC Films, with Harold Klein, Plitt's former business mgr., named vp for business affairs. Noted by Plitt as a trend: "The increased salability of off-network telefilm comedy shows for daytime stripping, with local stations following the network daytime lead."

Cal. National Productions: NBC-owned CNP, after nearly 7 years in the field, scored its first breakthrough in network selling, landing the CNP-Goodson-Todman series *Adventures of Philip Marlowe* on ABC-TV & selling *The Lawless Years* on NBC-TV. CNP's own *Not For Hire* series, starring Ralph Meeker, was launched in first-run sales (at what CNP described as "realistic prices"), and rerun sales by the firm's Victory Program Sales div. "have soared," reported pres. Earl Rettig, confirming a steady demand in syndication for low-priced rerun properties with continuing audience potential, such as CNP's long-run *Victory At Sea* teledocumentaries.

CBS Films: This network-owned syndicator continued to expand on a number of fronts. In the program realm, *U.S. Border Patrol*, produced (as was *Navy Log*) in association with Sam Gallu, was launched in first-run syndication in April and soon scored a sizable regional deal with Amoco (73 markets of a total of 130). Soon thereafter, one of the season's biggest rerun properties, *The Phil Silvers Show*, was launched and scored an equally large near-national sale (to Carling Brewing for 69 markets of a total of 122). The off-network *Trackdown* was also put into rerun syndication. CBS Films' first tape series, the 30-min. taped-in-N.Y. *Robert Herridge Theater* (originally titled *Theater for a Story*) completed 22 episodes during the year, but still lacked a firm network deal or syndication plan. Production was also active on *Whirlybirds* (3rd year, in association with Desilu) to bring the number of episodes to 111 currently playing in 135 markets, including 75 for Conoco. Production was also completed on the 39-episode *Colonel Flack & Rendezvous* series for syndication. One of the few syndicated suppliers of news programs, CBS Films added 38 new stations (13 overseas) to the roster subscribing to CBS Newsfilm. On the foreign front, CBS Films expanded its activity to a total of 41 TV-equipped countries.

Independent TV Corp.: In its first year of operation (after Jack Wrather bought TV Programs of America), ITC launched 4 first-run shows into syndication; the co-production (with Sapphire Films) series *Four Just Men*,

Ding Dong School (on tape), *Sweet Success* and, most recently, *Interpol*. A 2nd year of off-network syndication sales of *Jeff's Collie (Lassie)* was begun, as well as off-network sales of *Brave Stallion*. At the network level, *The Gale Storm Show*, acquired by ITC in 1958, was sold to ABC-TV early in 1959 under an arrangement whereby GSS is telecast on a 5-times-weekly rerun basis with new episodes in a nighttime series. ITC's gross sales, Pres. Walter Kingsley told us, amounted to "a volume of \$14 million at a time largely devoted to the development of a sales force & regional offices." Foreign sales amounted to more than \$4 million (10% of total) on a total of 19 series in 42 countries. ITC had several management-level appointments during the year, notably ex-CBS Films program vp Leslie E. Harris to the new post of managing dir., international production, Charles W. Goit as natl. sales dir., and Alvin E. Unger to the rank of vp for syndication.

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MCA TV: Another active station-level telefilm supplier in 1959 was the syndication arm of Music Corp. of America, which is both a producer (Revue Productions) & distributor (MCA-TV for telefilms, Emka Ltd. for features). Three first-run MCA syndication properties were launched during the summer—*Shotgun Slade*, *Coronado 9* and *Johnny Midnight*—bringing the total domestic syndication properties to 25. MCA's sole feature package is the pre-1948 backlog of 700 Paramount movies, which went on the market originally in 1958. A total of 42 stations signed for Paramount features during 1959, with nearly all (95%) signing for the full package, said station sales vp Louis Friedland. Through its parent talent agency, Revue Productions is represented on all 3 networks with telefilm shows (*Wagon Train*, *Laramie*, *Johnny Staccato*, *Riverboat*, etc.) this season although the sales are not handled through the syndication channel.

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NTA: Early this fall, NTA, now a div. of National Theatres, introduced *Grand Jury*, produced by Desilu, as a first-run syndication entry. NTA had no off-network rerun properties on the market this year, but did launch a series of "conversation" video-taped shows, produced at WNTA-TV N.Y., featuring Mike Wallace, Henry Morgan, David Susskind & Alexander King, among others. A 2nd year of syndication was started for *U.S. Marshal*, *This Is Alice*, *How To Marry A Millionaire* and *Man Without A Gun*. On the feature front, NTA released a series of TV movie packages—"Sunset," "International," "Santa Monica" & "Wilshire"—picked from a 165-title bloc acquired by NTA from 20th-Fox, as well as 10 Shirley Temple films. At least 3 new telefilm properties will be syndicated (unless network sales are scored meanwhile) early in 1960. One 1959 NTA highlight was the N.Y.-to-Hollywood shift of executive personnel in Sept., accomplished with the aid of an airlift, to consolidate forces with National Theatres. Some executive-level shuffling was also done, with NTA syndication sales vp Michael Sillerman resigning late in 1959 and Arnold Kaufman, ex-RKO, named as vp for the remaining NTA telefilm sales functions in N.Y. In a related field, NTA vp for o&o stations Ted Cott set up a N.Y. pilot operation on non-closed-circuit Storevision this fall, and was making plans for NTA to syndicate the basic elements of the in-store daytime TV service to 25 other TV outlets.

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Screen Gems: With 22 series active in the U.S. & foreign markets, the syndication arm of Columbia Pictures-

owned Screen Gems kept its sales pipelines filled during 1959 with a steady product flow. Two first-run series were launched—Jack Douglas's *Seven League Boots* under a distribution deal; *Manhunt*, an SG-produced show in May & Oct. respectively. In addition, *Rescue 8*, produced in association with Bert Leonard, went into a 2nd year of syndication production, and SG launched off-network syndication sales on *Behind Closed Doors & Award Theatre* (former Alcoa-Goodyear episodes). The upward trend in residuals paid to name talent starring in telefilm series caused SG to choose carefully among off-network series offered in distribution deals, said dir. of syndication Robert Seidelman. Reason: SG—like other syndicators—must pay residuals at the time of the first syndicated sale, and then face the problem of operating in the red with a show until sales catch up with the talent payment. On the feature front, SG moved slowly, abandoning the 1956-57 tactics of large-package release on a national scale. In 1959, SG adopted a policy of feeding no more than 200 features gradually into the market from its reservoir of Columbia Pictures and U-I product, on a market-by-market basis.

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United Artists, UAA: UA-TV took its first plunge in the syndicated telefilm market early in 1959, launching sales of *Tales of the Vikings*, produced by Kirk Douglas's Bryna Productions. By Dec., the first-run series, an outgrowth of Douglas's feature film version of the same property, had reached a level of about 80 stations with several regional deals made. UA-TV also became a network-level telefilm supplier, breaking through with sales on *Troubleshooters & Dennis O'Keefe Show*, neither a major success, but at least paving the way for future UA-TV activity in this field and providing a backlog of future syndication releases. UA-owned United Artists Associated, now distributing both the cleared-for-TV feature films of UA and the Warner Bros. pre-1948 backlog, as well as *Popeye* cartoons, comedies, foreign co-production features, etc., continued to score regular sales (rerun sales in large markets, library deals in new TV areas or in small cities, for the most part). No off-network properties were launched and there was only limited foreign activity.

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Ziv TV: Currently the subject of Wall St. negotiations involving United Artists, Ziv TV maintained a steady pace of syndication releases during the year. These included the first-run *This Man Dawson & Lockup* series, a 3rd year of *Sea Hunt* (regarded by many as the most successful syndication series in TV), and the off-network release in syndication channels of *Tombstone Territory*. Having broken into the network production ranks in 1956 with *West Point*, Ziv continued to maintain its position with network level sales of *Bat Masterson*, *Men Into Space*, *The Man & The Challenge*. A pioneer in the selling of low-priced reruns, Ziv's Economee TV launched sales on the extensive backlog of *Highway Patrol* episodes, as well as continuing sales on such veteran properties as *Science Fiction Theater*, *Boston Blackie*, *Cisco Kid*, *Harbor Command*. One trend noted for us by syndicated sales mgr. Len Firestone was the growing tendency of major national advertisers (like American Tobacco Co.) to supplement network coverage & bolster weak sales areas with alternate-week purchases of new syndication properties, with Ziv and the stations selected by the prime advertiser teaming up to sell off the odd weeks locally or regionally. Ziv continued active during 1959 in the foreign telefilm field, with nearly 90% of the firm's syndication properties now language-dubbed for the overseas market.

Programming

Prestige-Show Sponsors Sought: All 3 networks are hunting sponsors for the growing crop of public-affairs & prestige shows scheduled or blueprinted for 1960. The chase isn't as difficult as it used to be—sponsors are becoming more concerned with their responsibility in TV's public image, and sales are keeping pace nicely with prestige-program plans, network officials told us last week.

The latest coup in this field has been performed by NBC-TV, which has signed Florist Telegraph Delivery Assn. to sponsor 2 NBC English-language operacasts—"Cavalleria Rusticana" on Jan. 31 and "Don Giovanni" on April 10. This marks the first time—apart from the annual "Amahl" shows—that the network has had a sponsor for its prestige-heavy, rating-light televised opera. NBC has also had recent success with Brown & Williamson (*Journey To Understanding*) and Purex (*Project 20*)—both normally associated with purely entertainment shows.

CBS-TV is equally active. In addition to its roster of such public-affairs sponsors as Bell & Howell and Goodrich (co-sponsors of *CBS Reports*) and Firestone, CBS brought back to network TV last week American Machine & Foundry Co. as a sponsor of *Tomorrow*, a new 6-program science series being developed with MIT (see Network Activity, p. 7).

ABC-TV is scouting what an ABC program executive called "preliminary agency reaction" to its blueprinted newsfilm series based on Winston Churchill's books.

In the wake of such moves, a new brand of rivalry is developing among network sales depts. As the sales development mgr. of one network put it to us: "It's easier to land an advertiser already sponsoring a public-affairs show than it is to start selling one on doing so." Thus sponsors who are pre-sold on the idea of public service shows are now enjoying a new height of status and everyone's chasing their business.

* * *

Edge-of-cliff sponsor rescue for WNTA-TV N.Y.'s much-praised, high-prestige *Play of the Week* was staged last week by Standard Oil Co. (N.J.), which will assume full sponsorship of the 120-min. pre-taped dramas on Feb. 8 for a 13-week initial period in a major local public-service gesture. The show's freedom to tackle controversial drama would not be affected by the move, stated M. J. Rathbone, Jersey Standard pres., and advertising in the prestige series will be handled on an institutional level. Commercials will be inserted only at the playwright's regular intermissions. Mr. Rathbone, reported the *N.Y. Times*, "said that he and his associates did not feel competent to control a theatrical venture and that the task should be left to those whose work had enjoyed sustained critical & public approval." David Ogilvy, pres. of Ogilvy, Benson & Mather agency, admitted that the show's heavy fan mail (27,000 cards & letters urging WNTA-TV to keep the show on the air somehow, despite low sponsorship revenue) was a factor in the oil firm's TV decision.

TV program criticism by Coty Inc. Pres. Philip Cortney was picked up by House Small Business Committee Chmn. Patman (D-Tex.) for 2 appendix insertions in one *Congressional Record* issue. With approval, Patman inserted texts of Cortney's statement at FCC's programming hearing (Vol. 16:2 p6) and the perfume manufacturer's San Francisco Commonwealth Club speech last Nov. 6 on "The TV Scandal & How to Defend Honesty & Morality."

Cancellation Activity: A sudden round of nighttime mid-season sponsor pull-outs left NBC-TV sales dept. last week holding the bag on a potential loss in gross billings of "about \$3 million." Because the sponsors were cancelling time periods and not just programs, there was no immediate carry-over of billings. NBC-TV thus faces the tricky problem of deciding whether to continue axed shows at NBC expense while searching for sponsors, or to put replacement shows in the periods to attract new business.

Sponsors notifying NBC-TV of cancellations last week were Singer Sewing Machine & Standard Brands (*Fibber McGee & Molly*, Tues., 8:30-9 p.m.), Procter & Gamble (*Wichita Town*, Wed., 10:30-11 p.m.), Block Drug (*Richard Diamond*, Mon., 7:30-8 p.m.) Renault (*Law of the Plainsman*, Thurs., 7:30-8 p.m.). The network still has the opportunity to sell the time in the usual rush of mid-season reshuffling, as none of the cancellations are effective immediately.

CBS-TV is also facing a round of sponsor shuffles, but they're primarily program changes rather than sponsor losses. *Person to Person* lost co-sponsor Richard Hudson, but gained full sponsorship from co-sponsor Pharmaceuticals Inc. Revlon cancelled the 90-min. *Big Party* but is buying a 60-min. weekly show in its place. *Masquerade Party* is being replaced by *The Kate Smith Show* but American Home Products is sticking with the time period. ABC-TV's only nighttime show axing this season was *World of Talent* but sponsor P. Lorillard continued in the time period with *21 Beacon St.*

Govt.-paid TV & radio time for Presidential tickets & Congressional candidates is provided in an election-reform bill (S-2823) introduced by Sen. Neuberger (D-Ore.). Complaining that "salesmanship, not statesmanship," has become the prime prerequisite of a candidate seeking office today, "he proposed to equalize big contributions to campaign funds with govt. subsidies. Under the Neuberger plan, half the costs of broadcast time (limited to 30 min. on radio & 15 min. on TV for primaries; times doubled for general elections) in campaigns for federal office could be paid by the govt. "To qualify for a federal contribution, the candidate could not purchase additional broadcast time in excess of the amount to which the federal contribution applies," Neuberger said. Candidates also would be entitled to recover part of the costs of general campaign costs from the govt.

"Lady Chatterley's Lover" suit is none of FCC's business, in opinion of attorneys for Grove Press, which is defending itself against the Postmaster General's appeal from a court ruling which permits the book to use the mails. FCC had asked the Court of Appeals to confine its forthcoming decision to printed media (Vol. 15:52). "If it is the Commission's purpose," said the firm of Rembar, Zolotar & Leavy, "to instruct the court, in a case in which the Commission has had no part, on the proper bounds of judicial opinion, we submit that the effort is unseemly & unnecessary"—pointing out that no one has proposed to broadcast the book.

"Affront to radio & TV journalism" is the way the Radio-TV News Directors Assn. describes separate-but-equal news conferences for newspapermen & newscasters instituted by N.Y. Gov. Nelson A. Rockefeller (Vol. 15:46 p11) & Cal. Gov. Edmund G. (Pat) Brown. In a telegram to Brown, the RTNDA said its members line up with CBS, NBC & ABC in protesting the practice of holding cameras & microphones off for 2nd runs of the conferences.

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Personals: Alfred R. Schneider, ex-CBS-TV asst. to the pres. and onetime ABC-TV asst. business affairs dir., returns to ABC-TV as administration vp . . . John A. Cimperman, former legal attache, U.S. Embassy in London, named NBC director of practices in the new dept. of standards & practices; Edward G. Smith named Pacific div. administrator; James A. Stabile heads the dept.; Ernest Lee Jahncke Jr. is the standards dir. . . . Robert B. Jackson named asst. controller, CBS-TV, Hollywood . . . Johnston F. Northrop appointed administrative vp & treas., Corinthian Bestg. Corp.

William Hohmann named sales promotion & research dir., CBS-TV Spot Sales . . . William T. Corrigan named dir. of news & public affairs, KNXT Los Angeles and CBS-TV Pacific network . . . Norman Felton named dir. of programs & administration, CBS TV City, Hollywood . . . William H. Lynn Jr. named program development & supervision dir., ABC-TV Western div.; Carmine Patti appointed regional mgr., ABC-TV station relations dept. . . . Kurt Weihs promoted from staff artist to associate art dir., CBS-TV sales promotion & ad dept. . . . John Daly, ABC news vp, named to Public Health Service's Water Pollution Control Advisory Board by President Eisenhower.

Dean McCarthy, operations mgr. of Storer's WITI-TV Milwaukee, named to new post of quality control dir., Storer Bestg. Co., headquartering in Miami; Glenn Boundy Jr., national sales service mgr., WJBK-TV Detroit, succeeds McCarthy . . . Robert D. Doubleday, gen. mgr., KATV Little Rock, Ark., promoted to vp . . . Bob Villar promoted from local-regional sales mgr. to commercial mgr., WSFA-TV Montgomery, Ala. . . . Douglas Duperrault, ex-WTAR-TV & WTAR Norfolk, Va., named promotion mgr., WFLA-TV & WFLA Tampa, Fla., succeeding Byron Taggart, named asst. national ad mgr., Tampa *Tribune*.

John E. Person promoted from sales mgr. to gen. mgr., ITC of Canada Ltd. . . . William E. Harder promoted to production vp of Fred Niles Productions, Edward E. Katz to vp-controller, Frederick B. Foster to vp-sales mgr. . . . Robert L. Hutton Jr., TV promotion dir., and Louis A. Smith, midwest TV sales mgr., named vps, Edward Petry & Co. . . . J. Sydney King, onetime program dir. of WBAL-TV Baltimore, returns as WBAL-TV & WBAL mgr. of public service & special events . . . Richard F. Kennedy elected vp for client services, BAR . . . Gustav B. Margraf, Reynolds Metals gen. solicitor, elected a vp. He was an NBC vp 1948-1955.

Stations

Secy. of State Christian A. Herter heads the speakers' list for the 38th annual NAB convention April 3-6 in Chicago at the Conrad Hilton Hotel. He will address the April 4 luncheon session. FCC Chmn. Doerfer is the scheduled speaker at the April 5 luncheon. As usual, the convention will be keynoted by NAB Pres. Harold E. Fellows in his annual address at the April 3 opening session. The 14th annual Broadcasting Engineering Conference will be conducted in the Sheraton-Blackstone Hotel across the street from the Hilton, where broadcast equipment exhibits will be located. An engineering-sessions innovation this year will be a 30-min. preview of the exhibits by Chmn. Warren Braun (WSVA-TV & WSVA Harrisonburg, Va.) following the April 4 opening of the conference.

FCC Comr. Craven will receive NAB's 2nd annual Broadcast Engineering Award. He was picked for the 1960 honor by a Broadcast Engineering Conference subcommittee, headed by NAB engineering mgr. A. Prose Walker, which cited his work as head of the U.S. delegation at the ITU conference in Geneva last year in addition to his long Commission service. Now serving his 2nd FCC term (his first ran from 1937 to 1944), Craven also has been FCC's chief engineer, a pioneer in directional antenna design and a private TV-radio engineering consultant. The award will be presented April 6 at a joint engineering-management luncheon in Chicago's Conrad Hilton Hotel in conjunction with NAB's 38th convention April 3-6. Winner of the first NAB engineering prize was the Hearst stations' John T. Wilner (Vol. 14:51 p9).

WTVP (Ch. 17) Decatur, Ill. is the latest acquisition, for about \$600,000, by Metropolitan Bestg. Co. FCC recently approved Metropolitan's purchase of KOVR-TV Stockton, WTVH Peoria & radio WIP Philadelphia (Vol. 16:1 p11). Its other stations are WNEW-TV & WNEW N.Y., WTTG Washington & radio WHK Cleveland. Blackburn & Co. advised Metropolitan on the Decatur purchase.

KFBB-TV (Ch. 5) Great Falls, Mont. has been sold with radio KFBB for approximately \$1 million by Wilkins Broadcast Inc., with Joseph P. Wilkins remaining as pres. & operating mgr. New owners, operating as KFBB Corp., are David E. Bright, chmn., H & B American Corp. (aircraft parts & steel forgings); Ernest Scanlon, formerly UPA Pictures exec.; and Daniel O'Shea, ex-CBS vp, onetime pres. of RKO Radio Pictures.

Uhf CP (Ch. 62) has been granted for Tacoma, Wash. to the Tacoma School District No. 10, which plans commercial operation. Also authorized were a Ch. 76 translator for Cortez, Colo. and a Ch. 70 translator for Santa Rosa, N.M.

Elimination of beep tone for news stories phoned in & recorded but not for 2-way conversations, is provided in a new tariff filed with the FCC by AT&T. It goes into effect Feb. 6 unless FCC holds it up. So far, no objections in sight.

Single application for new TV station filed with FCC last week was for Ch. 35, Springdale, Ark., by William M. Harlow, owner of radio KBTN Neosho, Mo.

Testimony on TV allocations by FCC, before the Senate Commerce Committee, is likely to come during the last week in Jan. or first week in Feb.

Once-yearly return to air of WRAY-TV (Ch. 52) Princeton, Ind., which went off air in 1954, has been authorized by FCC for Jan. 18-Feb. 1 March of Dimes drive.

Trade Report . . .

JANUARY 18, 1960

1959 FACTORY TV-RADIO-PHONO SALES: Statistical picture of 1959 continues to shape up—this week with figures on factory sales of consumer electronic items. Only surprise is in phonograph category, where factory sales are somewhat higher than originally anticipated, because of pickup in stereo interest during last couple of months of 1959.

TV factory sales last year totaled 6,285,000 units, geared closely to the year's production of 6,349,000 (Vol. 16:2 p17). Phonograph sales at factory level reached 4.3 million (not including somewhat less than 100,000 record-player attachments). Radio factory sales were 15,394,000 (9,950,000 home & portable sets, 5,444,000 auto), highest figure since the late 1940's.

Factory unit sales of principal consumer electronic items from 1955 through 1959, based on EIA data (1959 figures rounded and subject to slight changes) are given in this table:

	TV	Phono	Radio
1955.....	7,738,062	2,267,000	14,050,956
1956.....	7,351,040	3,789,000	13,398,347
1957.....	6,387,762	4,659,000	14,448,315
1958.....	5,051,060	3,972,000	11,942,000
1959.....	6,285,000	4,300,000	15,394,000

Factory sales dollar volume figures aren't available yet, but 11-month figures show 1959 average factory values of \$140.50 per TV set, \$86 per phonograph, \$21.20 per home radio.

Exact full-year retail TV sales figures won't be available for a few weeks, but last year's retail sales trend by type of set has now been established. Portable-&-table-model category made slight advance at expense of console sales—but inroad wasn't as heavy as it threatened to be early last year. Since the percentages below are rounded to the nearest full percentage point, they don't really indicate the climb in combinations, which, though less than one point, is considered significant.

The table below, based on EIA data since 1953 (when first statistics were collected on TV set types) shows consumer TV purchases at retail:

	Table & Portable	Console	TV-Phono Comb.
1953.....	46%	51%	3%
1954.....	55%	43%	2%
1955.....	57%	41%	2%
1956.....	64%	35%	1%
1957.....	60%	38%	2%
1958.....	56%	41%	3%
1959.....	57%	40%	3%

TV-RADIO PRODUCTION: EIA statistics for week ended Jan. 8 (first week of 1960):

	Jan. 1-8	Preceding week	1959 week
TV	105,078	76,643	91,212
Total radio.....	306,076	218,846	254,021
auto radio	175,101	94,868	107,875

New "compatible" stereo recording system, developed by Fairchild Recording Equipment Co. and Beltone Recording Studios, N.Y., is said to produce records which may be played stereophonically on present stereo phonos or monaurally on monaural phonos with standard mono pickups. In the new process, low-frequency notes (below 200 cycles) are not separated but are reproduced through both channels in the stereo system. Design Records is due to market recordings made by the new process, at \$1.98 each.

Radio TV Training Assn. Inc., 52 E. 19th St., N.Y., has been instructed in an order by FTC hearing examiner J. Earl Cox to halt alleged misrepresentations about jobs & salaries which can be obtained by students completing its correspondence course. In the order (which is not a final FTC decision), Cox said that the RTTA course didn't equip students for "a successful career in the fields of science & industry to which the literature refers." He ordered dismissal of 6 other charges in the original complaint.

Pilot production of tunnel diodes has been initiated by General Transistor Corp., it was announced last week by Pres. Herman Fialkov. He said the pinhead electronic devices are being shipped, priced at about \$50 each, and referred to but did not disclose "important breakthroughs which we hope will permit us to bring the price down markedly." Research dir. Dr. Bernard Jacobs said General Transistor has solved a vital production problem that has plagued other producers, and will now turn out "substantial" quantities of tunnel diodes which will offer peak-to-valley ratios of up to 6-to-1. The concern's pilot types reportedly have 20-ma peak current, 3-mv dissipation, 3-15-mils junction diameter; have been measured in the 100-200-mc region. Meanwhile, across the Atlantic, IT&T subsidiary Standard Telephone & Cables Ltd., London, has announced development of a tunnel diode and plans to market it in the U.S. at prices under those of American competitors. Both GE & RCA also are offering sample quantities of tunnel diodes.

New Emerson and Du Mont TVs & stereo phonos again emphasize revitalized interest in the combination or "home entertainment center." Among Emerson's drop-ins is a "modular ensemble" of matching TV, stereo-phonograph & 2nd-channel sound system with record-storage cabinet, priced at \$248, \$138 & \$68 respectively. Also featured by Emerson is a "True-Slim" portable line, "the slimmest 17-in. full-power-transformer portable TV receivers introduced with wireless remote control," in 3 models at \$158 to \$248 (latter with remote unit). Other new Emerson sets: seven 21-in. TVs, new push-button clock radio. Du Mont's 9 new sets are topped by \$1,200 Marseilles 21-in. TV-stereo-AM-FM combination and feature two 21-in. & two 24-in. TVs at \$359-\$650, 2 AM-FM stereo units at \$499, AM-FM table radio at \$100, 9-transistor pocket radio at \$58.

Ban on TV remote-control devices which make it easy for viewers to tune out commercials is being urged by Chicago TV maker U.A. Sanabria. In full-page Chicago newspaper ads, he is enlisting readers to write their Senators & Representatives to propose protective legislation. Says the plea in part: "It is un-American & unsportsmanlike, and therefore should be unlawful, to deny TV stations, networks and advertising sponsors the fruits of their investments, which give us these wonderful shows free." Without such protection, he warns, "we will soon have to pay for our TV programs." Sanabria's ad also notes that his concern produces a remote control—an automatic programmer—which does not "cheat the sponsor." It enables the viewer to pre-select programs, "but it cuts out nothing."

RCA has added a line of build-in stereo phonograph & AM-FM radio units for installation in walls & room dividers. The new instruments, and RCA's "Mural TV" receivers for home builders & remodelers, are being displayed at the National Home Builders Show in Chicago this week (17-21). Two models of the stereo units already are being shipped to distributors & builder reps: model BK-1 phonograph, with a dual amplifier that produces 19 watts of maximum music power; model BK-2, a deluxe version with AM-FM tuner, 58-watt output.

Users of foreign-made electronic components must identify the country of origin on products, packaging, advertising and literature to comply with regulations outlawing deceptive trade practices, warns the import-study group of the Assn. of Electronic Parts & Equipment Mfrs. These requirements apply to all sellers, including manufacturers, distributors or dealers, EP&EM claims.

Marriage of Siegler and Webcor may be in the wind, although both deny they've had discussions. Pres. John G. Brooks says Siegler is interested in acquiring Webcor, "but there have been no formal negotiations so far. Also, we are part of a group of manufacturers, including Emerson, seeking this purchase." He denied reports that Siegler is interested in buying only the Webcor stock held by Chmn. Titus Haffa, said his firm has looked at "a number of other companies." Haffa cast even less light on the reported romance. "There's no truth in any report that Siegler tried to buy my stock," he said. "It's not for sale. I didn't buy back my stock to sell it again," he added, referring to his recent stock fracas with Emerson (Vol. 15:29 p22). Haffa believes the acquisition talk may have sprouted from conversations between the 2 companies on possible sales of Webcor changers to Siegler, parent of Olympic Radio & TV.

Motorola, following industry trend toward decentralized operations, has established 4 wholly-owned subsidiaries for marketing & sales of products manufactured by the various divisions of the parent company. They are Motorola Consumer Products Inc., Motorola Semiconductor Products Inc., Motorola Aviation Products Inc. and Motorola International S.A., the latter firm handling licensing & manufacturing of foreign-made Motorola-brand products. Officers of Motorola Consumer Products (all of whom retain their positions in the parent organization): Robert Galvin, chmn. (Motorola Inc. pres.); Edward R. Taylor, pres. (consumer products exec. vp); Edwin P. Vanderwicken, vp-treas. (vp-secy.-treas.); S. R. Herkes, vp (consumer products mktg. vp); Lewis Spencer, secy.

Electronic air conditioners moved closer to reality with Westinghouse's announcement last week of the commercial availability of thermoelectric cooling devices. "We are now equipped to manufacture these devices in quantity and in a variety of shapes & sizes for industrial & military applications," reported semiconductor dept. mgr. D. W. Gunther. "Free of compressors, coils and other equipment found in conventional refrigeration systems, the new cooling units are well suited to a broad range of applications." He said commercial production was made "economically feasible because of important Westinghouse advances in the composition & preparation of the thermoelectric materials." Gunther noted that the thermoelectric devices can be applied to "spot cool" electronic components, such as transistors, to prevent overheating.

"**First successful conversion of heat** directly into alternating current in significant amounts" is reported by General Dynamics Corp. The AC electricity was produced by a high-temperature cesium cell converter without rotating machinery or DC-AC converters, and was in range of 100 kc. Dr. Frederick de Hoffman, pres. of General Dynamics' General Atomic div., predicted that the new method of directly converting heat into AC current may someday supplant turbines, generators, steam boilers and other conventional equipment in power plants. No difficulty is foreseen in cutting the AC production to the 60-cycle level required by utility companies for home use & most industrial applications.

Bids for 10,000 TV sets manufactured under U.S. standards are sought by the Egyptian govt. Proposals for supply & delivery of the sets (3,000 14-in., 5,000 17-in., 2,000 21-in. models) must be filed by Jan. 31 with the General Organization for Five-Year Industrial Plan, 6 Khalil Agha St., Garden City, Cairo, according to the Commerce Dept.'s Bureau of Foreign Commerce.

Trade Personals: James D. McLean, former pres. of Hoffman labs div., Feb. 15 becomes pres. of Stromberg-Carlson and senior vp & member of management board of parent General Dynamics Corp. The onetime vp-gen. mgr. of Philco's govt. & industrial div. succeeds Robert A. Tait, who will continue with General Dynamics as a consultant; Allan R. Shilts, Stromberg-Carlson controller, appointed to new post of vp-gen. mgr. . . . Frank A. Morris named acting engineering dir., Stromberg-Carlson special products div. (hi fi, auto radios, sound products, etc.) . . . Kenneth L. Henderson named principal engineer, Stromberg-Carlson research div.; Robert B. Taylor engineering services mgr.

Norman E. Johnson promoted from vp to pres., Admiral International Corp. & Admiral Corp. Interamericana . . . Matthew L. Devine, ex-Cresap, McCormick & Paget management consultants, elected pres., Amphenol-Borg, succeeding Arthur J. Schmitt, who continues as chmn. & chief exec. officer . . . Lewis L. Strauss, ex-Atomic Energy Commission chmn., named to RCA & NBC boards. He had previously served on the boards in 1953 . . . Richard W. Mohr appointed sales analysis & controls supervisor, Tung-Sol, succeeding Robert E. Bilby, now ad & sales promotion mgr.; John D. Van der Veer named govt. relations mgr.

Fred R. Raach, former management consultant, named staff vp, RCA management engineering . . . Dr. W. R. G. Baker and Haraden Pratt re-elected treas. & secy. of IRE; Ferdinand Hamburger Jr., Johns Hopkins U., elected editor, succeeding John D. Ryder . . . Justin J. McCarthy named mgr., Sylvania electronic tubes private brand renewal sales, succeeding Louis A. Wheelock, retiring . . . Richard B. Leng, Packard Bell group vp, named to head new defense & industry group for advanced military & industrial electronics . . . Brig. Gen. Francis F. Uhrhane assigned to command Army Signal Corps' Ft. Huachuca (Ariz.) electronic proving grounds.

Technical session on TV-radio receivers June 20-21 in Chicago will be sponsored by IRE's Professional Group on Broadcast & TV Receivers and the Chicago section of IRE, concurrently with the start of the June Chicago markets. The conference, successor to the Spring Technical Conference in Cincinnati, will be held in Chicago's Graemere Hotel. Deadline for submission of technical papers is Feb. 22. Papers chairman Jack E. Bridges, Warwick Mfg. Co., suggests such topics as transistorized TV circuits, new components, new picture-tube developments, stereophonic multiplex systems. Information is available from Bridges or conference committee chmn. Pieter Fockens, Zenith.

"Conference on Consumer Protection" has been called by Atty. Gen. William P. Rogers for March 10-11. He said chief legal officers of all states, Puerto Rico, Guam and the Virgin Islands have been invited to participate in the sessions to see what they can do to help the federal govt. solve "problems involved in consumer & investment protection." Anti-trust enforcement will be the agenda's No. 1 item. Joining with the Justice Dept. in the conference will be FTC Chmn. Earl W. Kintner, who conducted a consumer rally on deceptive advertising practices last month (Vol. 15:52 p5), and SEC Chmn. Edward N. Gadsby.

Japanese invasion of hearing-aid field in U.S. may be heralded by an announcement that Tokyo Shibaura Electric (Toshiba) will market two 4-transistor aids here at \$29.95 & \$39.95. U.S.-made hearing aids range from \$50 to more than \$300 list.

Laboratories subsidiary has been established by General Telephone & Electronics for broad scientific research in the electronics & communications fields. Dr. Herbert Trotter Jr. has been elected pres. of the wholly-owned GT&E Laboratories Inc. He had been senior vp for research & engineering for GT&E's subsidiary Sylvania Electric Products. GT&E Chmn. Donald C. Power said Sylvania's Bayside, N.Y. research labs will form the nucleus of GT&E Labs. Additional facilities will be added as the new subsidiary expands its research activities. GT&E Labs will HQ in the General Telephone Bldg., 730 Third Ave., N.Y.

GE is offering a business-improvement course to independent TV-radio servicemen via its electronic parts distributors. The course was prepared under the direction of Dr. John K. Pfahl, Ohio State U. associate prof. of business organization. It embraces a long-playing recording, "Sounds of Success," of interviews with 30 successful service technicians, a 104-page treatise on *Sound Business Practices*, a 64-page text on *Selling Electronic Service*.

Leadership in 1959 production & sales of phonograph records is claimed by both Columbia & RCA Victor. Columbia Records Pres. Goddard Lieberson contends his concern was tops by capturing 20% of the disc market, claims independent surveys back his claim. RCA Victor rebutted that its business was up 13% over 1958, that 1959 was "the best year" in its history, and that it had continued "its leadership in the manufacture of phonograph records."

High-fidelity hearing aid which delivers "the closest thing to normal hearing" has been developed by Zenith and is in commercial production with a retail price tag of \$225. E. M. Kinney, Zenith vp & hearing aid div. gen. mgr., hailed the device as a major advance in solving hearing problems, said it "offers a 98% greater range of reproduced & amplified sounds than is possible through present transistor hearing aids." The 5-transistor device, named Extended Range, weighs 2 ounces, complete with mercury battery, and has a maximum acoustic gain of 75db.

Motorola has completed negotiations for purchase of the business & assets of the LearCal div. of Lear Inc. (Vol. 15:50 p17). Motorola will acquire Lear's executive & private aircraft products business for an undisclosed amount of common stock—the figure to be determined after final appraisal of various assets, including inventories & accounts receivable.

Litton Industries has consolidated its Times Facsimile Corp. and Westrex Corp. divs. to facilitate the introduction of new product lines, and to step up sales & service. The consolidation merges engineering, production, sales and service depts. of the 2 organizations. Westrex is active in the development of single-sideband equipment for communications applications.

Philco enters component hi-fi field, showing its new line of equipment at the Los Angeles Hi-Fi & Stereo Component Show. Included in the line are Stereo-Phone speaker systems with Fidelitron electrostatic reproducer, AM-FM stereo tuner, 40-watt stereo preamp-amplifier, 12- & 15-in. woofers. They'll be sold through component hi-fi distributors & dealers.

Expanded program of dealer assistance by distributors will be a major 1960 marketing goal of the new Zenith Sales Corp., headed by Leonard C. Truesdell. The new subsidiary will expand the Zenith marketing development dept. headed by J. B. (Kip) Anger, with 8 field representatives conducting retail sales training schools for the 500 salesmen of Zenith's 76 distributors.

Finance

SKIATRON 'ERRORS' CONCEDED: There were "obvious errors" in an SEC stock registration statement filed with SEC last Aug. by Skiatron Electronics & TV Corp., but any mistakes of "commission or omission were made in good faith," the company's special counsel James M. Landis maintained last week.

Defending Skiatron Electronics against SEC charges that led to suspension of trading in its stock (Vol. 16:2 p24), Landis also told SEC examiner Robert Hislob at a Washington hearing that the pay-TV company's troubles with the govt. couldn't have come at a worse time.

The former Harvard Law School Dean, who was SEC chairman and an FTC member in New Deal days, said that when SEC brought its false-&-misleading stock data charges against Skiatron Electronics in Dec.: (1) A "letter of intent" to provide \$50 million for financing pay-TV operations had just been obtained by Matthew M. (Matty) Fox's Skiatron of America, exclusive licensee of the system. (2) "Serious negotiations" with "a major motion picture company" to take over Fox's financially-pressed enterprise were under way. Landis didn't say who had offered the "letter of intent" or which movie company had been ready to take over Skiatron of America, and examiner Hislob asked no questions about them.

The first 3 days of the SEC hearing, which was expected to run a week or 2 more in Washington and possibly in N.Y., otherwise were largely taken up by SEC attorney Eugene Rotberg, who introduced voluminous exhibits intended to prove that: (1) When Skiatron Electronics sought to register 172,242 shares for public sale, some already had been sold in violation of SEC law. (2) Skiatron Electronics Pres. Arthur Levy loaned Fox shares which Fox posted as collateral for loans which were defaulted. (3) These & other dealings weren't disclosed in the SEC registration statement.

A battery of other SEC lawyers aided Rotberg, including Frederick Moss & Edmund H. Worthy of the agency's corporate finance div. Representing Levy was Julian Jawitz, N.Y. lawyer, who described his client as a man who had dedicated himself to establishment of pay TV against "opposition of a powerful group"—including the broadcasting industry, Congress and FCC. Fox was represented by Delmar W. Holloman of the Washington law firm of Davis, Richberg, Tydings, Landa & Duff.

Early-session witnesses in the proceedings included vp Harold Springer of the Colonial Trust Co., N.Y. and Charles Halsey, a partner in Bache & Co., who were summoned by Rotberg to trace involved Skiatron Electronics-Skiatron of America transactions through their ledgers. Rotberg told us he'd call at least 8 more witnesses—including Fox—before he wound up SEC's case.

SEC meanwhile ordered further suspension of trading in Skiatron Electronics stock to Jan. 26.

Stanley Warner Corp. reports record income & earnings for 1960's first fiscal quarter, ended Nov. 28. Pres. Simon H. Fabian noted that 1959 was a record year for Stanley Warner, which also operates WAST (Ch. 13) Albany-Troy-Schenectady, and said: "Based on our operations to date, we have great expectations for 1960." For the fiscal quarter ended Nov. 28:

	1959	1958
Gross income	\$32,366,397	\$30,719,700
Net income	1,210,448	1,179,695
Per common share	60¢	58¢

THE NATIONAL VIDEO STORY: Now publicly traded and soon to seek a listing on the American Stock Exchange, National Video Corp. calls itself the 3rd largest manufacturer of TV picture tubes (after RCA & Sylvania) and the largest "independent"—meaning not owned by a company which also makes TV sets.

The Chicago-based manufacturer, headed by Pres. Asher Cole, was the subject of a recent offering of 283,307 Class A shares at \$15 each, formerly owned by officers & directors of the company. Prospectus tells this story about the large midwest supplier of original-equipment CR tubes:

National Video claims to produce approximately one out of every 8 picture tubes (excluding reclaimed tubes) made in the U.S. (Its principal customers are Admiral, Motorola, Muntz, Setchell-Carlson, Trav-Ler and Warwick, the latter firm owned by Sears Roebuck and a supplier of Sears Silvertone TV sets.) Its affiliated manufacturing firm, Rico Electronics Inc. of Vega Alta, Puerto Rico, makes electron guns for National Video, and each share of National Video also includes a beneficial interest in one share of Rico through the newly established Rico Trust.

Approximately 95% of National Video's sales in the fiscal year ended May 31, 1959 were made to TV set makers for original equipment; 85% of total sales went to the 6 set makers listed above. Admiral & Motorola accounted for about 65% of National's total sales. During the fiscal year, the company made 840,000 picture tubes—averaging 70,000 a month, ranging from a low of 49,000 to a high of 99,000 per month. At 3-shift capacity, the company can produce 1.25 million a year. Production for the fiscal year ranged from 42,000 to 107,000 per month.

At capacity operation level, National employs about 750 and Rico about 125 people. The company's officers (all also directors): Asher J. Cole, pres.; Harold Cole, sales vp; A. D. Giacchetti, engineering vp; M. L. Hayes, vp; Joseph Grossman, secy.-treas. Compensation paid to key officers & directors during fiscal 1959, as reported in the prospectus: Asher Cole, \$125,000; Ralph E. Stolkin, former vp no longer employed, \$33,000; Hayes, \$31,000.

The prospectus lists combined current assets of National & Rico at \$3,903,859 as of Aug. 31; property, plant & equipment valued at \$3,617,588; total assets \$5,324,468; current liabilities \$2,144,030; long-term debt \$552,190.

Financial statement for 6 months ended last Nov. 30, released last week, lists net sales at \$8,290,672, net income \$530,926 (86¢ a share)—no 1958 comparison given. These financial results are listed in the prospectus (earnings based on the 616,667 combined Class A & Class B shares now outstanding):

For 3 months ended Aug. 31 (unaudited):

	1959	1958
Net sales	\$3,737,216	\$3,157,643
Net income	180,967	139,437
Per common share	29¢	23¢

For 12 months ended May 31 (audited):

Net sales	\$14,853,531	\$11,697,930
Net income	1,018,996	350,021
Per common share	1.65	57¢

Textron Electronics' Globe Electronics div. rolled up a 200% 1959-over-1958 sales increase and hiked its business 11% since becoming a Textron div. in Sept., reported the subsidiary's Pres. Leo I. Meyerson. "During the 2nd half of 1959," he noted, "sales gained more than \$1,044,000 over those of the first 6 months." He attributed the sharp increase in sales to Globe's new "citizens broadcaster CB-100 2-way radio."

NT&T net income for the 52 weeks ended Sept. 29 was considerably greater than the 53-week period of the preceding year. Theater admissions were much higher as NT&T weeded out unprofitable & marginal theaters. Earnings included gains of \$979,491 from the sale of KMSP-TV Minneapolis, and \$270,000 from disposition of theaters & real estate, said Pres. B. Gerald Cantor. Operations of NTA & subsidiaries were included from last April 1, the date of acquisition of majority interest. Referring to the fact that NTA operations are included only from April to Sept., Cantor said that during this period the TV market for feature films and 30-min. series underwent a drastic change. Independent producers & distributors such as NTA were adversely affected by a glut resulting from the bulk sale of some movie libraries to TV stations, and a reduced demand for independent programs because of increased pre-emption by the networks. NTA has substantially reduced its operating costs to adjust to these changed conditions.

For 12 months to Sept. 29:	1959	1958
Gross income	\$66,758,211	\$53,667,765
Net income	1,497,117	1,301,749
Per common share55	.48
Common shares	2,700,806	2,699,486

Loew's Inc. reported slightly lower net profit & sales for the first fiscal quarter ended Nov. 26, as compared with the same 1958 period, but Pres. Joseph R. Vogel said all company divisions operated profitably during the period. He said that during the current fiscal year gross TV income from pre-1948 movies will continue at about fiscal 1959's \$10.9-million level. The report of Loew's Inc. for first 12 weeks of fiscal year:

	To Nov. 26	To Nov. 20
	1959	1958
Gross revenues	\$27,633,000	\$29,736,000
Net income	1,852,000	1,952,000
Per common share	71¢	73¢
Common shares	2,608,888	2,668,388

General Instrument Corp. reported record sales for 9 months ended Nov. 30 and earnings that topped the net for the entire fiscal year ended last Feb. 28. Chmn. Martin H. Benedek also reported record sales for the 3rd fiscal quarter and said net profit for the period was the highest for any quarter in the concern's history. He attributed the improved performance partly to a "more profitable product mix, leaning strongly on semiconductors & military equipment." Semiconductor sales for the 9-month period more than doubled those of the year-ago period; backlog more than tripled from Nov. 1958 to Nov. 1959. Benedek reported that General Instrument entered its 4th quarter with the overall order backlog at a record \$33,238,000. For 9 months ended Nov. 30:

	1959	1958
Sales	\$41,277,875	\$34,161,392
Net income	1,378,233	960,717
Per common shares ..	90¢	70¢
Common shares	1,529,473	1,373,273
For the quarter ended Nov. 30:		
Sales	\$15,896,621	\$15,085,325
Net income	764,623	606,240
Per common share....	50¢	44¢

Trav-Ler Radio Corp. quadrupled earnings on a healthy sales rise in 6 mos. ended Oct. 31:

	1959	1958
Sales	\$12,444,974	\$7,808,717
Net income	452,848	107,038
Per common share	55¢	14¢
Common shares	817,445	761,995

TelePrompTer offering of 145,000 shares of common was oversubscribed and the books closed, the underwriters said last week. The stock was priced at \$12 a share, for a total offering of \$1,740,000. The proceeds will be used for various corporate purposes, including expansion into CATV.

Sonotone Corp. sales & earnings in 1959 were "the best in history," with every product line ahead of 1958 performance, Chmn.-Pres. Irving I. Schachtel reports. He anticipates sales approaching \$25 million and earnings of about \$1 per share on 1,147,775 common currently outstanding, compared with 1958's earnings of \$800,473 (71¢ on somewhat fewer shares) on \$21,513,064 sales. "We foresee a continuance of this improvement through 1960," he said. Some 50% of Sonotone's business is hearing aids, 20% is nickel-cadmium batteries, 15% electronic tubes, 15% electronic components, including ceramic phonograph-playing cartridges. Schachtel announced that Sonotone is tooling up to introduce its first low-price cartridge for the mass phonograph market. It will also introduce an "ultra-fine cartridge for the high-fidelity connoisseur." The Elmsford, N.Y. concern is "constantly looking for acquisitions of electronic companies, although to date all of our new products have been developed from within," said Schachtel. "We are not considering any offers to be acquired." On Feb. 1, Sonotone will begin a test in 30 of its 350 hearing-aid dealerships on the traffic pull of vitamin products, to supplement dealer income.

Eitel-McCullough rolled up 1959 sales of approximately \$26 million, compared with the 1958 volume of \$16,186,849, finance vp E. E. McClaran reports. The San Carlos, Cal., producer of electronic components & tubes anticipates a 1959 net of \$1.5-\$1.8 million (87¢-97¢ a share, based on 1,827,242 common shares presently outstanding). Eimac's 1958 earnings: \$212,928 (26¢ on 825,271 common shares). McClaran noted that the current order backlog approximates \$12 million vs. \$9.7 million in June, \$11.5 million in Dec., 1958. He attributed 1959's substantial profit improvement largely to the fact that "1958 earnings were adversely affected by start-up expense in our new facilities."

Telechrome Mfg. Corp. suffered a sag in earnings despite a brisk pickup in sales during the quarter ended Sept. 30:

	1959	1958
Net sales	\$485,468	\$343,454
Net income	28,275	37,177
Per Cl. A share	13¢	22¢
Shares outstanding	221,167	165,800

Electro-Voice Inc. declined sharply in sales & earnings in the 9 months to Nov. 30:

	1959	1958
Net sales	\$7,738,375	\$8,493,419
Net income	167,792	415,826
Per common share	35¢	1.04

Reports & comments available: Philco, analysis, Parrish & Co., 40 Wall St., N.Y. 5 . . . Magnavox, report, Gude, Winmill & Co., 1 Wall St., N.Y. 5; review, Hayden, Stone & Co., 25 Broad St., N.Y. 4 . . . Siegler, analysis, Irving Weis & Co., 40 Exchange Place, N.Y. 5 . . . Hoffman Electronics, report, H. Hentz & Co., 72 Wall St., N.Y. 5 . . . AT&T, appraisal, Herbert E. Stern & Co., 52 Wall St., N.Y. 5 . . . TelePrompTer, prospectus, Bear, Stearns & Co., 1 Wall St., N.Y. 5 . . . "Electrical Equipment & Electronics in 1960," pamphlet, E. F. Hutton, 61 Broadway, N.Y. 6.

Common Stock Dividends

Corporation	Period	Amt.	Payable	Stk. of Record
Allied Radio Corp. . .	—	\$0.08	Feb. 23	Feb. 8
Belock Instrument . . .	Stk.	2½%	Feb. 11	Jan. 12
Electronics Investm't.	—	.03	Feb. 29	Feb. 1
Natl. Theatres & TV.	Stk.	2%	Feb. 16	Jan. 26
National Video "A" . .	—	.22½	Feb. 15	Jan. 29
Philips' Lamp Works .	—	6% of par	Jan. 5	Jan. 5
Wometco "A"	Q	.17½	Mar. 15	Mar. 3
Wometco "B"	Q	.06½	Mar. 15	Mar. 3

WEEKLY **Television Digest**

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The authoritative service for executives engaged in all branches of the television arts & industries

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ALL-INDUSTRY TV SHOWDOWN set by Magnuson, who calls Feb. 19 summit conference of networks, NAB, Code Board, AAAA, FCC, ANA, FTC on reform moves (p. 2).

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NETWORKS' RESPONSE TO DOERFER: Public-affairs programming plan promises 60-min. weekly in option time from each (pp. 2 & 4).

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SEC VS. SKIATRON: Second week of SEC stock-registration hearings produces mass of detail on loans obtained by Matty Fox (p. 20).

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GENERAL DYNAMICS HEADS Defense Dept.'s list of fiscal 1959's top 100 prime contractors; 26 electronics firms on list (p. 18).

113 GENERALS & ADMIRALS employed by 20 top electronics defense firms, House subcommittee reports in urging 2-year ban on sales to govt. by retired officers (p. 18).

MAGNAVOX GOES INTERNATIONAL, signing agreement with biggest British retail chain for sale of its products, and buying control of Collaro (p. 19).

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PURCHASE OF 10 CATV systems plus equipment maker, microwave system and radio station for \$2 million planned by TelePrompTer, buying Antennavision properties (p. 11).

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FOREIGN (p. 11). **CONGRESS** (p. 12). **PROGRAMMING** (p. 13). **PERSONALS** (p. 14).

TV ALLOCATIONS OUTLOOK—UNCHANGED: Everyone is wondering whether anything new can possibly develop from Senate Commerce subcommittee's Feb. 2 hearing on TV allocations, called by Chmn. Pastore (D-R.I.) last week. FCC members are only witnesses scheduled to date, and, as far as we can tell, they will describe their proposed interim drop-in plan (Vol. 16:2 p1), give their views on it—little else.

One possible novelty would be some sort of progress report on results of consultation with OCDM regarding possibility of shifting vhf spectrum from military to TV use. We can find no one at FCC with high hopes on that score, but they're all willing to be pleasantly surprised.

"It is hoped," said Sen. Pastore hopefully, "that the committee will be able to determine once & for all what the policy is with reference to the utilization of the vhf & uhf TV channels in the Commission's overall TV plan, so that the general public will know specifically what kind of service and the amount of service it will have available to it." Kenneth Cox, Seattle attorney who has handled several TV projects for committee, will be on hand again.

We asked one of FCC's most-scarred veterans for his long-range view of allocations, and he came up with this: "I think it will be like FM. FM laid around here for 10-15 years, and now it's finally beginning to move. Uhf will probably work out the same way." He thought FCC would be able to hang on to the uhf spectrum during the fallow years.

Meanwhile, FCC is considering whether to specify the markets where it would like to drop in short-spaced vhf assignments under its proposed rule-making. Subject is on agenda for next week; with all 7 Commissioners on hand, there may be a decision to name cities—perhaps 6 to 8.

Extension of the Feb. 19 deadline for comments on the proposal is much sought by industry. AMST has asked until June 20. Assn. of Federal Communications Consulting Engineers seeks 60 more days to ponder engineering details. There's very good chance extension will be granted, because many at FCC acknowledge that deadline was very short for such a far-reaching proposal.

Budget came through last week with FCC's request for \$2.25-million uhf study (Vol. 15:48 p2). Its prospects are unfathomable. Sen. Magnuson (D-Wash.), who is chmn. of both Commerce Committee and the Appropriations subcommittee with jurisdiction over FCC, said: "I haven't analyzed it yet. I haven't even gotten around to that part of the budget. I haven't any idea how the subcommittee will act on the item." He expects to hold budget hearings on FCC in about 2 weeks.

ALL-INDUSTRY TV SHOWDOWN SET BY MAGNUSON: Biggest gathering of TV clans ever assembled under one Capitol Hill roof at one time has been called for Feb. 19 by Senate Commerce Committee Chmn. Magnuson (D-Wash.), acidulous critic of broadcasting's program & ad practices.

Chiefs of networks, NAB, TV Code Board, advertising groups—along with FCC & FTC—were summoned by Magnuson to put in appearances at 10:30 a.m. that day in Hearing Room 5110 of New Senate Office Bldg. for showdown session on TV's ills and what they are doing to cure them. He said they should be ready to discuss "tangled TV problem," adequacy of Communications Act & TV Code in covering "deceptive & fraudulent" practices, and "need, if any, for legislation in this field."

Put-up-or-shut-up summit conference with industry had been pledged by Magnuson in blistering statement last Nov., when he threatened to move early in this Congressional session for legislative correction unless TV cleaned itself up (Vol. 15:47 p5).

Full Commerce Committee will join Magnuson for highest-level meeting, which will be open to public & press, but won't be formal Senate hearing. "We'll just sit around & talk and see what they're doing," Magnuson told us, indicating that what he sees & hears will do much to determine what he'll do next.

Biggest names in broadcasting are expected by Magnuson to show up for session—along with FCC Chmn. Doerfer, FTC Chmn. Kintner, spokesmen for AAAA and ANA.

Magnuson's conference is timed to follow up scheduled Feb. 8 grandstand opening of TV & radio payola hearings by House Commerce Legislative Oversight Subcommittee (Vol. 16:2 p1). In preparation for expected sensations in that Capitol Hill show, House approved \$275,000 for extra investigative expenses by oversighters this year. And subcommittee staffers were working overtime to get ready for hearings. They were reported running down payola leads in N.Y., Philadelphia and Boston in particular—and poring over subpoenaed books of Miami's Americana Hotel, where disc jockeys held much-celebrated convention last May 27-June 1.

Oversighters also are counting on headlines—probably this week—when they issue report & legislative recommendations on last year's TV quiz hearings. FTC also is expected to be heard from this week with another batch of payola complaints against record manufacturers & distributors (Vol. 16:3 p8).

Note: "Periscope" item in Jan. 25 Newsweek said Senate Majority Leader Johnson (D-Tex.) & House Speaker Rayburn (D-Tex.) had "quietly agreed to push for 'some kind of legislation' to curb TV abuses." We were unable to reach Johnson & Rayburn at press time, but spokesmen for them told us that was the first either had heard of any such agreement—quiet or otherwise.

NETWORK RESPONSE TO DOERFER PLAN: New 3-network public-affairs agreement was adopted last week as direct result of FCC Chmn. John C. Doerfer's Jan. 14 proposal in N.Y. that the networks evolve an evening public-affairs program strip (Vol. 16:3 p4). Joint agreement followed a Jan. 18 summit meeting of leaders of the 3 networks.

Doerfer will not get his wish for a 7:30-8 p.m.. rotated public-affairs period—at least, not in form he suggested. ABC-CBS-NBC plan sets a minimum goal of "at least 1 hour per week in evening option time" for public affairs on a 52-week basis, with each network going its own way in deciding whether agreed-on hour will be one show or 2, and in what time slots.

Only network really affected is ABC-TV, which has elected to program 2 weekly 30-min. public-affairs shows this fall in Tues. & Sun. evening periods. Currently, sole program of this type on ABC-TV is weekly 30-min. John Gunther's High Road, which may not be in ABC-TV's fall lineup.

No major program step-up is actually necessary at CBS or NBC under new plan. Both networks are already up to minimum level adopted, and existing shows—such as NBC-TV's World Wide 60 and CBS Reports—will be scheduled to conform to the plan.

Are any major changes really caused by new plan? Yes, several: (1) By agreement, networks will program public-affairs shows to appear on different nights of the week, avoiding a feast-&-famine informational diet. (2) ABC-TV will now come up to at least minimum levels of public-service programming set by other 2 networks. (3) New precedent has been set for Justice Dept. dealings inasmuch as the network agreement, in effect, is a collaboration.

Network affiliates are also brought into picture under new plan, which states: "Once every 3 weeks, each network will make available to its affiliates a half-hour period out of time earmarked as above so that affiliates may originate [public-affairs] programming on a local basis in that period." Stations will now have to step up their own local efforts in this area and syndicators will get a new, ready-made program market for public-affairs shows.

Plan will go into effect after elections "in view of the intensive public-affairs coverage between the political conventions & election day," networks agreed.

John S. Hayes, pres. of WTOP-TV Washington, and one of most active CBS-TV affiliates, applauded the plan. "I think that affiliates' reaction is going to be favorable," he said. "It's going to work. Constructive. It pins everyone down to specific performance. I'll bet the stations end up selling the shows, but they've got to learn how to sell them."

Jack Harris, chmn. of NBC-TV affiliates board of delegates & vp-gen. mgr. of KPRC-TV Houston, told us Jan. 22 he was "very enthusiastic" about the plan and that it wouldn't "impose a burden on affiliates" although some might have to "fortify their news & public-affairs staffs to meet this challenge."

Sen. Magnuson (D-Wash.), chmn. of Commerce Committee: "It's a step in the right direction. I am still studying the plan, and it undoubtedly will be discussed at our forthcoming conference." (See p. 2.)

INDUSTRY'S LEADERS GIRD FOR HEARING FINALE: Fresh from their quick consideration of FCC Chmn. Doerfer's prime-time-public-service suggestions (see above), networks—& NAB—take stand in Commission's programming hearing this week—for climax & finale of the massive inquiry.

Very top executives will be the witnesses. They are primed with weeks of preparation, as well they should be, for this all-out effort to counteract the dozens of previous witnesses, many respected in their fields, who have indicted broadcasting with unprecedented vehemence.

The witnesses: ABC, Pres. Leonard H. Goldenson; CBS, Pres. Frank Stanton; NBC, Chmn. Robert W. Sarnoff; NAB, Pres. Harold E. Fellows, Radio Code Board Chmn. Cliff Gill, counsel Whitney North Seymour. TV Code Board Chmn. Donald H. McGannon, who testified previously for the board, will speak for his own company, Westinghouse Bcstg. Co. Also scheduled—to answer ASCAP charges (Vol. 16:3 p5)—is BMI Chmn. Sydney Kaye.

Hearings will run Jan. 25, 26, 28 & 29. It's doubtful whether this week will clean it up; some sessions next week are expected.

INSATIABLE DEMAND FOR AM & FM STATIONS: The constantly accelerating flow of applications for new & improved AM & FM facilities hasn't abated one whit. That's certainly apparent from our latest tally of station statistics, summing up as of Jan. 1—in connection with forthcoming publication of our annual Radio Station Directory, now in hands of the printer.

FM is at the point of many hotly-contested hearings, while AM application backlog has mounted at such a tremendous rate that FCC Chmn. Doerfer recently said flatly: "If substantial improvement in our AM processing is not achieved in a comparatively short time, I shall not hesitate to recommend a freeze on all AM applications until we pull abreast of a quota we can handle expeditiously."

Operating AM stations have reached total of 3,456 as of Jan. 1, up 84 from 6 months ago, while FM

is up to 677, a rise of 57. Applications for new AM stations total 711, up from 645 July 1, and requests for changes in AM facilities hit 757, up from 636. There are 105 FM applications pending vs. 67 six months ago. Herewith are the year-by-year totals since end of World War II:

AM			FM		
Year	Licenses & CPs	On Air	Year	Licenses & CPs	On Air
1945	1056	913	1945	288	48
1946	1579	1027	1946	684	140
1947	1961	1586	1947	1010	374
1948	2131	1877	1948	976	687
1949	2246	2045	1949	791	728
1950	2351	2199	1950	706	672
1951	2410	2306	1951	654	640
1952	2516	2377	1952	648	612
1953	2644	2451	1953	602	550
1954	2782	2662	1954	583	549
1955	2941	2814	1955	557	536
1956	3140	3024	1956	559	528
1957	3289	3180	1957	588	537
1958	3423	3318	1958	686	571
1959	3527	3456	1959	839	677

Networks

More about

BACKGROUND OF DOERFER PLAN: FCC Chmn. Doerfer was taking no chances when he discussed his public-service plan with the networks, making sure to clear all anti-trust angles with the Justice Dept. He dealt with Robert A. Bicks, acting assistant attorney general in charge of the anti-trust div., telling Bicks in a Jan. 20 letter:

"I discussed [the plan] on a confidential basis with some well-informed affiliates whose interests do not always coincide with the networks'. They agreed that this plan, providing for 'option time' rather than 'prime time,' would get the cooperation, in their judgment, of all the affiliates.

"The informal discussions with the Commissioners indicate that they, too, are of the same mind. In addition there are indications that the old concept of 'sustaining' (not sponsored) & 'sponsored time' for public-affairs programming will be abandoned. There does not seem to be any intelligent relationship between high-level programming & sustaining programming. Experience with high-grade informational, cultural and educational programming during the past few years demonstrates the opposite."

Bicks promptly assured Doerfer that he saw no "anti-trust objection" and he wished Doerfer *bon voyage* with "best of luck in your endeavor."

The summit conference at the Harvard Club, N.Y. Jan. 18, was attended by Doerfer and Frank Stanton & James Aubrey, CBS; Robert Kintner & David Adams, NBC; Leonard Goldenson & Oliver Treyz, ABC.

The agenda, as outlined by Doerfer in a memo: "The problem is how to get 'public affairs,' 'informational,' 'educational' and 'cultural' programs during prime time on all of the networks for at least 4 days out of the period from Mon. through Fri., with affiliates programming on local basis during prime time at least one day between Mon. & Fri., exclusively.

"Object is for networks to program national & inter-

national problems, news documentaries, or news in depth, which would include the possibility of educational & cultural programs. Agreed that these were hard to define, but nonetheless understandable by experienced broadcasters." Then, pencilled in: "Could be sponsored."

The Doerfer Plan Described

The first plan discussed was titled simply, the "Doerfer Plan." Here's how the memo describes it. "The Doerfer Plan was that one network, say 'X,' would program the first week on Mon., Tues., Thurs. and Fri. between 7:30 p.m. and 8:00 p.m. Wed. would be reserved for local affiliates to put on local programming between 7:30 & 8:00. Thus, the networks would handle, among other things, informative programs regarding national & international matters, as well as high-grade cultural & educational programs. The affiliates with a smaller budget, but nonetheless an important problem, could program matters of local importance, plus local educational or cultural matters. The next week the same format except a different network, say, network 'Y.' The following week, network 'Z.' This would bring between Mon. through Fri., inclusive, the following advantages:

"(1) 150 min. (30 min. x 5 days) of public affairs programming that the public would get.

"(2) The public could rely upon a definite schedule—would soon learn that 7:30 to 8:30 each week is this type of program.

"(3) Justifies the use of option time, with exceptions, on the ground that it is a local program of the same type but of more importance in the eyes of the local broadcasters, using their own judgment. There must always be some leeway for a reasonable variation, but no leeway for a subterfuge to program light entertainment.

"(4) Although network 'X' for the first week might suffer because of the attraction of other programming, it will regain that the following 2 weeks—when it cuts down its competition on a network basis 50%, *i.e.*, it will compete against only 1 network whereas it continually competes against 2. Affiliates also would be in the same position.

If the programming is done in a highly attractive manner, then there should be no loss of viewers. The programs need not be sustaining—they may be sponsored both on a network & on a local basis."

Then came a description of "proposal No. 2"—NBC's: "Each network will earmark at least ½ hour of prime time each evening (Mon. through Fri.) for public-affairs programming in a fixed time period for 52 weeks a year.

"In addition, each network will withdraw present service of ½ hour of prime evening time (option time) each third week so that its affiliates may originate local public-affairs programming in that period. The networks will consult with each other with government approval so that the periods designated by each under the foregoing plan will fall on different evening, for the purpose of providing maximum spread of public-affairs programming each week for maximum viewer choice. This will provide for 270 min. of programming each week for the public—(7 days x 30 mins. plus 60 min. local).

"This gives more minutes of public affairs programming but lacks definitiveness, that is, instead of falling between 7:30 & 8, it may fall in any half hour segment 7:30 to 11 on weekdays and 6 to 11 on Sun., N.Y. time.

"It may offer less havoc with the affiliates or give them an excuse for not being able to plan definitely their own programming. One of the important elements of any arrangement is to have full cooperation of all affiliates."

Two More Proposals

ABC's plan, "proposal No. 3", was brief:

"Would provide for rotation within the week rather than by the week, that is, network 'X' would program each Mon. between 7:30 & 8:00; network 'Y' would program between 7:30 and 8:00 each Wed.; and network 'Z' 7:30 to 8:00 each Fri.—with either Tues. or Thurs. to be alternated each week by one of the networks and remaining day (Tues. or Thurs.) by the local affiliates each week."

Finally, there was a compromise "proposal No. 4" which differed from the finally announced agreement. It provided that network "X" would handle 30 min. each week, in the 7:30-11:00 period, on Mons. On Tues., the affiliates of "X" would program every 3rd week. On Weds., network "Y" would do the 30-min. stint weekly, while its affiliates would carry on for 30 min. every 3rd week. Network "Z" and its affiliates would do the same for Fris. & Sats.

"The advantages here," the Doerfer memo said, "would be that the responsibility of public-affairs programming would be split up among the networks each week and respective affiliates each third week. The disadvantages are . . . public service programming during prime time on Sat. or Sun. is not too desirable.

"There is no definitiveness—could not rely upon uniformity of time—and would have to consult newspapers, etc. The programming by the networks would be reduced to 90 mins. per week, although the affiliates would be increased to 90 mins. per week."

Thereafter, final agreement was reached (see p. 2).

Color programming on NBC will total 450 hours in the first half of 1960. "That's about 100 hours more than in the same period last year," NBC-TV vp for sales Don Durgin told an RTES seminar audience Jan. 21 gathered at NBC's Ziegfeld Theater color studio for an NBC-assisted status report on color progress. Durgin said that, with more than 300 stations now equipped to re-broadcast network color, it is becoming a definite factor in current network sales contracts by advertisers who consider color-TV-equipped homes "a quality market worth reaching."

NBC LOOKS AT 1959: Advertising revenue increased for the 12th straight year at NBC-TV in 1959, jumping 10% above 1958 to a new gross level of \$300 million for time, facilities & program billings on network-produced or -sold shows, the network's official year-end wrap-up stated last week. Advertisers spent \$28 million for time & talent on NBC-TV's roster of 200 specials, a 40% hike over 1958. Colorcasting emerged during the year as a strong factor in network sales, NBC-TV reported, with \$43 million (out of \$50 million) in automotive billings specifically for color programming, despite continuing limitation on the total number of color-equipped homes. NBC-TV color programming totalled 735 hours last year, an increase of 30% over 1958.

Network news-in-depth & public-affairs shows came into their own at NBC-TV in 1959, aided somewhat by the post-quiz problem of improving TV's general social image. NBC news produced 30 programs covering the Khrushchev-Eisenhower trips alone (and received a coveted Sylvania Award). The network's first weekly prime-time documentary series, *World Wide 60*, was announced, to start this month in the Sat., 9:30-10:30 p.m. period. Sports coverage totalled 450 hours, a 50% jump over 1958, with sponsors making a time-&-program investment of \$36 million in 1959 on sports shows.

NBC-TV's average evening network lineup advanced from 137 stations (1958 level) to 144 at year's end. Station lineups for NBC-TV's *Today & Jack Paar Show* participation programs totalled 148 & 146 respectively, and combined ad billings in the 2 participation shows reached \$20,875,000 during 1959. As the year closed NBC-TV had 192 affiliates & 20 satellites, covering 99% of U.S. TV homes. Of these, 164 were color-equipped for network feeds.

A total of 216 names were on NBC-TV's 1959 client list, including 24 of the top 25 advertisers, by the network's count. New sponsors included United Airlines, Lanvin and Puritron, although such 13-year veterans as Gillette & Kraft were still around at year's end.

An impressive growth chart is currently appearing in the advertising of ABC-TV to point up its decided progress in obtaining share-of-audience since 1953. Using Sun.-Sat. 8-10:30 p.m. Nielsen multi-network markets figures for Dec. only in the 6 years of 1953-1958 and the Nielsen 24-market share of audience for Dec. 1959, ABC-TV shows the chronological year-by-year share-of-audience growth of 11.4, 13.5, 16.7, 20.6, 23.3, 27.3—culminating in 1959's 30.9. The latter figure is the first to surpass the audience shares of the other 2 networks, which are stated by ABC-TV's chart to be 30.5 and 28.4. The network starts 1960 on the same healthy note with another ad spotlighting the year's "first" Trendex & Nielsen reports—both of which show ABC-TV out in front of its network competitors: 19.1 to 19 & 17.5 per Trendex (8-10:30 p.m., Mon.-Sun.), 19.3 to 19.1 & 17.3 per Nielsen (24 market).

Injunction against Hubbell Robinson Productions & NBC was denied playwright Mel Dinelli to "stop presentation" of "The Man," Jan. 4 Ford-sponsored *Startime* presentation starring Audie Murphy. Dinelli had consented to sell production rights to the play to Robinson but "insisted on adaptation rights as well." Robinson rejected the proposal, instead purchased contractual rights to the play which had been sold by Dinelli to RKO pictures. Dinelli may still seek damages from Robinson-NBC.

Net TV Ahead in Nov. The national ad volume gained 8% in Nov. over Nov. 1958, reflecting sizable business increases tallied by magazines (up 18%), network TV (14%) and business papers (10%), the latest *Printers' Ink* index shows. Suffering from a cutback in automotive lineage, newspapers sagged 7%, also dropped 22% from the Oct. volume. Only 2 of the major media had better Nov. than Oct. business: network TV (2%), business papers (1%). Magazines were down 6%. Network radio continued as the poorest performer—down 22% from Nov. 1958, down 12% from Oct., down 14% year to date. The general index gain for Jan.-Nov. was 9%, and all major media had cumulative increases excepting network radio & outdoor. The latter is estimated down 2%, based on incomplete data. Best performances among major media: network TV for Nov.-from-Oct. (up 2%), total magazines for Nov.-over-Nov. (18%) and year-to-date (12%).

Medium	Index		% Change from		% Cumulative change
	Nov. 1959	Nov. 1958	1 month ago	1 year ago	
General Index	224	208	- 7	+ 8	+ 9
Total Magazines	184	156	- 6	+18	+12
Weekly	197	170	-15	+16	+12
Women's	143	117	+14	+22	+10
General Monthly	234	200	0	+17	-18
Farm	122	101	+16	+21	+ 5
Newspapers	167	179	-22	- 7	+ 6
Network Television	492	433	+ 2	+14	+11
Network Radio	21	27	-12	-22	-14
Business Papers	244	221	+ 1	+10	+ 6
Outdoor	158	156	-16	+ 1	- 2

All indexes have been seasonally adjusted. The index shown for each medium is based on estimated total advertising investments in the medium, including talent, production and media costs. For each medium, the base (100) is an average of total investments in the years 1947-49 except for the TV base which covers the years 1950-52. "Cumulative change" in the last column refers to the change from the same period last year of the index average from Jan. through Nov. 1959.

NETWORK SALES ACTIVITY

ABC-TV

- American Bandstand, Mon.-Fri., 4-5:30 p.m., participations. *Borden Foods & Best Foods* (both D-F-S)
- Daytime programming, participations, 13 wk. orders, two 15-min. segs. per wk. *Beach-Nut Lifesavers* (Charles W. Hoyt) & *Best Foods* (D-F-S)
- Paul Winchell Show, Sun. 4-4:30 p.m., 7 alt. 30-min. sponsorships over 14 wks. *General Mills* (D-F-S)

CBS-TV

- Garry Moore Show, Tues., 10-11 p.m., alt. wk. 30-min. segs. over 10 wks. *Scott Paper Co.* (J. Walter Thompson)
- N.Y. Philharmonic Young People's Concerts, 4 Sun. afternoon 60-min. taped programs, 1-2 p.m. *Shell Oil Co.* (Kenyon & Eckhardt)
- 1960 Olympic Winter Games, one-fourth sponsorship of the 11-day live & tape coverage, Feb. 18-28. *Renault Inc.* (Kudner)

NBC-TV

- Loretta Young Show, Sun., 10-10:30 p.m., alt. wks. *Warner Lambert* (Lambert & Feasley)
- Man from Interpol, Sat., 10:30-11 p.m., full sponsorship eff. Jan. 30. Participations in *Law of the Plainsman*, Thurs., 7:30-8 p.m., *Riverboat*, Mon., 7:30-8:30 p.m., *Play Your Hunch*, Mon.-Fri., 10:30-11 a.m.; *Young Dr. Malone*, Mon.-Fri., 3-3:30 p.m. *Glenbrook Labs div. of Sterling Drug Inc.* (Dancer-Fitzgerald-Sample)
- Overland Trail, Sun. 7-8 p.m., eff. Feb. 7, alt.-wk. ½s *P. Lorillard* (Lennen & Newell), *Standard Brands* (Ted Bates)

Radio Nets Optimistic: Although *Printers' Ink's* latest index shows Jan.-Nov. 1959 network radio business down 14% from Jan.-Nov. 1958 (adjoining column), the 4 networks closed out 1959 on a more optimistic note—all reporting business "generally very good" and ahead of 1958 performance. Actually, only CBS had black-ink operations. CBS "got into the black" in the 4th quarter, has "\$2 million net business lined up for 1960." NBC Radio was still in the red at 1959's end, but noted that losses have "been decreased by two-thirds since the end of 1956." ABC also wound up with a non-profit year, but said it was "much further ahead than at the end of 1958." MBS, plagued by financial & organizational difficulties, managed to finish 1959 near the "break-even" point.

Despite the preponderance of red ink, ABC said national & local sales of its o&o's were 22% ahead in 1959 over 1958. NBC has recorded more than \$6 million advance net sales for its new more-news-less-entertainment program plan. Only CBS continued heavy programming of daily entertainment in 1959, in face of trend by other networks to expand news & information services.

Successful transmission of live TV pictures by hollow metal waveguide for more than a half mile has been accomplished in England by Standard Telecommunication Labs (ITT). ITT said the pictures were of "acceptable" quality. This is believed to be the longest transmission of TV ever accomplished by waveguide—basically a hollow pipe. In the tests, the TV pictures were sent by pulse code modulation—also believed to be a "first" for TV. The signals were sent over a hairpin-shaped path, 3,600 ft. long. Principal advantage of waveguide is its large carrying capacity—as many as 400 TV channels or several hundred thousand telephone conversations simultaneously. Previous drawbacks have been the difficulty in making signals follow the curvature of the earth and a great loss of signal strength. ITT says it has succeeded in bending the signal by constructing the pipe of specially treated aluminum wire, formed like a tightly coiled spring. It hopes to combat signal loss by using amplifiers along the guide.

Over-horizon telephone relay between U.S. and the Bahama Islands was opened last week by AT&T and the Telecommunications Dept. of the Bahamas govt. Terminals of the system are at Florida City, Fla. and Delaporte Point, New Providence Island, a distance of 186 miles. The link currently can carry 24 telephone conversations—expandable to 72 circuits. This is the 2nd 2-way over-horizon communication route placed in commercial service between the U.S. and overseas points—the first being between Florida & Cuba, equipped for TV as well as telephone communications. AT&T long lines dept. says the new Bahamas relay is not currently capable of passing TV bandwidths and there are no current plans to equip it for TV.

Libel suit against Fulton Lewis Jr., MBS commentator, by Seattle educator Mrs. Pearl Wanamaker, which brought a set-aside jury verdict of \$145,000 for her (Vol. 15:45 p8), has been dropped in Washington's U.S. District Court. Lewis' counsel Roger Robb refused to confirm or deny reports that an out-of-court settlement had been reached in the suit, in which Mrs. Wanamaker accused the newscaster of falsely linking her with Communists. A new trial had been ordered after Judge George L. Hart ruled that the \$145,000 award—biggest libel damages ever fixed by a jury in the Washington court—was "excessive." He recommended that Mrs. Wanamaker accept \$30,000 instead, she said in an affidavit filed with the court.

The FCC

MORE ANTI-PAYOLA ACTION: FCC moved again last week. Not waiting to digest forthcoming Feb. 5 final station replies to its payola-plugola questionnaires (Vol. 16:2 p3), the Commission said it is acting right now to establish rules curbing the practices.

A notice of proposed rule-making is being drafted, probably will be issued within 2 weeks. The Commission said the rule-making would be designed to make licensees "take affirmative steps to prevent the broadcast of matter as a result of payola received by their employees." It's unlikely that FCC will spell out specific measures it expects stations to take. Rather, the proposal will let stations offer their ideas, after which the Commission will select what it considers to be the best—and imbed them in its rules.

The Commission also said last week that: (1) It wouldn't act on any renewals from now on before checking the station's response to its questionnaire. (2) FTC data on payola will be considered in weighing renewals.

FCC has received from FTC the names of some 70 station employes whom FTC alleges have taken payola. It's now studying discrepancies—if any—between station questionnaire responses and the FTC information. Only 300 stations haven't filed replies yet; FCC is prodding them.

FCC started its payola poll before Attorney General Rogers submitted his report to President Eisenhower (Vol. 16:2 p2), but it's interesting to note on page 47 of his report this language:

"The Commission would appear to have ample authority, under its general rule-making powers, to adopt regulations which would require licensees to take affirmative steps to prevent the broadcast of matter as the result of payola received by their employees."

In Ohio, U. of Cincinnati Law School Dean Roscoe L. Barrow, who headed FCC's network study, asserted that innocent victims of rigged quiz shows may be able to sue under the "loss of chance" doctrine. Speaking before the Advertisers Club, he also said: "The licensed broadcaster whose facilities were, without his knowledge, misused through the payola practice, may be able to recover from the recording companies under the familiar equitable doctrine of unjust enrichment." And he urged that "care should be taken that unwise legislation engendered by headlines & scandal does not evolve."

St. Louis Ch. 2 "influence" hearing resumes Jan. 26 in Philadelphia, before examiner Horace Stern, for the sole purpose of permitting attorney Robert Jones to change his testimony. Counsel for KTVI (Ch. 2) St. Louis, Jones had previously testified he had no contact with any commissioner in connection with the shift of Ch. 2 from Springfield, Ill. to St. Louis. Since then, he has recalled that he gave some documents to Comr. T. A. M. Craven. He now wants to acknowledge that fact. FCC have found the documents in Craven's files, and they will be identified during the hearing. It's expected that the hearing will last one day and the record will be closed. In other "influence" cases, Judge Stern has stated his intention of starting with hearings on Miami Ch. 7 just as soon as the Mack-White-side trial ends. The trial begins in Washington Jan. 25.

Ch. 70 translator grant in Weed Heights, Nev., to relay KXTV Sacramento, has been awarded to Anaconda Co.

Advertising

Admen Answer Critics: Reacting to FTC's barrage, the ad business last week let loose its own artillery.

Fairfax Cone, exec. committee chmn. of Foote, Cone & Belding (cited by FTC for stain-removal demonstration in Pepsodent commercials), demanded a separation of "the facts from the allegations" by the press Jan. 19, and asked newspapermen to stop equating advertising & admen with "such utterly diverse operations as payola." The press, Cone told the Newspaper Advertising Executives Assn. in Chicago, has "intimated that FTC has already held a hearing" and found Pepsodent, as well as others cited, "guilty of grave crimes against the public." The term "faking," as applied to telefilm commercial techniques, said Cone, is "the work of headline-chasers."

Cone's client, Lever Bros., had earlier issued a sharp statement concerning Pepsodent commercials. "The FTC did not say that Pepsodent will not remove yellow smoke stains," the firm said, "nor did it claim that the TV demonstration in any way misrepresented what actually occurs. It charged only that the visual method used in demonstrating that Pepsodent removes smoke stains from teeth doesn't prove it. We are confident that we will be able to prove to the Commission's satisfaction that the demonstration used is in all respects appropriate to convey properly Pepsodent's ability to remove yellow smoke stains."

Also in N.Y., a spokesman for an agency not presently under FTC attack, accused the Commission of "not attempting to correct abuses so much as it has been incorrectly abusing its privileges." Walter Weir, exec. committee chmn. of Donahue & Coe, in addressing the Art Directors Club of N.Y., responded to FTC's charge that "ads diverted trade unfairly from the manufacturer's competitors." Said he: "I hope the FTC will ask itself if making accusations on the front pages of the nation's newspapers before consulting privately with the parties concerned is not possibly the most unfair diversion of trade that could be visited on an American business."

4-A Adapts Copy Code to TV

On a related front, American Assn. of Advertising Agencies took another step in its own commercial cleanup among member agencies (Vol. 16:3 p8) by issuing a special new TV interpretation of the basic, 23-year-old 4-A copy code. TV commercials, often seen by mixed family groups, "are not always voluntary, as is the reading of print ads," cautioned AAAA. TV advertisers & agencies were advised that they have "a severe obligation to act in good manners as guests in the viewer's home."

Viewer irritation can be caused "by strident tones & improper voice levels & manners of certain announcers," said the 4-A bulletin. In other instances, "commercials which may be relatively inoffensive in their first appearance may become irritating by repetition," and "judgments should be stricter than . . . print advertising's because of the host-guest relationship between viewer & advertiser."

The 4-A copy interpretation also cited the following areas to be carefully scrutinized by advertisers: False statements or misleading exaggerations; indirect misrepresentation of a product, or service, through distortion of details, or of true perspective, either editorially or pictorially; statements or suggestions offensive to public decency; statements which tend to undermine an industry by attributing to its products, generally, faults & weaknesses true only of a few; misleading price claims; pseudo-scientific advertising; testimonials which do not reflect the real choice of a competent witness.

Print Media Pressing On: Braced by sharp gains all along the line, print media faces the future with scrappy optimism. Magazines have recaptured some lost page & dollar volume, newspapers are moving out in a sales campaign to maintain retail-ad leadership. But print media also know, and latest surveys show, that TV's giving none of its gains away.

Magazines mustered heavy comeback strength in 1959, racking up a 7.1% gain in ad pages to eliminate part of the 13% sag suffered in the previous year. The latest *Gallagher Report* also shows that 83 magazines gained \$92,756,484 in ad revenue for a 13.4% increase. In 1958, magazines had trailed their 1957 volume by \$42.3 million for a 5.7% loss.

Ad-page gains were scored by 69 of the 83 publications. *The New Yorker* retained its ad-page leadership of the entire list. *Business Week* and *Life* also gained and repeated their 2nd & 3rd place finishes, respectively. *Newsweek* moved up from 6th to 4th and thereby topped 5th place *Time* for the first time. Among the top 50 magazines, the biggest percentage gains were scored by *Reader's Digest* (up 51.1%), *Sports Illustrated* (25.1%), *TV Guide* (24.2%). Largest drop: *Charm*, down 12.7%.

Overall, total magazine (including supplements) revenue rose 10.8% in 1959 to a record \$898,218,610, late PIB-LNA compilations show. Dollar-volume leader was *Life*, again, which gained 9.6% over 1958 to \$134,441,468. Reflecting increased rates, *SatEvePost* and *This Week* posted dollar gains despite losses of 75 & 89 ad pages respectively.

Newspapers also are on the prosperity trail, and "intend to remain champs" in the retail ad field. So said the Newspaper Advertising Execs. Assn. at its annual meeting in Chicago last week. The meeting marked the kickoff of NAEA's 2nd annual "total selling" campaign to promote the newspaper industry and "win advertising revenue back from TV." (Vol. 15:4 p2). Newspaper ad volume will increase substantially in the next decade, *N.Y. Times* ad dir. Monroe Green told the group. He foresaw "persistent percent-of-field improvement as against TV, radio and magazines."

But there wasn't likely to be any slack-up in TV's status as a leading print-media competitor, NAEA admen were also told. A new survey conducted by *This Week* magazine among 25 vps & media dirs. of leading ad agencies annually placing \$650 million in TV reached the conclusion that, despite the recent quiz scandals & program investigations, "advertisers will continue to use TV to reach the audience that will still be there. . . . There will be no mass exodus of TV accounts." The agency-level checkup also found agency men predicting "closer network control of programming & commercials, with changes in discount structures [benefiting] smaller advertisers."

Ad People: Arthur J. Kemp, ex-McCann-Erickson named Compton vp & asst. to the pres.; Robert S. Howell promoted from production supervisor to vp & TV-radio programming & production mgr. . . . Vincent Tutching, McCann-Erickson Corp. International vp, named a dir. & gen. mgr. of new subsidiary Hansen Rubensohn-McCann-Erickson Pty., Ltd., Melbourne, Australia . . . F. Stanley Newbery Jr., ex-McCann-Erickson, named Cunningham & Walsh vp; Mrs. Jackie Agnew West, associate creative dir., elected vp.

Obituary

Harry H. Enders, 53, exec. vp of Young & Rubicam, died Jan. 21 of a heart ailment in Bronxville, N.Y.

Film & Tape

SAG STRIKE VS. MOVIES NEARS: Barring any unexpected, last-minute change, it appears certain that Screen Actors Guild will strike against the major film studios Jan. 31 or shortly thereafter—thereby forcing virtual suspension of movie production. Key issue: payments to actors on post-1948 movies sold to TV—a demand the major film studios have repeatedly refused to meet (Vol. 15:52 et seq.).

When SAG's board meets this week (Jan. 25), it is expected to call a mass membership meeting to consider a strike vote. That meeting may take place Jan. 31, the day the Guild's contract expires.

Both sides admitted that nothing came last week out of management's meetings with SAG, Writers Guild of America and Directors Guild of America. At these meetings, film executives said they hoped it would not be necessary to sell their post-1948s to TV, but they gave no commitments that they would not do so.

No Disruption to TV Films Now

TV, with its own issues, remained untouched for time being. WGA's strike against the majors & the Alliance of Television Film Producers Jan. 16, had not interrupted production in either movies or TV. Most TV companies are well stockpiled in scripts, and most series are nearing the end of their seasonal production. Remarked one TV executive: "If there had to be a strike, this was the time we could best afford it." As for SAG, it hasn't even begun negotiating with TV producers as yet, so they face no threat of immediate shutdown of production, as do the majors.

If WGA hasn't reached agreement with the networks by Jan. 31, the Guild probably will extend its strike to that area. The network contract originally expired Jan. 1, but was continued to Jan. 31. WGA has also extended until Feb. 12 its contract with independent producers not associated with networks or the alliance.

WGA estimates the backlog of post-1948 movies is worth about \$400 million. Its contract expired Nov. 17 but their negotiations with the major movie studios have collapsed completely. The studios are adamant in their rejection of post-1948 demands.

Alliance Pay-Boost Formula Is Rejected

Our source with the Alliance of TV Film Producers, whose members produce 60% of Hollywood's TV film, told us his organization had proposed across-the-board increases in minimums to WGA, but they were rejected. He added that the Alliance is determined not to give in on demands for reruns for overseas showings of films, residual payments in perpetuity, and a residual increase based on the writer's pay rather than the minimums (which currently are paid for reruns). "We're completely apart on opening up & liberalizing the rerun formulas. We feel that by offering them minimum increases, we are increasing their residuals," our source said.

On other strike fronts: SAG received pledges of support from actors' unions in Mexico & the British Isles. The Guild announced it has 400 contracts with producers providing for payments on post-1948s. WGA promised to indemnify any of its "hyphenated" members, (such as producer-writers or writer-directors) for damages from lawsuits arising from their refusal to perform writer services. It also threatened to expell any members found violating its strike order. And it signed another movie independent, Sol Lesser Productions.

Syndication Coups for NTA: A group of 30 post-1948 movies has been bought by NTA from Regal Films (independent producer Robert L. Lippert) for \$1.8 million, despite the current wrangle between talent guilds and film producers. NTA's unexpected move was made possible by a Regal-SAG contract, written at the time the low-budget features were made, which calls for actors to get 15% of original compensation as TV residual payment. The actors will benefit by more than \$95,000 from the deal, and the directors also will get a share. However, the films' writers won't, because WGA turned down Regal's formula for payment. Regal Films Pres. Edmund J. Baumgarten recently asked SAG to waive payments for TV rights to those movies which haven't yet recouped their production costs, but the Guild rejected the request.

The Regal Films were produced under an arrangement with 20th Century-Fox which distributed the movies. They were made between 1956 & 1958, and some are still in theatrical release. NTA intends to feed the package into syndication sales channels. NTA also has been offered post-1948s from some of the major studios, but no negotiations have begun as yet.

Also being discussed at NTA is multi-market spot placement of *Play of the Week*, rescued from last-minute oblivion this month by Standard (N.J.) Oil Co. (Vol. 16:3 p14), which may enable the 120-min. taped show to operate, at least, at a "modest profit," and to be sold elsewhere.

Another feather in NTA's sales cap: After nearly 2 years of sales effort, NTA has a N.Y. outlet (WABC-TV, starting Jan. 30, 10-10:30 p.m.) and a N.Y. sponsor (Hudson Pulp & Paper) for its *How to Marry a Millionaire*.

Four Star's 16 Pilots: Four Star Television is projecting a record 16 pilots, one of which already has been sold. That's the tentatively titled *Tom Ewell Show*, which CBS-TV snapped up for next season immediately after seeing the pilot. Westerns are the most popular fare on Four Star's pilot program, 8 being planned. Some projects are co-production deals—with networks or other companies.

Four Star's plans include an untitled comedy starring Peter Lind Hayes & Mary Healy; an untitled comedy starring Gertrude Berg; a 60-min. pilot of *Michael Shayne* for NBC-TV; remake of a pilot done last year by Bing Crosby Productions, *The Law and Mr. Jones*, starring James Whitmore. The company also—in association with the production combine of Arthur Gardner, Arnold Laven and Jules Levy (*The Rifleman*)—plans 3 Westerns: *Simon Battle*, *Lariat Jones* and one still untitled. In association with producer Mike Meshehoff & Howard Duff it will pilot *Willy Dante*, in *Dante's Inferno*, starring Duff.

With producer Hal Hudson & writer Luke Short's Caprock Productions, it will pilot a Western, *Yuma*. With Hudson & the Zane Grey Company, it plans a Western starring Dean Jones. With producer Vincent Fennelly's Hildegard Productions, the company is piloting *Stagecoach West*, a 60-min. show for ABC-TV. Producer Aaron Spelling (*Johnny Ringo*) has 3 pilots he plans in association with Four Star: 2 Westerns, *Border Town* and *The Reno Brothers*, and *Tales of the Unknown*, an anthology dealing with the supernatural. Another pilot being made by Four Star is "J.P.," an action-adventure series being produced with Vincent Fennelly for ABC-TV.

TV-radio center to consolidate CBC's 11 scattered facilities in Toronto has been initiated with the purchase of a 33-acre site. No date has been set for construction.

ITC-ATV's 1960 Plans: A major revamp of Independent Television Corp.-Associated Television Ltd. organization is in the works. ITC, the telefilm company jointly owned by Jack Wrather & Britain's commercial program supplier ATV Ltd., will soon revert to its original status as a distributor of filmed & taped TV shows. A Wrather Hollywood production unit, ATV and independent telefilm producers will act as the ITC program source, and all production duplication will be eliminated.

ITC is extremely interested in strengthening itself through mergers or acquisitions, we're informed by Wrather, but he scotched trade reports that he is negotiating for a studio as a production base. "We looked into the Desilu situation when it became known it was for sale," he said. "However, we decided it was not wise to buy at this time. We are analyzing the industry situation because our object is to make ITC as strong as possible. We feel there are certain companies with which we have a mutuality of interests. Our desire is to increase our size through merger or acquisition. There is no room for small or intermediate companies in this business."

Wrather said he'd had conversations with Columbia Pictures Pres. Abe Schneider, "an old friend." Co-production of ITC-ATV series with Columbia's Screen Gems was discussed, among other subjects, but Wrather declined to elaborate. Merger was not one of the subjects, he said.

ITC reportedly will drop its own production unit in Hollywood, headed by Ted Rogers, which has planned several telefilm series and supervises production of taped *Ding Dong School*, now in syndication. The latter show, and other ITC-syndicated properties (*Four Just Men*, *Sweet Success*, etc.), will continue in production & sales. However, *Gale Storm Show* on ABC-TV is being dropped.

More Production In Britain

Much production emphasis in the revised ITC-ATV structure will be shifted to London, where ex-CBS Films vp Leslie Harris, now managing dir. of ITC international production, is supervising several new projects. Tape-equipped (U.S. standard) ATV is currently handling on-location TV recording of shows in CBS-TV's *Person to Person* series, and plans a number of location-taped specials of its own in Europe and the Far East. Included in this group of projects is a *Playhouse 90* special starring Laurence Harvey & Simone Signoret which would be the first U.S. dramatic TV show to be taped overseas. Also planned are taped specials ranging from Covent Garden opera productions in London to an outdoor water festival in Australia.

ATV, now taking a more active role on the international telefilm front as well as in the tape field, is mapping new film specials & series. ATV deputy managing dir. Lew Grade & production executive Val Parnell (who is also managing dir. of the London Palladium) along with ITC's Harris, are currently concluding a U.S. visit during which they've discussed co-production film deals with U.S. networks & movie majors. Two new telefilm series, *Whiplash* (filmed in Australia) and *Danger Man* (filmed in Europe), exist in pilot form, and are being shown to potential buyers as possible mid-season replacements or fall program purchases. Production chief Harris envisions telefilm production moving toward a more international level in 1960. "There are really only 4 film centers that can act as a production base for a 39-week telefilm series—Hollywood, N.Y., London & Sydney," he told us in N.Y. last week. "Among these, our own ATV-ITC production plans call for a slightly heavier balance of production of film & tape shows outside the U.S. than in it."

HOLLYWOOD ROUNDUP

Katz Sees Early Sell Season: Oscar Katz, CBS-TV network programs vp, sees indication of an earlier selling season than usual for the fall of 1960. He told us he believes most shows will be bought in Feb. & March. CBS-TV has already bought one series for the fall, *The Tom Ewell Show*, from Four Star Television.

The network is also involved in over 30 pilot projects, though it hasn't yet been decided how many will be filmed. Filmed thus far are a 60-min. untitled underwater series, to be produced by Ivan Tors at Ziv TV, with Keith Larsen & Jeremy Slate starring; *The Defenders*, a 60-min. action-adventure show, with Herbert Brodtkin producing for the network (no cast set); and *Pete & Gladys*, starring Harry Morgan, with Parke Levy producing. Among the network projects being considered for piloting are *Mountain Man*, a Western which would be on film, and *Star Witness*, a live & tape series.

Warner Bros. has merged its TV commercial & industrial films div. with its cartoon div. David H. De Patie, gen. mgr. of the former has been named gen. mgr. of the combined div. . . . Screen Gems plans a series titled *Sea Rover*, to be produced by Art & Jo Napoleon. . . . Pinebrook Productions Inc. has been formed by Richard Conte for the production of movies & TV films.

Producer Aaron Spelling is planning a pilot, *Tales of the Unknown*, an anthology series about the supernatural —also 2 Westerns *Border Town* and *The Reno Brothers* . . . NBC will finance the pilot of an untitled comedy series to be produced by Stanley Roberts' SR Productions.

MGM-TV has signed Richard Chamberlain as the lead for its pilot, *The Paradise Kid*, produced by Paul Monash. Incidentally, all of MGM-TV's pilots will be produced as originally scheduled, being in no way affected by the WGA strike; scripts had been prepared before the Jan. 16 walk-out . . . CBS Films Inc. has signed producer-director Ralph Levy to produce a half-hour comedy series.

Roncom Productions has signed Shelley Hull to produce a Western pilot, *Tate* . . . Karen Sharpe is leaving her regular role in the *Johnny Ringo* series, complaining she hasn't been given enough to do.

Television Film Assn. has named John P. Ballinger of Screen Gems as president; Jack M. Goetz of Consolidated Film Industries, vp-dir.; Nicholas Muskey, Bekins Film Service, secy.-treas.-dir. . . . Joe Seinfeld has been named asst. to Screen Gems vp-exec. prod. Harry Ackerman.

Desilu Productions has shelved its pilot plans for *The Marie Wilson Show* and *Guestward Ho!* . . . Revue has signed Richard Greene & Robert Strauss to star in the pilot of *Love & Wahr*, which Richard Irving is producing. The pilot will be filmed in Mexico.

Sidney P. Solow, vp-gen. mgr. of Consolidated Film Industries, has been named chairman of the film archives committee of the Hollywood Motion Picture-TV Museum . . . Crosby-Brown Productions will finance Bill Burrud's new *Flight to Adventure* series.

Allied Artists Pictures has begun production on *Simon Lash, Detective*, its first 30-min. TV series for ABC Films' distribution. Sidney Salkow has been named producer-dir.

NEW YORK ROUNDUP

New Ampex "Inter-Sync" accessory for its Videotape recorders is aimed at making electronic editing easier and eliminating rollover when switching between VTR & another picture source. Replacing the standard drum-servo unit in the recorder, InterSync combines 2 picture sources, field by field & line by line, eliminating rollover in electronic editing, switching from live to tape, switching from one VTR to another, etc. The first engineering models were used in production of ABC-TV's *Pat Boone Show* last Oct. 1. ABC-TV has ordered pre-production units for delivery this month. Pre-production models also will go to Electronic Videotape Editing Service Inc., N.Y., in March and to CBS-TV next May. Full production units will be available in Aug. and will be offered as accessories for present VTR installations & future orders.

TV Program Export Assn. elected as pres., Merle Jones, CBS stations div. pres., at a board meeting in N.Y. Named vps were Sidney Kramer, vp, NTA; Martin N. Leeds, exec. vp, Desilu Productions; Thomas J. McDermott, exec. vp, Four Star TV. Herbert L. Golden, vp, United Artists & pres., UA-TV, was elected secy.-treas. The officers will serve until a special meeting of directors, scheduled for April 19, at which time permanent officers will be elected. "All necessary legal steps for immediate association action were taken at the meeting," a spokesman reported. (The assn. was fully incorporated in Delaware on Dec. 23, 1959). An exec. committee comprising the full board will serve until April 19. Other committees appointed last week include: Business agenda committee, Morris M. Schrier, MCA-TV, chmn; personnel committee, Harold J. Klein, ABC Films, chmn. All newly-elected officers & committee chairmen are charter members. Other charter members include Danny Thomas, Marterto Enterprises; Alfred R. Stern, NBC; Lloyd Burns, Screen Gems.

Screen Gems is feeding post-1948 feature films into syndication channels. They're nearly all European productions or co-productions with American producers not governed by SAG rulings. A total of 13 such titles ("State Secret," "The Detective," "Storm Over the Nile," etc.) are included in the latest Columbia Pictures-Universal batch of 78 features released recently by Screen Gems, on which sales have been scored so far in nearly a dozen markets. Screen Gems is also releasing the British-made *Ivanhoe* 30-min. adventure series as its mid-winter offering in the U.S. syndication market, as well as the reruns of *Wild Bill Hickok*. *Ivanhoe* stars Roger Moore, hitherto an unknown British actor but currently becoming known in TV as a star of Warner Bros.' *The Alaskans*.

Stanley Dudelson has been named syndication sales mgr. of Screen Gems . . . Perry Cross, ex-NBC-TV producer, has signed an exclusive producer's contract with CBS-TV . . . Sidney Kramer elected NTA foreign sales vp.

Ziv-TV announced 9 exec. promotions recently. M. J. Rifkin was named exec. vp for sales; Maurice Unger, exec. vp for productions and Robert W. Friedheim, administrative vp. Also named vps: Joseph W. Bailey, for eastern production; Edward J. Broman, regional sales; Len Firestone, syndication sales; Frank Reel, for legal affairs; James Shaw, national & regional sales; & Pierre Weis, gen. mgr. of Economee, Ziv's rerun sales div. . . . Bob McCahon has been named a staff dir. of TV commercials, Robert Lawrence Productions.

Foreign

Africa As A TV Market: A growing, quota-free export market for American programs in Tanganyika, the Rhodesias & Kenya is "in the not-too-distant future, and should be explored immediately," ABC-TV correspondent-producer Helen Jean Rogers told us last week. Most other African countries have, or will have, govt.-controlled TV "similar to France," she said. Miss Rogers recently returned from Africa, where, while covering 20,000 miles ("mostly in a British jeep") and shooting 30,000 ft. of film, she was able to observe Africa's present TV situation. Her film will be seen as an ABC-TV documentary Jan. 31 (see below).

Most African areas regard TV as a potential medium for English instruction, and TV is frequently a favorite election promise in the new African nations, said Miss Rogers. However, in apartheid-conscious South Africa, govt. officials oppose the medium "as undesirable in the current state of Africa's development," and are "particularly opposed" to visits by American TV journalists, she said. There is a "basic, profound suspicion" of U.S. TV in South Africa, and cabinet members & other officials are "only permitted to be interviewed for British TV."

The only operating TV system in the lower part of Africa is in Western Nigeria where operations began last fall. Govt.-supplied TV sets are provided to schools & other community centers. Programs, produced by England's commercial firms, include "How to Bathe Children," "How to Avoid Leprosy," "Exemplary Nigerians."

* * *

Inevitable topical rivalry in the wake of increased world interest in African nationalism is now a scheduling fact. Due on each of the 3 networks within a single fortnight, starting Jan. 31, is a prime-time special on Africa: "The Dark & the Light," on ABC-TV, Jan. 31; "Freedom Is Sweet & Bitter," on NBC-TV, Feb. 6; "The Freedom Explosion," in the *CBS Reports* series, CBS-TV, Feb. 15.

* * *

TV Society of South Africa has been formed to fight govt.'s anti-TV policy (Vol. 15:45 p23). It plans to submit a petition for TV to be signed by a half-million persons. The South African govt. contends that TV may be detrimental to children and "the less developed races," and has banned discussion of TV on the state-owned radio network. The *London Observer's* Stanley Uys reports, however, that "the necessary technical tests have been made by the South African Bestg. Corp. which would enable TV to be speedily introduced if the [South African] Cabinet were to sanction" TV. He adds that local commerce & industry are demanding TV. "Several commercial companies are keen to establish stations, and business sees it as a stimulus to consumption & expanding production. The Federated Chamber of Industries of South Africa recently called on the govt. to allow its introduction."

* * *

Kenya's TV-study commission has recommended introduction of video service in the African territory by mid-1961. The commission, appointed by the Kenya govt. in Oct., calls for govt. financing to establish a TV station, says operating costs should be covered by ad revenue.

* * *

Western Nigeria's commercial TV stations—at Ibadan & Ikeja (Vol. 15:34)—have designated Intercontinental Services Ltd. (Harry Engel) as their U.S. advertising rep. Owner Radio Nigeria, owned in turn by Rediffusion Ltd. of Britain, will establish a commercial radio station.

Auxiliary Services

TelePrompter's CATV Plans: TelePrompter Corp., which last month disclosed that it had invested \$747,000 in 3 community antenna systems (Vol. 15:49 p4), now reveals that it hopes to spend \$2 million more to acquire 10 more systems, a microwave common-carrier service and a CATV-equipment manufacturer.

In the prospectus for the recent sale of 145,000 shares of common stock through an underwriting group headed by Bear, Stearns & Co., TelePrompter Corp. discloses it is negotiating for all the assets of Antennavision Inc., Merrill CTV Inc. and Antennavision Service Co., all owned by Bruce Merrill of Phoenix, Ariz. The companies own 10 CATV systems in Cal. & Ariz., as well as a microwave carrier serving 7 of the systems, and the AMECO div. which makes CATV equipment.

TelePrompter previously had bought Antennavision of Silver City (N.M.) from Merrill, and options on CATV systems in Farmington and Rawlins, Wyo., as well as on a microwave system serving Farmington and another system. The firm is also currently negotiating for an option on radio KNDE & KNDE-FM Aztec, N.M., for \$52,500 in cash or stock and assumption of \$30,000 in liabilities.

The prospectus lists these balance-sheet items for the 3 combined CATV companies as of last Aug. 31: Current assets, \$114,694 (including \$24,000 cash); property, plant & equipment, \$455,857 (less \$218,415 accumulated depreciation); total assets, \$378,661. Current liabilities total \$111,681, long-term debt \$14,629. Earnings statement for the 3 CATV companies for the year ended Aug. 31:

	1959	1958
Services, rentals, etc.	\$590,842	\$416,960
Net earnings	89,797	32,371

TelePrompter's balance-sheet items as of Aug. 31 (figures in parentheses are after pro forma adjustments including recent stock sale and acquisition of the 3 CATV firms): Current assets, \$898,994 (\$1,617,614); property, plant & equipment, \$1,399,394 (\$2,211,373) excluding \$827,390 accumulated depreciation & amortization; total assets, \$1,935,069 (\$3,891,189). Current liabilities, \$457,798 (\$382,798); long-term debt, \$473,131 (\$3,131).

— ■ —

Open-closed-circuit TV system will be installed on the Orient Line's new 40,000-ton luxury liner Oriana. The Marconi installation will have facilities for complete closed-circuit programming (2 vidicon cameras, 2 film projectors, 2 slide projectors). While in ports of call, the shipboard receivers will be able to tune TV channels on any of the 3 major world-wide TV standards (525, 625 or 405 lines) through means of a converter in the control room which uses the vidicon cameras to reprocess 525- or 625-line telecasts to the British 405-line system. Initially about 60 receivers will be installed in public rooms and first-class cabins; provision is being made for nearly 400 sets.

Telemeter Pres. Louis Novins in N.Y. Jan. 21 enlarged on his Oct. statement (Vol. 15:40 p19) with the information that he is planning Toronto-type pay-TV experiments in "more than 4 but less than 10" U.S. areas. Novins wouldn't name the locations nor date their starts, because "plans are still in the consideration stage" and there are "possibilities of eliminating certain areas."

Illustrated CATV booklet, *Over the TV Horizon*, explaining why systems got started & how they work, has been published by the National Community TV Assn., 1111 E St., N.W., Washington 4, D.C. Single copies are available free, 100 for \$8 and 5,000 or more for \$76 per 1,000.

Congress

Senate probe of FCC and other regulatory agencies under Sen. Carroll (D-Colo.), which got off to 2 faltering starts last year (Vol. 15:47 p14), probably will get another go-ahead at this session. Senate Judiciary Committee Chmn. Eastland (D-Miss.) has asked the Senate for \$115,000 for Carroll's administrative practice & procedure subcommittee to continue "a full & complete study" of laws governing the agencies. Under Eastland's resolution the subcommittee would file findings & legislative recommendations before the end of 1960. Eastland also asked for \$425,000 this year for the Judiciary anti-trust & monopoly subcommittee headed by Sen. Kefauver (D-Tenn.), jurisdiction of which includes proposals to permit TV blackouts of baseball games by major clubs (Vol. 15:37 p3). New on the Carroll subcommittee's agenda will be an agency codification bill (S-2849) by Minority Leader Dirksen (R-Ill.), who effectively blocked any 1959 action on an American Bar Assn. measure (S-2374) forbidding *ex-parte* contacts with the agencies. Co-sponsored by Sens. Wiley (R-Wis) & Hruska (R-Neb.), the Dirksen bill would impose uniform administrative procedures on all regulatory bodies.

FCC's \$2.25-million request for a 2-year uhf study (see p. 1) topped TV-radio-related items in President Eisenhower's \$79.8-billion budget submitted to Congress. The estimated cost of the special survey swelled FCC's 1961 fiscal budget to a new high of \$13.5 million vs. \$10.55 for 1960. Relatively minor across-the-board increases for regular Commission operations accounted for \$300,000 of the budget raise sought. In other budget items affecting broadcasting: (1) As expected, FTC raised its sights by about 10% (Vol. 16:3 p8), asking for \$7.6 million vs. \$6.84, earmarking investigation & litigation boosts "to support more effectively the Commission's efforts" in policing TV & radio advertising practices. (2) USIA asked for \$105.8 million vs. \$101.5—expansion of "worldwide TV, motion picture and information center activities" accounting for \$813,000 of the increase and stepped-up Voice of America radio programming getting a \$302,000 raise. (3) HEW filed a \$4.7-million 1961 request for educational media (including TV & radio) research grants under Title VII of the Defense Education Act—up \$1.7 million from \$3 million in fiscal 1960.

Action on ETV bills providing govt. grants to states for equipment purchases has been put off again by the House Commerce communications & power subcommittee headed by Chmn. Harris (D-Ark.). In its first meeting in the new Congressional session, the subcommittee discussed plans to tour educational TV installations in Albuquerque, St. Louis, Omaha and Champaign, Ill. (Vol. 16:3 p6). But it set no schedule for the trips or for any vote on a Senate-passed \$51-million ETV measure (S-12) by Sen. Magnuson (D-Wash.) or House variations of the proposed legislation. Meanwhile, Rep. Collier (R-Ill.) said subcommittee field hearings last fall had convinced him that: "In-school educational TV has a tremendous potential. It is now & can become an effective tool for better education, particularly in specialized fields."

TV campaign financing by the govt. for Presidential & Congressional candidates, as proposed in an elections bill (S-2823) by Sen. Neuberger (D-Ore.) "to correct certain abuses" (Vol. 16:3 p14), is getting heavy Democratic support. Already signed up as co-sponsors are Sens. Kennedy (Mass.), Mansfield (Mont.), Morse (Ore.), Murray (Mont.).

Stations

THAT ARB COVERAGE STUDY: Electronic computers have thrown a new element into estimates of station coverage, but it's too early to tell whether it's significant. Virtually every market checked so far shows viewing in counties beyond those previously considered within a station's regular coverage. The situation:

American Research Bureau, which previously checked station coverage by distributing viewers' diaries in areas which ARB considered to be within "normal" service ranges, is now using a Univac computer. The computer "sweeps" data from the entire country, reporting every instance of viewing. Says ARB Pres. James Seiler: "All we know so far is that Univac will tell us that there is at least one instance of viewing in a particular county. It could be one home in the county, or all of them. We don't know yet."

"We won't know, until about summer, what percentage of homes are reached in each county. In determining station coverage areas, most organizations consider that a station's influence is negligible if it reaches less than 10% of a county. Some use a figure of 25%, and so forth. As of now, however, there are strong indications that service areas will be larger than previously estimated. That's about as far as we can go."

To illustrate what Univac is showing, Seiler said: "It will report an instance of reception in Portland, Ore. of an Eastern station, by skip transmission."

Virtually every market checked so far shows viewing in counties beyond those previously considered within a station's regular coverage. Recently, ARB worked up figures for 4 random markets, found that Columbus, O. stations were reaching 27 more counties than previously included in coverage estimates, Philadelphia 31, Kansas City 33, Detroit 25. Seiler attributes the extensions to power-height increases.

Chandler Gets Set For Expansion: Los Angeles Times-Mirror Co. Pres. Norman Chandler, chmn. of its broadcasting subsidiary, KTTV Inc., has made a sweeping series of corporate actions to pave the way for expansion & diversification in the broadcasting field. Chandler's plans for expansion came as no surprise (Vol. 15:44 p8). KTTV Inc. Pres. Richard A. Moore said the subsidiary's name has been changed to Times-Mirror Bcstg. Co., with Robert W. Breckner made a vp as well as gen. mgr. of KTTV. This leaves Moore free to handle the area of acquisition & expansion for Chandler.

Other changes: Charles B. Thornton and Otis Chandler named directors of the T-M Bcstg. Co.; Dick Woollen named vp of T-M Bcstg. Co. and program dir. of KTTV, also mgr. of the company's national syndication div.; H. Bruce Baumeister named general counsel of T-M Bcstg. Co.; KTTV sales vp John R. Vrba becomes sales vp of T-M Bcstg. Co. for KTTV and the company's newly formed commercial-tape division. All promotions go into effect Feb. 1.

In addition to running KTTV, the T-M Bcstg. Co. operates a division for production & distribution of programs on video tape.

RCA TV tape recorders were shipped last week to WTOP-TV Washington, D.C. and educational WEDU Tampa-St. Petersburg.

Canadian Set Census: Latest sampling survey of Canada's TV penetration shows 3,493,600 households, or 81% of Canada's 4,294,500 homes, are TV-equipped. These figures are from the Bureau of Broadcast Measurement's Nov. 1959 estimates, issued last week.

The full survey results, by counties & census districts, will be included in the forthcoming Spring-Summer TELEVISION FACTBOOK. Here are BBM's estimates of TV households in Canada (excluding Yukon & Northwest territories) as of Nov. 1959:

Province	Population	Households	% TV	TV Households
Newfoundland	452,400	85,900	39	33,500
Prince Edward Is.	102,800	23,500	62	14,500
Nova Scotia	722,400	169,400	81	138,000
New Brunswick	595,500	129,200	75	96,300
Quebec	5,048,900	1,092,900	89	976,900
Ontario	6,013,100	1,549,100	88	1,369,900
Manitoba	893,000	229,000	73	166,800
Saskatchewan	910,400	241,700	64	155,600
Alberta	1,257,100	329,300	70	231,000
British Columbia	1,585,800	444,500	70	311,100
CANADA	17,581,400	4,294,500	81	3,493,600

* * *

Decision on Canadian TV applications in Winnipeg & Vancouver are likely to come in around Feb. 1. Three groups applied for one channel in Winnipeg and 5 for the channel in Vancouver. The Winnipeg sessions revealed a letter by W. E. Williams, pres. & gen. mgr. of Procter & Gamble Canada Ltd., declaring that the 55% Canadian-program-content requirement was "impossible & unduly expensive" and warning that big TV buyers would turn to other media where dollar return is greater. The Vancouver sessions brought a protest from the British Columbia div. of the Retail Merchants Assn. against one applicant—Metropolitan Television Ltd.—because of "too much control of advertising & communications media in this various large area." Big partners in Metropolitan Television include Vancouver's only 2 daily newspapers, *The Sun* and *The Province*, and the 2 most popular radio stations, New Westminster's CKNW & Vancouver's CKWX.

NBC-RKO General station-swap intensions (Vol. 16:1 p9) have been communicated to FCC in the form of a letter signed by representatives of both. It says: (1) NBC will exchange WRCV-TV & WRCV Philadelphia for RKO's WNAC-TV & WNAC Boston. (2) RKO will buy NBC's WRC-TV & WRC Washington for \$11.5 million—if NBC can at the same time buy a TV station in another "suitable" market. (3) NBC agrees to comply with all provisions of the consent decree which requires it to sell the Philadelphia outlets (Vol. 15:39 p3). It's understood NBC is still negotiating for the purchase of a San Francisco station—KTVU or KRON-TV. The NBC-RKO agreement says the deal will be called off if NBC doesn't get another station by April 2. Under the consent decree, NBC can buy in San Francisco or other major markets if it satisfies Justice Dept. that the seller hasn't been threatened with the loss of NBC-TV affiliation. One unsettled matter in the picture is FCC's position on Philco's protest against the renewal of WRCV-TV & WRCV. RKO General Inc. is the station-owning subsidiary of General Tire & Rubber Co.

Virgin Islands get TV March 1 when WITV St. Thomas is scheduled to begin as closed-circuit CATV, carrying English-language programs, but also picking up Spanish-language shows from Puerto Rican TV stations. William R. Lastinger of Austin, Tex. is pres. & resident administrator of operator, Virgin Isle TV Cable Corp., which has \$30 installation charge and \$10 monthly fee. WITV also plans microwave to St. Croix and other Caribbean areas.

Programming

NETWORK PROGRAM SHIFTS: NBC-TV's nighttime program schedule began to look like the diagram of a Syracuse U. triple-reverse play last week as network officials added, dropped & shifted programs in the wake of a major round of mid-season sponsor cancellations. By comparison, program backfields at the other 2 networks were largely unaltered, but some ABC-TV & CBS-TV substitutions were in the works too.

At NBC-TV: A filmed-in-Europe series, *The Man from Interpol*, produced by the Danziger Bros. and sponsored by Sterling Drug, will replace taped, rating-light *It Could Be You*, cancelled by Pharmaceuticals Inc., in the Sat. 10:30-11 slot starting Jan. 30. *People Are Funny*, now in the Fri. 7:30-8 p.m. period, will move to Wed. 10:30-11 p.m., replacing Procter & Gamble-cancelled *Wichita Town*, effective in early Feb.

In a major Tues.-night shuffle effective Jan. 26, Ford's *Startime* specials will begin 60-min. earlier (8:30 p.m., instead of 9:30) in a move personally handled by NBC Pres. Robert E. Kintner. Ford is moving down to replace *Fibber McGee & Molly* (cancelled by Singer & Standard Brands) and *Arthur Murray Party* (moving to 9:30 Tues. in the first 30-min. of the vacated Ford slot). Now scheduled back-to-back at 10 p.m. Tues. with the dancing Murrays is *M Squad*, moving over from Fri. 9:30 p.m.—a slot that's likely to be filled by *Masquerade Party* which is expected to move over (*stay with us*) from CBS-TV's Mon. 7:30-8 p.m. slot—to be filled by the *Kate Smith* series.

Elsewhere on NBC-TV, Revue Productions' *Overland Trail* is due to replace Revue's *Riverboat* at Sun. 7-8 p.m., with the latter dropping anchor in the Mon. 7:30-8:30 period, replacing a pair of axed shows, *Richard Diamond* (Helene Curtis; Block Drug) and *Love & Marriage* (Nox-zema). The network's new 60-min. public-affairs series, *World Wide 60*, replaces *5 Fingers*, Sat. 9:30, on Jan. 30.

Substitutions at ABC-TV & CBS-TV

At ABC-TV: Having already replaced Dick Clark's *World of Talent* series with the filmed *21 Beacon St.*, ABC-TV's next program shuffle, we're told, will be to drop the nighttime version of *The Gale Storm Show*, sold to ABC-TV last season by ITC and scheduled in the Thurs. 7:30-8 p.m. slot. It's primarily a sponsor cancellation by Warner-Lambert, unhappy because *Gale Storm* reruns—under the same title—are scheduled as a 2:30-3 p.m. daytime strip for participating advertisers. No other immediate ABC-TV shifts are expected, although there's likely to be considerable juggling when the 1960-61 fall schedule is announced later this year.

At CBS-TV: As mentioned above, *The Kate Smith Show* is replacing *Masquerade Party* in the Mon. 7:30-8 p.m. period, a not-unexpected move since "Masquerade" was itself an interim replacement for *Name That Tune*, a musical quiz axed by CBS Inc. Pres. Frank Stanton in the wake of the quiz hearings. Being groomed as a possible replacement for either *The Lineup* (cancelled by CBS-TV) or *Big Party* (cancelled by Revlon, which wants a 60-min. weekly show) is a new 60-min. taped Nat Hiken package, *Madhouse 60*, whose pilot was recorded in N.Y. Jan. 19, with Nancy Walker & Eddie Foy Jr. starred. Kellogg, for budgetary reasons, may cut back on its sponsorship of the Sun. 7:30-8 p.m. *Dennis the Menace* (a rating success and not likely to be dropped) and its co-sponsorship of the Fri. 8:30-9 p.m. *Hotel de Paree* (lackluster ratings and a candidate for the network's axe).

Television Digest

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Personals: Lester Bernstein, NBC corporate affairs vp, named to represent the network on TIO board, succeeding Kenneth W. Bilby, recently named RCA public affairs vp (Vol. 15:52 p19) . . . James G. Hergen named daytime sales dir., Robert W. McFadyen daytime sales mgr., NBC-TV. . . . William K. McDaniel named vp for NBC radio, succeeding Matthew J. Culligan, who resigned to join McCann-Erickson (Vol. 16:3 p9) . . . Richard Golden promoted from CBS-TV sales presentations dir. to dir. of sales presentations & mkt. planning . . . Norman F. Cissna named local sales mgr. of NBC's WNBQ Chicago, succeeding Kenneth Johnson, resigned to become exec. vp, Daren F. McGavren . . . William E. Coyle, sales promotion & publicity dir. of NBC's WRC-TV Washington, resigns effective March 1 to join Washington investment house of Ferris & Co. . . . George A. Graham Jr. promoted from sales planning vp to vp & gen. mgr., NBC radio; William F. Fairbanks promoted from national sales mgr. to sales dir.

Larry Carino promoted from acting mgr. to gen. mgr., WWL-TV New Orleans; Maurice J. Guillerman promoted from national sales mgr. to gen. sales mgr. . . . Robert B. Beusse named ad & promotion mgr., WOR-TV & WOR N.Y. . . . Lawrence H. (Bud) Rogers II and Mrs. Rogers are traveling in Europe before he takes over duties as operations vp of Taft Bestg. Co. March 1 (Vol. 16:2 p 16) . . . William T. Wagner promoted from production mgr. to new post of program operations mgr., KTRK-TV Houston, Tex. . . . Mrs. Karen Rohwer, ex-WOI-TV Ames, Ia., named promotion mgr., KMSP-TV Minneapolis-St. Paul.

Alexander W. McCallum promoted to asst. national program dir., ABC radio . . . Leslie H. Peard Jr., Triangle Stations regional sales development dir., named gen. mgr. of Triangle's radio KFRE Fresno, Cal., succeeding Robert F. Klein, resigned . . . Carl L. Kowalski advances to partnership in Washington engineering firm of Silliman, Moffet & Rohrer . . . Morton A. Barrett appointed Bolling vp & Chicago office mgr. . . . Maurice E. (Doc) Fidler promoted from regional mgr. to div. mgr., RAB's member service dept., effective Feb. 15.

Chmn. Magnuson (D-Wash.) of the Senate Commerce Committee will address a Washington meeting of TvB Feb. 4 in the Statler Hilton Hotel, where TvB's wide-screen presentation "The Exponential" will be shown. Members of Congress, govt. officials, advertising & agency executives and delegates to the mid-winter conference of the Advertising Federation of America have been invited.

Hot Rod: Rod Erickson, ex-sales vp of Warner Bros. TV (and still linked to WB in an advisory capacity), was wearing 4 hats last week:

1. Network hat: While other deals (see below) simmer, Erickson has been retained as a "special sales consultant" by NBC-TV to line up sponsors (at \$1.8 million per 1/3 sponsorship with an expected cpm of \$2.08) for NBC's unsold TV-radio 1960 political coverage. This should run 43 to 60 broadcast hours.

2. Canadian hat: The pres. of Rodney Erickson Enterprises is co-owner of a new Toronto production firm, CanTel Ltd. Already offered \$500,000 for his interest (even though CanTel has yet to produce a show), Erickson intends to package "live & film shows in Canada that will satisfy Canadian quota requirements and be salable in the U.S. & elsewhere." He is also considering diversification moves into the Canadian fields of stations and film commercials.

3. Film hat: Erickson's U.S. firm is now handling sales representation of 2 new filmed comedies, *Double Take* (about 2 photographers) and *Don't Tell Roger*, and a private-eye series, *Life & Hard Times of Barney Benedict*, packaged by N.Y. commercial production independent Filmways. The latter is now represented in network TV with *21 Beacon St.* on ABC-TV. Erickson is also a dir. of Sapphire Ltd. and Walton-on-Thames studio, and handles U.S. representation of Sapphire projects done outside of its production deal (*Four Just Men*) with ITC-ATV. These projects include a 30-min. drama series *Women in Love* starring Olivia de Havilland, and tape specials.

4. Station hat: Erickson confirmed a Washington report that he is heading a financial group seeking to buy U.S. TV stations. "We hope to acquire as many as 6 in major markets, and we're close to 2 deals," he told us.

Conspiracy case against Alexander L. Guterma, former head of MBS, & other defendants, is expected to go before the jury in N.Y. Federal District Court by midweek. The govt. rested its case Jan. 20 in the 7th week of the trial. It charges that the defendants (including Robert J. Everleigh & F. L. Jacobs Co.) willfully failed to file necessary financial reports concerning Jacobs Co. with SEC & the N.Y. Stock Exchange. Federal judge Lloyd F. MacMahon dismissed 4 of the 21 counts on the defense motion. Jacobs Co. had previously pleaded guilty but sentence was reserved until conclusion of the trial (Vol. 15:50 p9).

Obituary

Horace Feyhl, 68, with WCAU radio for 30 years, died Jan. 21 at his home outside Philadelphia. He retired last year as night mgr. & coordinator of remote bcsts., and had previously been announcer, performer, writer, director & producer with the station. Mr. Feyhl was credited with building some of the first mobile sound units for radio. He is survived by his wife and a son.

Miller McClintock, 65, pres. of MBS from 1942 to 1944, died Jan. 10 at his home in Scarsdale, N.Y. Considered one of the country's leading automobile traffic experts, Dr. McClintock headed the Traffic Audit Bureau from 1933 to 1942. He was also a dir. of Muzak Corp. and Encyclopedia Britannica Films. He is survived by his wife and 2 sons.

William Marsh, 50, RCA broadcast & TV equipment div. sales rep for N.C. & S.C., headquartered in Atlanta, was a victim of the Jan. 18 Capital Airlines crash near Holdercroft, Va., which claimed 50 lives. He joined RCA 2 years ago, had been asst. chief engineer of WREC-TV Memphis. His widow and daughter survive.

Trade Report . . .

JANUARY 25, 1960

JAPANESE TV EXPORTS IN VIEW: Nippon is set to cut a wedge of the U.S. TV pie—via "true portable" transistorized battery-operated sets. Although production hasn't begun yet in Japan, perhaps a dozen Japanese TV makers are hoping to aim 8-in. battery sets at American markets, and their agents & distributors here are anxiously awaiting first sets—even to the point of advertising them in the trade press.

Japanese may not beat U.S. manufacturers even in timing. Several American TV makers are now tooling up for direct-view battery-TV sets for spring & summer markets.

Sony's widely-publicized receiver is slated to reach U.S. dealers by April, offering such attractive features as direct viewing, 13-lb. weight, compact (6¼x8x8¾-in.) dimensions, with initial price tag of around \$250. Also in Japan's transistor-TV swim are majors Toshiba, Nippon Victor, Mitsubishi, Hitachi, Matsushita, Nippon Columbia—all of which have announced sets, some having shown samples to their U.S. agents.

Attitude of U.S. makers can be summed up as "Let 'em come." There's feeling too that industry, still bleeding over damage inflicted by Nippon transistor radios, welcomes TV invasion—welcomes it with the warm feeling of being on right side of an ambush. Some are convinced that Japanese TV portables will fall flat on their 8-in. faces. Others believe Nippon's venture will provide American producers with cheap & painless answers to plaguing questions about the nature & scope of a portable-TV market. Above all, Japanese competition will arrive in an area dominated by American know-how. When it comes to TV, large or small, U.S. makers have big technical & commercial lead. But U.S. is not playing waiting game. Japanese TV imports will run smack into solid Yankee transistor-TV competition.

Emerson will put direct-view TV portable into production within 60 days, Pres. Benjamin Abrams told us. Price & size are still under wraps. Best guess: a 14-in. set selling for less than \$250. Some other U.S. makers are known to be hard at work in pre-production labs, while still others snort at the very idea of a mass market for battery TV.

Japanese impact on U.S. TV market should be slight, leaders tell us. There are just too many road-blocks. Some of the major ones:

(1) Existence of battery-TV market still has to be proved. Some leaders, like Zenith Sales Corp. Pres. Leonard C. Truesdell, doubt there's market big enough to warrant effort & excitement at this stage of transistor-TV development. Another large manufacturer recently shelved transistor-TV plans after an adverse report from its market research dept.

Philco's Safari personal portable TV, with 2-in. tube and mirror-reflex screen which gives illusion of a larger picture, has proved only that a few people will buy tiny portables at \$250 plus battery. Industry has watched Safari set sales closely as clue to possible transistor-TV market. Some manufacturers have concluded they showed there isn't big enough market for battery sets; others saw indication that mass market awaits big-screen direct-view set.

One former TV manufacturer, now very big in the phono business—CBS-Electronics—says it has no plans "at this moment" to go back into TV via Japanese portables, although it has seen 8-in. samples produced by its affiliate Nippon Columbia. "To find sales success here," Columbia phono dept. national sales mgr. Milton Selkowitz told us, "an 8-in. portable must get down into a reasonable price range—under \$200, even under \$150. Even then, we can't be sure a market exists. It's too rich for the teen-age market; we think the screen's too small to become a factor in the 2nd-set market."

(2) Tiny screen size is completely contrary to history of consumer preferences here. Even though it's bigger than Philco's picture, 8-in. is going to look mighty small to customers who are used to watching 21-in. sets and to whom "portable" means 17-in. History of conventional line-cord portables shows that 14-in. set died out when 17-in. units came in. Several manufacturers tried 8-in. portables, without much success.

It's believed that most U.S.-made direct-view battery-TV sets will be 14- or 17-in., particularly since purchase of such a set must be justified on basis that it's also a 2nd set for the home (both the Japanese and

domestic sets will be designed for either battery or line-cord operation). Dealers are now beginning to receive 17-in. & 21-in. sets in volume as trade-ins. Will public be willing to pay a premium for 8-in. sets—even with the novelty of optional battery operation—for use as 2nd sets?

(3) Japanese are beset by same technical difficulties as U.S. manufacturers in designing compact sets with low power consumption. To be acceptable, general assumption is that transistor set must be able to play about 4 hours before battery needs recharging—long enough for an afternoon's outing. And radio & TV history have shown that most portables spend the bulk of their service lives on the table. American manufacturers tend to agree that few buyers—except for the "novelty" trade—are ready to plunk down several hundred dollars for a small-screen portable that will spend most of its time in the home and only play for a couple of hours outside the home.

(4) Japanese may lose much of their price advantage in shipping costs. Compact pocket radios are a natural for Japan's export trade—they can even be shipped economically by air. But TV sets—even 13-lb. 8-in. models—may be a different story. And when screen sizes grow larger while competition dictates a lower price, the bind will become tighter.

(5) Servicing of Japanese TVs could be serious problem. Many purchasers of even top-brand Japanese radios have found themselves stuck with orphans because of unavailability of service or parts. Mass sale of foreign sets without adequate servicing facilities & technical information could create severe problem and quickly give them a black eye.

These views are not shared by importers of Japanese electronic products. Their opinions & transistor-TV plans are rounded up below:

TV-RADIO PRODUCTION: EIA statistics for week ended Jan. 15 (2nd week of 1960):

	Jan. 8-15	Preceding week	1959 week	'60 cumulative	'59 cumulative
TV	137,410	105,078	103,696	242,488	194,908
Total radio	309,162	306,076	279,954	615,238	533,975
auto radio	138,311	175,101	109,765	313,412	217,649

More about

MADE-IN-JAPAN TV NEARS: Tokyo-based Sony Corp. let it be known last week that it will begin production by mid-March of its previously announced 8-in. battery-operated, transistorized TV portable—for sale in Japan at about \$194.

In N.Y., Sony's U.S. distributor reported that initial shipments will reach U.S. early in April and go to market with a retail price around \$250. (See page 15). Delmonico International div. of Thompson Starrett Co. also went into the trade press with ads inviting dealer interest in the new units. Delmonico exec. vp Herbert Kabat said orders already were coming in from dealers, expressed hope that the U.S. retail price will drop under the \$200 level as Sony production takes hold & accelerates.

In a technical nutshell, Sony's transistor portable is advertised as having an 8-in. picture tube—weight (with batteries) of 13 lbs., over-all dimensions of 6¼x8x8¾ inches. It has 23 transistors & 14 diodes, a built-in folding antenna, and a self-contained rechargeable 12-volt battery. Delmonico, however, had no data on battery life, playing life per re-charge, replacement cost. We also ran into considerable "lack of data" in our survey of other importers of major Japanese radio brands. It seems evident that Sony has a big lead over its competitors for U.S. business, if the announced production date holds firm. Here are views of other Japanese TV reps:

Sampson Co. (Hitachi): Pres. Robert Sampson told us he has no data on the size or availability of Hitachi's transistor portable, doubts that it's in production, believes only developmental models have been produced so far. He has

no idea when it will be commercially available either in Japan or here. "We'll be very happy if we can do anything by fall," he said, noting Sampson's policy to take on products only after they've had sufficient field & service experience domestically.

Transistor World Corp. (Toshiba): "We hope to have something in 8 to 9 months," we were told by asst. gen. mgr. Robert Henry. So far, this distributor has seen only lab models, he said. Henry noted that all Japanese TV makers have the problem of transistor selectivity, and that initial production of transistor portables will be so small that it will be retained for domestic sale. Once Toshiba gets rolling, "we hope to bring in a set priced under \$200."

Petely Enterprises (Nippon Victor): Pres. Michael E. Lee said Nippon Victor has announced an 8-in. transistor portable, but he hasn't seen it, has no data on it. He's leaving for Japan by month's end to confer with Nippon Victor on marketing the set in U.S. under Hi-Delity label.

CBS-Electronics (Nippon Columbia): Milton Selkowitz, national sales mgr. of the Columbia phonograph dept., said that affiliate Nippon Columbia has announced an 8-in. transistor portable, but Columbia Phono has no plans "at this moment" to distribute in the U.S. (it markets Nippon Columbia transistor radios). Selkowitz said this will not preclude Nippon Columbia's marketing the TV set through other U.S. channels—but not under the Columbia brand.

Lissner Trading Co. (Mitsubishi): Pres. Morton Lissner said Mitsubishi has a battery portable but he's not seen it or received information about it. He's expecting details soon, declined comment until familiar with the product.

Maco Electric (Matsushita): A spokesman told us this distributor had no knowledge about Matsushita's transistor

portables. However, it's reported that the Japanese firm has pre-production models of 8-in. sets.

Delmonico sales vp S. Lipper told us he expects the Sony TV set to attract widespread dealer interest and to produce considerably more retail outlets for the Sony radio line as well. First samples of the transistor TV set are expected in the next 2 weeks and will be used for dealer demonstrations & general promotion. He believes market is wide open for small battery portables, predicts they ultimately will be as popular as Japanese transistor radios. He foresees no service problems with the Sony TV set, said factory engineers will be sent to the U.S. to train Delmonico servicemen. "We see no limit or bar to the market," he told us.

Japanese answer to revitalized U.S. competition in price, quality & size of transistor radios: price cuts of 3% to 10% are being announced by Japanese radio mfrs.

Trade Personals: Carl E. Lantz, Admiral sales vp., elected pres. of new subsidiary Admiral Sales Corp., formed to handle sales, service, advertising and promotion for all Admiral consumer products. Other officers, all executives of the parent company: Ross D. Siragusa Jr., vp, electronics div.; B. H. Melton, vp, appliances; Harris Hesketh, vp, branch distributing div.

Joseph M. Hertzberg, ex-RCA mktg. vp, named to similar position with Philco's govt. & industrial div.—a new post . . . Alfred C. Viebranz, formerly with Sylvania and more recently account exec. with Young & Rubicam, named to new post of Sylvania Home Electronics mktg. vp; Austin J. White named gen. mgr., Sylvania Chicago branch . . . Clifford H. Lane promoted to mgr., industrial semiconductor products dept.

Robert J. Gilson, ex-Hoffman Labs, named systems management dir., Stromberg-Carlson electronics div. . . . Paul A. Johnston, dir. of information, appointed vp of TV Shares Management Corp., principal underwriter and investment manager for TV-Electronics fund . . . Max H. Krich, ex-pres. of Krich-N.J. Inc., RCA Victor & RCA Whirlpool distributor, named chmn; Frederic M. Comins named pres. . . . Hermon H. Scott, pres. of H. H. Scott Inc., elected a dir. & chmn. of the Institute of High Fidelity Manufacturers; Ray V. Pepe, vp of James B. Lansing Sound Inc., elected vp & dir. of the Institute.

Will M. Quinn Jr. named engineering mgr., in a consolidation of GE radio receiver dept.'s home phonograph & hi-fi components operations, headquartered in Decatur, Ill.; William B. Scott Sr., named mfg. mgr.; Marshall H. Terpening appointed employe & community relations mgr.; Marshall Bartlett Jr. named mktg. mgr., Syracuse; George M. Misenhelder, finance mgr., Owensboro, Ky.

Ray B. Cox, vp-gen. mgr., Hoffman Electronics consumer products div., was dismissed from Huntington Memorial Hospital, Pasadena, last week after minor surgery. He is expected back at his desk this week . . . William S. Hepner Jr., ex-asst. public information & publications dir. of Commerce Dept.'s Office of Technical Services, named mgr. of EIA's office of information, succeeding Herbert S. Hodge and reporting to public relations dir. Robert DeVore.

Dr. Martin A. Edwards appointed mgr. of GE electronic components div.'s new advanced product planning operation . . . Robert C. A. Eland promoted from Standard Coil chief engineer to new post of research & development vp . . . C. Robert Paulson named mgr., Ampex professional audio products div., succeeding Frank G. Lennert, who will remain as audio consultant.

More than 250 manufacturers of electronic equipment are now evaluating samples of the Nuvistor, RCA's thimble-size metal-clad electron tube (Vol. 15:29 p12), according to RCA electron tube div. vp-gen. mgr. Douglas Y. Smith. He predicted widespread use of Nuvistors in TV receivers & cameras, space vehicles and computers. Commercial production is due to begin this year. His comments were made last week during the annual tour of the division's plants by RCA tube executives. Also on the tour, kinescope operations mgr. H. R. Seelen predicted industry sales of picture tubes will continue in 1960 at "the same high level" established last year when more than 13 million units were sold, and John B. Farese, mgr., entertainment-tube products dept., forecast that receiving tube sales again will exceed 400 million.

Tests of Land 2-color theory as it applies to TV (Vol. 15:27, 32, 34, 40; 16:1 p20) by Britain's BBC are described in Jan. *Wireless World* (London). The conclusions, which conform with those of non-TV experiments undertaken by Britain's Goethean Science Foundation and *Wireless World's* own staff: "In view of the subjective nature of the colors and the fact that they depend a great deal on the composition of the pictures, it does not seem that Land color has much to offer for a practical system of color TV." BBC tests showed that the range of colors reproduced by the 2-color system was far more limited than that of the NTSC system and that color reproduction was partially inaccurate in objects with large areas.

Tape-recorder industry will produce 750,000 home recorders this year, at an estimated value of \$170 million, Ampex's Herbert L. Brown, pres. of the Magnetic Recording Industry Assn., said last week. He credited the emergence of 4-track pre-recorded stereo tapes with helping to save the tape-recorder industry and with bringing about the anticipated production increase from last year's estimated 650,000 machines at \$140 million.

"Quality stabilization bill" aimed at discount houses which sell trademarked products at prices less than those set by manufacturers, has been introduced by Rep. Madden (D-Ind.). He said the measure (HR-9692) isn't a fair-trade proposal. It merely "provides that a manufacturer may protect his property rights in his trademark simply by re-voking—by mail, if desired—the right of an offending reseller to make any further use of, or reference to, the trademark," Madden told the House.

Admiral's stepping up first-quarter ad support of its 23-in. TV line. Admiral Sales Corp. Pres. Carl E. Lantz reports that "heavy distributor orders at our year-end sales meetings have resulted in more than doubling the company's investment in newspaper advertisements in every distributor's market." Scheduled 1,600-line insertions have been increased from 2 to 4, and four 1,000-line ads have been added in each of 81 markets. The newspaper inserts will be supplemented by 10 pages in *Life*, *Look*, *SatEvePost* during the 9-week period.

Compatible AM stereo broadcasting, using the Kahn system which employs 2 independent sidebands to carry the stereo information, will be adopted soon by CJAD Montreal, XEW Mexico City and 2 Venezuelan stations, according to Kahn Research Labs. Kahn system stereo may be received with 2 standard AM receivers.

Motorola had record sales of TV, stereo hi-fi and radio instruments last year, consumer products exec. vp Edward R. Taylor reported. TV unit sales were up 35% over the 1958 volume, stereo-hi-fi ahead more than 40%. Radio gains: portables 82%, clock radios 81%, table models 70%.

TOP 100 DEFENSE FIRMS: General Dynamics regained first place on the list of 100 leading defense prime contractors just released by the Defense Dept. for the fiscal year ended July 1959. Top in fiscal 1957, General Dynamics was edged out last year by Boeing (Vol. 15:4 p14). GE, 2nd among the electronics firms, dropped from 3rd to 4th place among all contractors.

Of the top 20 contractors, all of those not in the electronics field are aircraft companies, with the exception of Chrysler Corp. (No. 14) and GM (No. 20). The top 10 contractors, in order of ranking, were General Dynamics, Boeing, North American Aviation, GE, Lockheed, Douglas, Martin, Hughes Aircraft, AT&T.

We've listed the 28 electronics and related firms on Pentagon's list, with their standings among the top 100 companies, and the amounts awarded (in millions of dollars). Thirteen of the electronics companies climbed in rank in fiscal 1959; 8 slipped. Of these 8, however, 2 gained in dollar volume. (Dash indicates company was not among first 100 prime contractors for the period.)

	July 1958- July 1959		July 1957- July 1958	
	Contracts	Rank	Contracts	Rank
General Dynamics	\$1,616.4	1	\$1,383.2	2
GE	914.0	4	783.4	3
Hughes Aircraft	494.0	9	472.6	9
AT&T	476.5	10	659.8	6
Sperry Rand	403.2	12	361.9	11
Raytheon	392.6	13	237.0	22
IBM	276.9	17	316.4	14
Bendix Aviation	271.3	18	207.4	24
Westinghouse	238.0	19	268.9	18
RCA	199.7	22	288.1	15
Avco	183.7	23	86.5	31
ITT	139.1	26	96.7	30
Burroughs	120.9	29	71.6	35
Collins Radio	114.9	30	61.3	44
Minneapolis-Honeywell	104.6	32	47.0	55
Thompson Ramo Wooldridge .	102.5	33	—	—
American Bosch Arma	101.5	35	70.9	36
Philco	95.9	37	66.2	38
Mass. Inst. of Technology ...	89.0	40	56.1	52
General Precision Equip't ...	72.7	47	52.9	54
Hoffman	57.7	54	—	—
Gen. Telephone & Electron.*	44.3	65	37.0	62
Lear	35.3	78	38.4	61
Standard Coil	35.3	79	—	—
Hazeltine	32.3	83	—	—
Cal. Inst. of Technology	31.6	86	45.4	57
Gilfillan Bros.	—	—	23.7	95
Continental Electronics	26.7	99	—	—
Magnavox	26.7	100	—	—

* Fiscal 1959 figure includes \$43.4 million awarded to subsidiary Sylvania; fiscal 1958 figure is for Sylvania alone.

Transitron Electronic Corp. has more than doubled its floor space by purchasing a 400,000-sq.-ft. Boston plant. The new facility is located on a 13.5-acre site. After extensive alterations, Transitron expects to employ between 2,000 & 3,500 at the former Maverick Mills textile factory. The transistor concern employs 4,500 at its facilities in Wakefield & Melrose, Mass.

Picture & receiving tube sales in Nov. were higher than those of Nov. 1958, but seasonally lower than sales of Oct., EIA reported last week. The Nov. and Jan.-Nov. factory sales with comparison figures:

	Picture Tubes		Receiving Tubes	
	Units	Dollars	Units	Dollars
October 1959	1,007,211	\$19,306,788	42,680,000	\$35,527,000
November 1959	840,866	16,058,816	37,211,000	31,600,000
November 1958	789,283	15,007,653	35,604,000	29,854,000
Jan.-Nov. 1959	8,705,759	167,830,882	395,688,000	336,471,000
Jan.-Nov. 1958	7,603,449	150,838,366	368,862,000	316,806,000

Military Brass in Industry: Electronics may be the No. 1 industry in employment of retired generals & admirals, the report of a special House investigating subcommittee shows. In its report last week, the Armed Services investigation subcommittee printed a list of retired military officers now employed by the top 100 prime contractors in defense, on the basis of questionnaires to companies. The 20 electronics firms listed employed a total of 113 retired generals & admirals (out of 251 such officers employed by 72 firms responding to the questionnaire) and 566 retired officers of all kinds (out of total of 1,426).

The subcommittee headed by Rep. Hebert (D-La.) recommended legislation to bar all officers or civilians leaving the Defense Dept. from selling anything to the Pentagon within 2 years of their departure.

The electronics & related firms on the subcommittee list and the number of retired generals & admirals each company employs (followed by total number of retired officers employed) are as follows: General Dynamics 27 (186), GE 7 (26), AT&T 0 (6), Hughes Aircraft 5 (22), Sperry Rand 3 (30), IBM 1(9), RCA 15 (35), Raytheon 2 (19), Bendix 3 (29), ITT 14 (44), Avco 6 (8), Burroughs 3 (14), Philco 3 (29), Thompson Ramo Wooldridge 5 (12), Collins Radio 1 (11), GPE 6 (12), Lear 1 (2), Sylvania 1 (19), Motorola 1 (12), Westinghouse 9 (31). The complete list of ex-military brass now employed in large defense companies, with names, salaries, etc., is contained in the report of the subcommittee for special investigations, House Committee on Armed Services, on Employment of Retired Commissioned Officers by Defense Dept. Contractors, available from the Committee.

Dec. TV Sales Off: Retail sales of TV sets in 1959 totaled just about 5.75 million units—dropping below most late-year industry estimates because of a poorer-than-expected Dec.—preliminary estimates revealed last week. Dec. radio sales dropped below those of Dec. 1958.

December was the best month of 1959 for retail TV sales—this is traditional in the industry. It also was better than Dec. 1958—about 700,000 sets vs. 649,514—but didn't maintain the pace set in Sept. & Oct., when sales were at an annual rate of more than 6 million sets (seasonally adjusted). Normally, 13.3% of the year's total sets are sold at retail in Dec.—but the percentage this year fell below that. Dec. retail sales were at annual rate of 5.25 million.

It may be that TV seasonal sales patterns are changing—with monthly differences being ironed out & leveled off. A more even sales curve would be welcomed by the industry, of course, but the 700,000 retail figure for Dec. was something of a disappointment to those who foresaw a continuance of the Oct.-Nov. pace—which would have brought retail sales well over 800,000.

Radio retail sales for Dec. totaled about 1.75 million sets, vs. 1.8 million in Dec. 1958 and 1,016,634 in Nov. 1959—bringing total 1959 retail radio sales (excluding auto) to about 8.9 million units. Complete & official EIA retail sales figures are due in about 2 weeks.

Canadian TV sagged in Nov. as distributor sales to dealers tumbled to 46,125 TV sets—down from 56,410 in Oct. and 51,417 in Nov. 1958. For Jan.-Nov., cumulative sales still trailed the year-ago performance—373,757 TV sets vs. 390,312 sold in Jan.-Nov. 1958. The 11-month breakdown (corresponding 1958 figures in parentheses): portables, 63,629, (59,790); table models, 98,905 (122,230); consoles, 198,443 (195,848); combinations, 12,780 (12,444).

Magnavox Goes International: Magnavox Pres. Frank Freimann announced last week the first 2 of a series of world-market expansion moves by his company in the consumer electronics field: (1) The signing of an agreement with Britain's leading chain-store operator for British Commonwealth sales of Magnavox products. (2) The purchase of controlling interest in the Collaro Co., a leading British maker of record changers & recorders whose products are widely sold in the U.S.

In a N.Y. news conference Jan. 21, Freimann and Isaac Wolfson, chairman of Great Universal Stores Ltd., announced the agreement, which covers TV, radios & hi fi. Great Universal owns 2,700 retail stores in the U.K., Canada & Africa as well as a mail-order business serving 9 million customers. Freimann said the contract was Magnavox's first venture into the international market, and that the company later would extend its marketing to Europe and eventually to most of the world.

Magnavox thus becomes one of the first U.S. consumer-electronics manufacturers to take advantage of recent liberalization of British import restrictions. There was no indication whether the firm plans to enter production of its consumer products line in Britain through its new interest in Collaro or whether its consumer items will be exported.

The Collaro firm, which was acquired for cash, is a former subsidiary of Great Universal Stores. Collaro record changers are widely used in this country both in original and in consumer-assembled hi-fi installations. They are presently distributed in the U.S. by Rockbar Corp., Mamaroneck, N.Y.

Freimann said Magnavox's sales last year totaled more than \$108 million. Great Universal's sales volume in 1959 totaled more than \$750 million.

* * *

Magnavox may spend "close to \$1.5 million" in consumer advertising this year, Pres. Frank Freimann said, in announcing a stepped-up ad campaign keyed to the company's line of "Stereo Theater" TV-radio-phono combinations. Magazines, newspapers, spot TV & radio will be used. Freimann said half of Magnavox's TV sales dollar-volume stems from combination models. Stereo Theater line consists of 3 basic models—a 24-in. set with AM-FM radio starting at \$595, a 21-in. with AM-FM from \$550 and a 21-in. set without radio at \$389.90.

TV service complaints in Washington are declining, managing dir. Leland McCarthy of the local Better Business Bureau testified at a House hearing on a bill (HR-7714) by Rep. Foley (D-Md.) to license D.C. repairmen. He said his agency took no position on the measure, which was solidly opposed by the D.C. commissioners on grounds that special policing of TV servicemen would require tripling of licensing personnel. Local TV service organizations were divided on merits of the bill.

Emerson will return to color-TV market next fall, featuring color sets in both its Emerson and Du Mont lines, Pres. Benjamin Abrams told us last week. He said "no arrangements" have been made yet for production of the sets, when asked whether the chassis would be made by Emerson or produced on order by RCA. Emerson recently discontinued color TV production after making nearly 5,000 sets from 1955 to 1959 (Vol. 15:45 p3).

Webcor appoints North Advertising Inc. for its \$300,000-a-year account, effective April 15, replacing John W. Shaw Advertising.

Stromberg-Carlson will expand its activities in consumer, commercial & industrial communication products, vp Arthur J. Hatch Jr., gen. mgr. of the commercial products div. (formerly special products div.) announced last week. He said the division and its distribution & service system are being strengthened and announced these programs: (1) Additions to Stromberg's stereo hi-fi line. (2) New transistor auto radio models will be shipped within 30 days. (3) New Dial-X switchboard for private intercom telephone systems will soon be announced. (4) Distribution & service organization for the Pagemaster radio paging system is being expanded.

Sylvania has hiked TV production 50% to meet increasing demand for its 23-in. models, reported Sylvania Home Electronics Corp. Pres. Robert L. Shaw. He said the current backlog of orders is equivalent to nearly 6-weeks' normal production. He also noted that demand for Sylvania's \$19.95 Model 4P14 transistor radio has "far exceeded expectations," and said production is being increased.

Transistor sales dollar volume set a new record last Nov., although the number of units sold dipped sharply under October's record, EIA reported last week. Here are EIA's figures on factory sales of transistors for Nov. & Jan.-Nov. with preceding-month & 1958 comparisons:

	1959		1958	
	Units	Dollars	Units	Dollars
Oct.	8,710,913	\$22,109,748	5,594,856	\$13,461,857
Nov.	7,846,500	22,742,525	5,440,981	12,441,759
Jan.-Nov. .	74,467,929	199,189,791	44,423,144	96,133,811

Finance

Amphenol-Borg Electronics foresees a 1960 sales jump of 15%-20% over 1959 and "earnings should be up considerably more because of the elimination of non-recurring expenses and benefits that will be obtained from new facilities," reports vp John L. Woods. The Chicago-based maker of electronic components & equipment estimates a 1959 sales gain of about 19% to \$55 million, earnings of \$2.25 a share, up from \$2 in 1958. Backlog totaled some \$15 million. Based on present projections, earnings for the 3 months ending March 31 will be in the area of 70¢ vs. 50¢ for the same 3 months of 1959. Wood said that Amphenol-Borg is building a fabric-producing plant in England, is considering establishing other plants in South America, the Far East and the European Common Market.

Gabriel Co. anticipates 1959 earnings of about 80¢ a share, equal to the 1958 net, despite a net loss in 1959's final quarter. Vp-treas. Robert T. Hood attributed the 4th-quarter sag to the steel strike & cutbacks in auto production. (Some 60% of Gabriel's business is in the automotive supply field.) Hood said Gabriel's broadcast- & microwave-antenna producing electronics div. has been operating at a loss, but profits are foreseen in 1960. The electronics div. moves into a new plant at West Millis, Mass. this month, and important new contracts for antennas are in the house, said Hood. Overall, Gabriel anticipates in 1960 record sales of some \$40 million, compared with the 1959 estimated volume of \$29-\$30 million.

MPO Videotronics Inc., N.Y. producer of TV commercials & industry-sponsored motion pictures, has submitted an SEC registration (File 2-16028) for 150,000 Class A Shares for public sale. Francis I. du Pont & Co. is the underwriter of the offering, price & terms to be supplied in an amendment to the SEC statement. Of the 150,000 shares, 100,000 are to be offered by the company, 50,000 by MPO Videotronics Pres. Judd L. Pollock & other holders.

SEC vs. Skiatron: SEC administrative hearings for Skiatron Electronics & TV, trading in whose stock has been suspended for alleged inaccurate & inadequate statements in a 1959 registration statement (Vol. 16:3 p19), produced a mass of technical testimony—and little more—last week.

A staff of SEC lawyers headed by Eugene Rotberg spent the 2nd week of the proceedings in tedious questioning of representatives of N.Y. factoring firms. All had been involved—in one way or another—with transactions in Skiatron Electronics stock held by or loaned to Matty Fox's Skiatron of America, licensee of Skiatron's pay TV.

Following up first-week testimony by officers of the Colonial Trust Co. and Bache & Co., a succession of witnesses appeared on the stand in a drab little room in SEC's Washington HQ to pile up records of deals challenged by the market-policing agency. They included Morton Carlin, Judson Commercial Co.; Harry Bermack, Stratford Factors; Benjamin Cohen, Mid-East Securities & Reldan Trading Co. Gerald Pressman of Silver Co. was called as a govt. witness but he was excused when company counsel questioned relevancy of his testimony.

The testimony submitted for the factors was intended by SEC to show how Skiatron Electronics stock had been posted as collateral by Fox for loans to his privately-owned Skiatron of America—and then sold when the loans were defaulted. The Skiatron Electronics registration statement didn't disclose these transactions, according to SEC.

Next witnesses in the protracted proceedings, which were recessed until Feb. 19, are expected to include Skiatron Electronics Pres. Arthur Levey, Skiatron Electronics gen. counsel Kurt Widder and Fox, who is not involved directly in SEC's charges that Skiatron Electronics' stock registration statement was misleading. SEC attorneys said 2 more weeks of hearings probably will be necessary to wind up the case.

If SEC's complaint against Skiatron Electronics is sustained by hearing examiner Robert Hislob and by the Commission, SEC could issue a stop order suspending the statement for violations of registration requirements. Criminal prosecutions in such cases are rare unless "a concerted pattern of evasion" can be established, SEC secy. Orval L. DuBois told us.

Reports & comments available: Motorola, booklet, L.F. Rothschild & Co., 120 Broadway, N.Y. 5 . . . Packard-Bell, report, White, Weld & Co., 20 Broad St., N.Y. 5 . . . Rad-O-Lite Inc., prospectus, John G. Cravin Co., 56 Beaver St., N.Y. . . . Sonotone and Motorola, memos, Hayden, Stone & Co., 25 Broad St., N.Y. 4 . . . Ling-Altec Electronics, review, Alex Brown & Sons, 2 Wall St., N.Y. 5 . . . Stanley Warner, review, Schweickart & Co., 29 Broadway, N.Y. 6.

Increasing stock ownership by Eversharp in Technicolor Inc. is indicated by the election of Eversharp Pres. Patrick J. Frawley Jr. to the Technicolor board. In addition to its color film-processing business, Technicolor is deep in research on TV bandwidth reduction (Vol. 15:4 p3).

Polarad Electronics Corp. (microwave equipment) is now traded on American Stock Exchange. Symbol: POD.

Common Stock Dividends

Corporation	Period	Amt.	Payable	Stk. of Record
Dresser Industries . . .	—	\$0.40	Mar. 15	Mar. 1
Gross Telecasting . . .	Q	.40	Feb. 10	Jan. 25
Gross Telecasting "B"	Q	.07½	Feb. 10	Jan. 25
Oak Mfg.	Q	.25	Mar. 15	Mar. 1
Stanley Warner	—	.30	Feb. 25	Feb. 8
TV-Electronics Fund .	—	.08	Feb. 29	Jan. 29

Officers-&Directors stock transactions as reported to SEC for December 1959:

Allied Artists. Albert Zugsmith bought 11,100, held 122,900.
 American Bosch Arma. Sidney E. Miller exercised option to buy 100, held 1,250.
 AB-PT. A. H. Blank bought 500 for trusts, held 3,877 in trusts, 1,887 personally. Walter P. Marshall bought 100 as custodian, held 100 as custodian, 200 personally.
 Ampex. George I. Long Jr. sold 5,000, held 26,235. Henry A. McMicking sold 4,900, held 26,470. Robert Sackman sold 1,000, held 470. Thomas L. Taggart exercised option to buy 500, held 500.
 Amphenol-Borg Electronics. Matthew L. Devine sold 100, held 100.
 Avco. Arthur R. Kantrowitz sold 5,000, held 6,000. W. A. Mogensen sold 4,300, held 11,700. A. B. Newton bought 866, held 7,666. Curry W. Stoup sold 2,500, held 7,100.
 Cinerama. Sam Roberman bought 1,000, held 1,000. Nicholas Reisini bought 1,500 through Robin International Inc., held 2,500 in Robin International Inc., none personally.
 Corning Glass. Charles D. LaFollette exercised option to buy 1,500, held 12,514.
 Daystrom. Carlton S. Proctor bought 100, held 400.
 Emerson. Harold Goldberg sold 400, held 868.
 Filmways. William Cowan bought 1,000, held 1,515.
 Gabriel. Clarence M. Taylor sold 1,000, held none.
 General Dynamics. Lisle W. Adkins sold 100, held 400. Vernon W. Welsh sold 1,000, held 10,000.
 GE. William Rogers Herod exercised option to buy 292, held 11,836. George L. Irvine exercised option to buy 835, held 4,883. Clarence H. Linder sold 2,000, held 10,150. Jack S. Parker bought 5,278, held 7,100. Robert Paxton bought 6,450, held 24,727. Willard H. Sahloff exercised option to buy 2,445, held 6,677.
 General Instrument. Monte Cohen sold 6,300, held 718. S. W. Gross sold 2,000, held 500. Alois Konecny Jr. sold 2,500, held 7,200.
 General Precision Equipment. Gaylor C. Whitaker sold 500 from trusts, held 14,855 in trusts, 6,026 personally.
 General Telephone & Electronics. George W. Griffin Jr. exercised option to buy 1,292, held 1,402. J. B. Taylor exercised option to buy 625, held 725. Leslie H. Warner exercised option to buy 2,000, held 8,000.
 Hazeltine. Bertrand J. Tiffany bought 100, held 110.
 Hoffman Electronics. H. L. Hoffman sold 50,000 in private transaction, held 160,684. C. E. Underwood sold 5,000 in private transaction, held 10,000.
 Indiana General. A. J. Astrologes used option to buy 2,900, held 4,057.
 IBM. Walker G. Buckner sold 100 through foundation, held 500 in foundation, 1,631 in trusts, 2,089 personally. Sherman M. Fairchild sold 100, held 98,866.
 International Resistance. Ambrose H. Hardwick sold 1,100, held 1,020. Edward S. Weyl bought 100, held 21,885.
 ITT. Edward D. Phinnéy exercised option to buy 1,320, held 1,786. Paul F. Swantee sold 800, held 5,134.
 Lear. Roy J. Benecchi sold 2,950, held 1,989. Harold J. Downee sold 625, held none. K. Robert Hahn sold 200, held 606. Richard M. Mock sold 6,530, held 11,033.
 Litton Industries. Roy L. Ash exercised option to buy 12,812, disposed of 305 through partnership in exercise of options by employes, held 62,611 personally, 5,274 in partnership, 1,450 as custodian. Myles L. Mace sold 4,000, held 12,560. Norman H. Moore sold 5,113, held 15,229 personally, 468 as trustee. Charles B. Thornton exercised option to buy 28,187, disposed of 2,000 in transfer of community property interest and 670 more through partnership in exercise of options by employes, held 148,550 personally, 11,599 in partnership.
 Loew's Theatres. Eugene Picker bought 200, held 1,000 personally, 300 in Esia Holding Corp.
 Magnavox. George H. Fezell exercised option to buy 347, held 397. Donald N. McDonnell bought 100, held 100. James A. Robinson Jr. bought 1,102, held 1,102.
 P. R. Mallory. F. E. Head sold 200, held 600.
 Microwave Associates. Vessarios Chigas sold 1,000, held 25,600. Irving J. Helman sold 400, held 100. G. S. Kariotis sold 1,000, held 4,000.
 Motorola. Charles E. Green sold 1,000, held 1,760.
 National Telefilm Associates. Harold Goldman sold 9,000, held none. Oliver A. Unger sold 20,000, held none.
 National Theatres & TV. Willard W. Keith sold 1,500, held 1,000. Jack M. Ostrow sold 5,600 through corporation, held 79,500 in corporation, 7,500 personally.
 Paramount Pictures. Barney Balaban sold 300, held 11,300.
 RCA. Charles M. Odorizzi exercised option to buy 9,000, held 10,527.
 Raytheon. George Ingram Jr. sold 875, held 1,881. N. B. Krim sold 1,000, held 2,450.
 Skiatron Electronics & TV. Arthur Levey sold 2,500 in private transactions, held 267,931.
 TelePrompTer. Irving B. Kahn bought 20,250, held 60,048 personally, 3,150 in partnership.
 Texas Instruments. Patrick E. Haggerty sold 500, held 122,031. C. J. Thomsen sold 400, held 12,613.
 Thompson Ramo Wooldridge. Harry D. Bubb sold 220, held 316. Burton F. Miller sold 300, held 3,757 personally, 9,000 in trust. M. E. Price sold 500, held 794.
 Tung-Sol. George E. Hallett bought 500, held 1,440. Paul Scharninghausen sold 200, held 510.
 20th Century-Fox. Robert Lehman sold 6,700, held 10,700.
 Varian Associates. C. V. Heimbucher sold 2,000, held 34,734. Ralph W. Kane sold 100, held 4,499. Theodore Moreno sold 1,000, held 9,185.
 Westinghouse. L. B. McCully exercised option to buy 1,500, held 3,300. L. W. McLeod sold 125, held 1,250. Gwilym A. Price sold 5,500, held 500. Harry E. Seim exercised option to buy 2,365, held 4,333. W. W. Sproul Jr. sold 600, held 1,676.
 Zenith. Alexander Ellett sold 500, held 100. Leonard C. Truesdell sold 150, held none.

Television-Electronics Fund 2-for-1 split in the common stock and a reduction in the par value from \$1 to 50¢ a share was approved by stockholders at the Jan. 21 annual meeting. Jan. 29 was set as the effective & record date of the split.